

ANNUAL REPORT – 2017



3/8/2017

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 Shared Services (ESS), 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 and needs of government across the enterprise. The student member adds innovative diversity in our approach to delivering services online.

Annual Report – 2017

OREGON ELECTRONIC GOVERNMENT PORTAL ADVISORY BOARD (EPAB)

MESSAGE FROM THE BOARD CHAIR

I am pleased to present the 2017 Annual Report for the Oregon Electronic Government Portal Advisory Board. This report highlights key activities and successful implementations that improved online government services and access for Oregon citizens over the past year.

The Electronic Government Portal Advisory Board provides advice on the E-Government Program's delivery of internet services and advances the effectiveness and satisfaction with Oregon's online internet services by advising the State Chief Information Officer.



This year the Board continued its focus on improving website accessibility by supporting development of new website templates that are compliant with WCAG 2.0 AAA guidelines and the ISO 40500 Standard.

The E-Government Program and partner, the Human Services Deaf and Hard of Hearing Program, also began offering quarterly workshops to create how-to internet videos for the Deaf and Hard of Hearing community.

Certified, native speaking, American Sign Language spokespersons are filmed at no cost to the agency. We believe it is the first state-wide program of its type in the nation.

These activities build on past success working with the Oregon Blind Commission to improve website accessibility for all Oregonians.

The State of Oregon continues to expand and enhance mobile optimized online services. In the past year, we have nearly doubled the number of mobile services bringing the total to 94. Over 15.7 million Oregonians visited an Oregon government website using a mobile device last year. Mobile device optimization of state websites is important, according to 71 percent of Oregonians surveyed. The board supports the continued expansion of a mobile-first, responsive design strategy in website and application development so state agencies can deliver online services when and where citizens want to receive them.

The board also sponsored the development of a “Was this page helpful?” survey feedback tool that state agencies have deployed on their websites as a consistent way to measure and benchmark customer satisfaction. Agencies will begin reviewing survey results this year and that feedback will prove invaluable to government agencies wanting to improve online service delivery and user experience. This feedback will also help inform the development of a new and redesigned Oregon.gov in 2017.

Peter Threlkel

Chair; Electronic Government Portal Advisory Board

2016 brought new services and enhancements to Oregon agencies.

Examples of the new value provided include:

- 19 new or redesigned usability tested, mobile enabled websites
- “Website Helpful” feedback tool implemented on all E-Government provided websites
- Added new content delivery server and framework for websites to utilize centralized shared elements, improving delivery speed
- SharePoint website web parts:
 - Responsive design data tables with search
 - Task box card-based information containers
 - Accordion that provides accessible expandable/collapsible information panes
 - Site Maps which list all agency webpages for an agency website
- Open data tools for data.oregon.gov: Data Lens Interactive data visualization tool and Primer, an auto generated information summary webpage for each dataset
- Implemented multiple website improvement tools for: accessibility checking and testing, search engine optimization, content inventory, and locating orphan files
- New website redesign toolkit and documented guidance

Examples of existing capabilities that were enhanced and continued:

- Updated SharePoint website templates that features improved load speed and usability features
- Updated website templates to pass Accessibility Guidelines for Section 508, WCAG AAA, and the ISO 40500 Accessibility Standard
- Enterprise payment processing certified as level 1 compliant by the Payment Card Industry
- Usability testing with residents on new applications and new or redesigned websites
- Faster search engine in open data platform
- 7 agencies added to the Oregon Newsroom
- Capacity for redundant disaster recovery and fail over services retested across two AT&T Tier 4 datacenters
- 24 hours a day, 7 days a week monitoring and response
- E-Government services subject matter experts with over 25 years’ experience
- State-of-the-art private cloud hosting technology

2016 Highlighted Usage Statistics

Website Visits	Over 41.5 million visits
Web Pages Loaded	Over 131 million pages viewed
Payments Collected	Over \$2.6 billion dollars
Payment Transactions	Over 3.2 million transactions

Meet the Board**Governor’s Agency Appointees**

Kurtis Danka

Department of Transportation

Tom Fuller

Department of Transportation

Peter Threlkel

Secretary of State

Governor’s Public Appointees

Richard Chaves

Chaves Consulting

Trevor Fiez

Student, Oregon State University

Vacant

Senate President Appointees

Lee Beyer

Senator, District 6

Kim Thatcher

Senator, District 13

Speaker of the House of Representatives Appointees

Phil Barnhart

State Representative, Central Lane and Linn Counties

Mike Nearman

State Representative, District 23

Administrative Services Appointee

Gina Salang

Administrative Services Department

State Treasurer Appointee

Cora Parker

State Treasurer’s Office

State Chief Information Officer Appointee

Larry Warren

Office of the State CIO

AWARDS

In 2016, the following E-Government Program provided services and the program itself was nationally recognized:



Innovation of the Year:

Electronic Filing System, Oregon Government Ethics Commission

State IT Program of the Year:

Oregon E-Government Program

“The StateScoop 50 Awards annually honor the best and the brightest who make state and local government more efficient and effective. These awards allow us to celebrate the outstanding achievements of our peers and acknowledge their tireless efforts to make a positive impact in the government IT community and in public service.”



Finalist, Government to Business Award:

Secretary of State License Directory

“The National Association of State Chief Information Officers (NASCIO), in its 28th consecutive year, honors outstanding information technology achievements in the public sector. This year’s high quality of nominations shows that states continue to innovate and achieve great results.”

LOOKING AHEAD TO 2017

2016 closed with 10 new projects underway and 31 upcoming projects to be scheduled. The flexible funding options and broad range of services offered by the Office of the State CIO E-Government Program continues to spark enthusiastic demand from agencies. Here is a look at some of the applications, websites, and E-Commerce services poised for launch in 2017:

- Employment Relations Board Case Management System
- Human Services/Health Authority Personal Injury Claim Interface Application
- Marine Board Boating Access Mobile App
- Fish & Wildlife Payment Processing
- Bureau of Labor & Industries Publications E-Commerce Store
- Administrative Services Fleet Online Payment Processing
- Aviation Payment Processing
- Recreational Marijuana Licensing System Phases 4, 5 and 6
- Teacher Standards and Practices Commission Phase 3
- Government Ethics Commission Case Management System Phases 2 and 3
- Chiropractic License Renewal Phase 2
- Water Resources Department Payment Processing
- Website redesigns for:
 - Oregon.gov state portal
 - Consumer & Business Services Affordable Care Act
 - Department of Corrections
 - Department of Energy
 - Department of Environment Quality
 - Department of State Lands
 - Department of Transportation
 - Emergency Management
 - Health Authority
 - Housing & Community Services
 - Judicial Department (Courts)
 - Mortuary & Cemetery Board
 - Public Employees Retirement System
 - State Interoperability Executive Council
 - Speech-Language Pathology & Audiology
 - Watershed Enhancement Board

NEWLY FEATURED SERVICES

Educator eLicensing

The Teacher Standards & Practices Commission eLicensing system provides robust public facing and agency-facing functionality. Educators may apply and renew for licenses, securely pay for fees and update their personal data, and other license related information online for the first time. Agency staff may evaluate and process applications containing test scores, professional development units, and other individual data, send messages and, take notes within applications.



Recreational Marijuana Licensing System

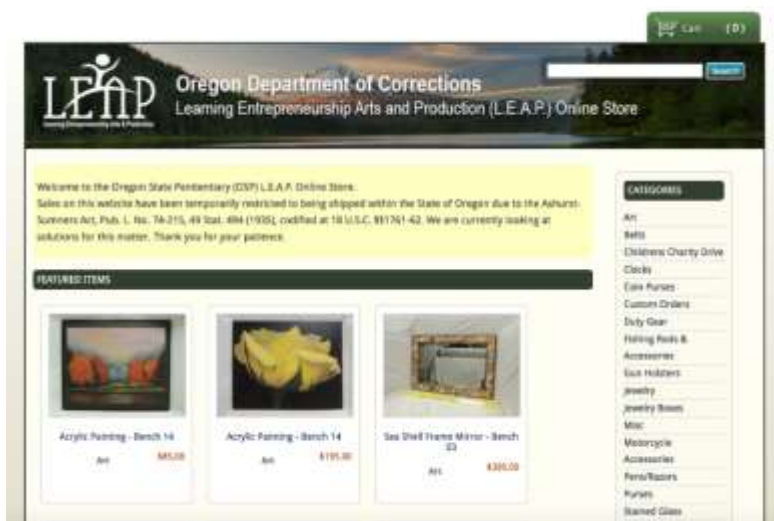


Launched by the Oregon Liquor Control Commission (OLCC), this system provides secure payment processing, secure registration, licensing and permitting for cannabis industry businesses and workers, complex relational structure of multiple license applications to particular physical addresses, and tracking of a business's many individual licenses, interested

parties, and funding sources. With secure file upload and storage, Google maps integration for geo-locating growing facilities, and OLCC review and processing capability, this system is a robust service that provides countless staff efficiencies.

Corrections LEAP Storefront

The Learning Entrepreneurship Arts and Production (LEAP) service is a public storefront to purchase a variety of custom made products. These quality items are handmade by Inmate Crafters at the Oregon State Penitentiary. Additional storefronts for other Oregon institutions are being planned for the coming year.



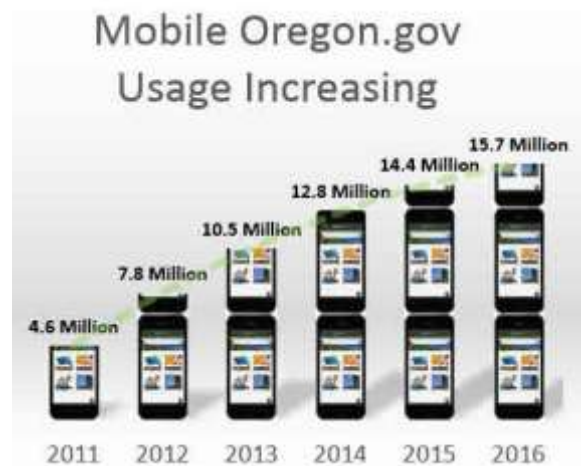
More 2016 Accomplishments

- Government Ethics Commission Case Management System
- Human Services (DHS)/Health Authority (OHA) Client Request System
- DHS/OHA Medical Marijuana Payments
- DHS/OHA Growers, Processors, Dispensary and PACE Stores (4)
- DHS Drinking Water Cross Connection Fee and Certification Payments (2)
- DHS OR-Kids Overpayments
- Landscape Architects License Renewal & Payments (2)
- Geologist Examiners License Renewal & Payments (2)
- Environmental Quality Remote Vehicle Reporting Payments
- Revenue Tax Portal Payments
- State Lands Unclaimed Property, Wetlands, Removal Fill, Registrations, and Other Authorization Payments (5)
- Tax Practitioner License Payments
- ASL Workshops for Deaf and Hard of Hearing Videos
- New/Updated Websites:
 - Education
 - Retirement Savings Plan
 - Consumer & Business Services websites (6)
 - Basecamp
 - Appraiser Board
 - Optometry
 - Real Estate
 - Administrative Services
 - Marine Board
 - Governor's Food Drive
 - Higher Ed Commission
 - Human Services
 - Independent Contractors
 - Oregon Job Opportunities
 - Geospatial Enterprise

LEADING WITH A “MOBILE FIRST” STRATEGY

Oregonians are increasingly going mobile. In the 2015 E-Government Survey of Oregonians, 71% of Oregon residents emphasized that it is important for the state of Oregon websites to be optimized for smart phones and tablets. Those survey results align with the growth in number of visits to Oregon.gov websites. One in every three visitors are using a mobile device.

In 2012, the Oregon E-Government Program announced Oregon’s intent to follow a “mobile first” strategy. The board-prioritized projects have resulted in 94 Mobile Services for Oregonians. In 2016, 47 new mobile optimized services were delivered.



MOBILE ENABLED SERVICES

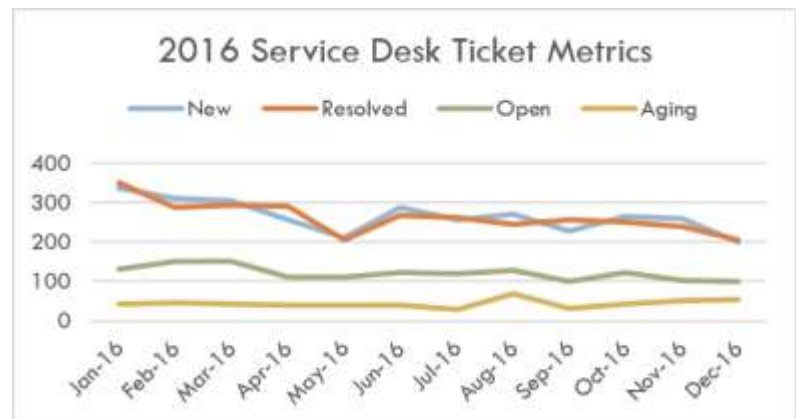
Mobile Websites	Mobile E-Commerce	Mobile Applications
Administrative Services Department	Asian & Pacific Islander Affairs Donations	Analytics Mobile Application
Agriculture Department	Black Affairs Donations	Bureau of Labor and Industries Event Registration
Appraiser Certification & Licensure	Commission for Women Donations	Chiropractic Examiners Board License Renewal Application
Basecamp	DCBS Financial Division Payments	Geologist Examiners License Renewal
Building Codes	Employment Department Payment Processing	Geologist Examiners Payment Processing
Business Xpress	Environmental Quality Vehicle Inspection Program	Government Ethics Commission Lobbyist/Client Reporting Application
Commission for the Blind	Environmental Quality VIP 2 Payment Processing	Government Ethics Commission Case Management System
Consumer & Business Services	Health Authority Dispensary	Human Services Secure 3rd Party Insurance Reporting
Criminal Justice Commission	Health Authority Growers	Human Services/Health Authority Client Maintenance Unit
Construction Contractors Board	Health Authority Medical Marijuana Payment Processing	Human Services/Health Authority E-Commerce Application
Education	Health Authority Processors	Landscape Architects License Renewal
Employment Department	Health Authority PACE Stores	Landscape Architects Payment Processing
Finance & Corporate Services	Hispanic Affairs Donations	Liquor Control Commission Recreational Marijuana Licensing System

Mobile Websites	Mobile E-Commerce	Mobile Applications
Forestry Department	Human Services Accounts Receivable	Public Meeting Manager Application
Geospatial Enterprise Office	Human Services Drinking Water Cross Connection Annual Fee	Secretary of State License Directory
Governor's Food Drive	Human Services Drinking Water Cross Connection Specialist & Backflow Tester Certification	Service Desk Mobile Application
Governor's Office	Human Services Drinking Water Operator Certification	SharePoint Form Builder
Higher Education Coordinating Commission	Human Services Drinking Water Operator Certification Renewal	State Lands Unclaimed Property Reporting Application
Human Services Department	Human Services Employed Persons with Disabilities	State Lands E-Commerce Application
Independent Contractors	Human Services Homecare Choice	State Library Talking Books Donations
Job Opportunities	Human Services Maternal and Child Health	Teacher Standards & Practices Commission eLicensing Application
Marine Board	Human Services ORKids	Veterans' Donation Application
Medical Board	Human Services Overpayments	
Occupational Safety & Health	Labor and Industries Event Registration Application	
Optometry Board	Oregon Cooperative Procurement Program Payment Application	
Oregon.gov	Revenue Tax Portal Payment Processing	
Oregon Healthcare	State Lands Other Authorizations	
Real Estate	State Lands Registrations	
Retirement Savings Plan	State Lands Removal Fill	
Revenue Department	State Lands Unclaimed Property	
Secretary of State	State Lands Wetlands	
Treasury	Suicide Awareness and Support Fund Donations	
Workers Compensation Board	Tax Practitioners Payment Processing	
Workers Compensation Division	Veterans Homes Fund Donations	
Workforce Investment Board	Veterans Support Fund Donations	
	Water System Survey Payment Processing	
	Women Veterans Fund Donations	

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 61 new and 61 resolved tickets per week, carrying an average of 121 open tickets on any given day. These metrics are openly shared weekly with agencies through the Oregon GovSpace collaboration portal.



NEW TRAINING PROGRAMS

An important aspect of support is providing useful training to equip agencies with the knowledge to use our services. In 2016 our program trained over 230 agency staff through 19 webinars, two E-Government User Group meetings, and nine classroom sessions. The Service Desk team expanded the library of 117 how-to documents and added 53 video tutorials providing on-demand training and support for agencies. Self-help training information and resources can be found in the E-Government Training Space available to agencies on Oregon GovSpace.

IMPROVING COMMUNICATIONS

An ongoing priority is to improve communications. Those who use our services receive a monthly E-Government Update; timely and consistent maintenance notices, immediate incident notifications with live information webinars for a widespread incident during working hours. Weekly meetings between the Office of the State CIO E-Government Program leadership and NICUSA managers review project and service ticket communication timeliness. Monthly updates, feedback, and guidance are sought from the multi-agency E-Governance Board. We facilitate and participate in the quarterly E-Government User Group. These sessions are popular 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 give 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 Program Manager, Analyst and NICUSA managers meet in person with agencies on any topic of interest upon request.

CONTINUAL SERVICE IMPROVEMENT

In 2016 we continued the E-Government Program Customer Satisfaction 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 Office of the State CIO 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, the E-Government Manager and NICUSA manager sits down with the Executive Sponsor of the project and asks 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. To date, 29 customer satisfaction surveys have been completed with a cumulative satisfaction score of 4.4 (exceeds expectations). The average Work Order Engagement score was 3.8 (meets expectations). In 2016, there were 5 customer satisfaction surveys conducted for projects completed.

PORTAL REVENUES

Services to agencies and the public provided by NICUSA through the Office of the State CIO 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 2016 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 Vehicle Services	Driver Record System	Convenience Fee	\$3.00	1,160,735	\$3,492,159
Department of Revenue	WebPay System – Web	Agency Portal fee	\$0.40	646,084	\$258,877
Teacher Standards & Practices Commission	eLicensing System	Convenience Fee	\$10.00	25,363	\$253,630
Liquor Control Commission	Recreational Marijuana Licensing System	One Time Implementation Fee	n/a	n/a	\$123,000
Liquor Control Commission	Recreational Marijuana Licensing System	Subscription Fee	n/a	n/a	\$109,014
Department of Environmental Quality	Vehicle Inspection Program Payment Services	Agency Portal Fee	\$0.20	409,014	\$81,802
Marine Board	Licensing System	Fixed Time & Materials	n/a	n/a	\$66,871
Government Ethics Commission	Electronic Filing System	Subscription Fee	n/a	n/a	\$63,500
Secretary of State	License Directory	Subscription Fee	n/a	n/a	\$57,600
Secretary of State	Business Express Portal	Fixed Time & Materials	n/a	n/a	\$37,500
Department of Human Services	OPAR Third Party Insurance Reporting	Subscription Fee	n/a	n/a	\$33,000
Department of Human Services / Oregon Health Authority	WebPay System – Web	Agency Portal Fee	\$1.00	21,663	\$21,663
Bureau of Labor and Industries	Online Event Registration System	Agency Portal Fee	4.75% of total monthly registration fee totals	2,200	\$21,611

Organization	Name of Service	Funding Type	Fee	Quantity	Total
Department of Human Services	Client Maintenance Unit Request System	Subscription Fee	n/a	n/a	\$20,900
Department of Consumer and Business Services	Oregonhealthcare.gov Website Hosting Services	Subscription Fee	n/a	n/a	\$16,290
Department of Revenue	WebPay System – IVR	Agency Portal Fee	\$0.17	73,403	\$12,478
Employment Department	Payment Services	Agency Portal Fee	\$0.40	15,754	\$6,301
Department of Administrative Services	Fleet and Parking Services Payment Processing Services	Agency Portal Fee	\$3.00	1583	\$4,749
Department of Revenue	GenTax and Revenue Online Payment Processing Services	Agency Portal Fee	\$0.40	11,712	\$4,684
Marine Board	Licensing System Address Data Services	Subscription Fee	n/a	n/a	\$3,607
Chiropractic Examiners	License Renewal	Agency Portal Fee	\$2.00	1,597	\$3,194
Government Ethics Commission	Case Management System	Subscription Fee	n/a	n/a	\$1,617
Oregon State University	Kiosk Donation Services	Agency Portal Fee	\$0.60	1,229	\$737
Department of Corrections	Learning Entrepreneurship Arts and Production Online Store	Agency Portal Fee	\$5.00	86	\$430
Department of State Lands	Payment Services	Agency Portal Fee	\$1.00	85	\$85
Geologist and Examiners Board	Payment Services	Agency Portal Fee	\$1.00	33	\$33
Tax Practitioner Board	Payment Services	Agency Portal Fee	\$1.00	14	\$14
Landscape Architect Board	Payment Services	Agency Portal Fee	\$1.00	11	\$11
Total Portal Revenue				2,370,566	\$4,695,362

MEASURING SUCCESS

With the establishment of Office of the State CIO 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 latest 2015 survey results are attached to the end of this report.



NUMBER OF ONLINE SERVICES: 1,886

An online service is one where a resident can interact with 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. A process that requires downloading a PDF form and completing offline would not meet this criteria.

Oregon's measures of online services are significant and are continually being enhanced. There is not currently a 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.

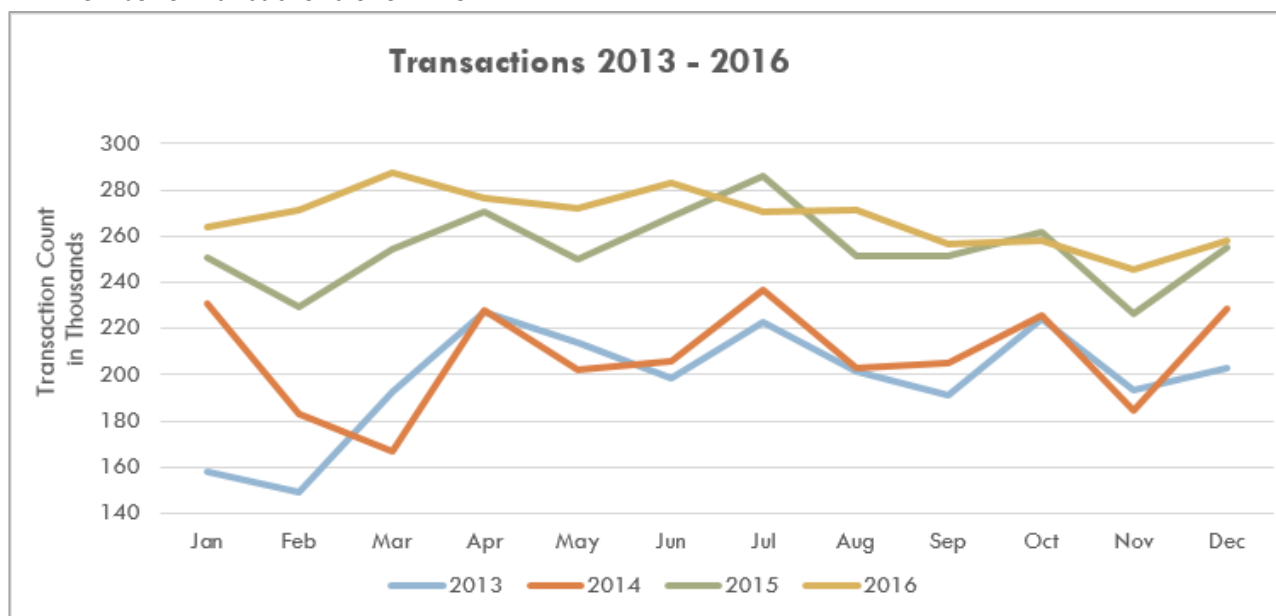
Online Licenses, Permits and Registrations (LicenseInfo.oregon.gov)	897
Non-Licensing Online Services provided by the E-Government Program (https://data.oregon.gov/Administrative/Licensing-vs-Non-licensing-Services/gw7q-68zt)	273
Other Non-Licensing Online Services (http://www.oregon.gov/Pages/OL_services.aspx)	67
Data services provided through Data.Oregon.gov (for example: looking up Active Trademark Registrations, Consumer Complaints, Agency Expenditures, etc. are all available through the enterprise open data platform)	649

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. The measures are as follows:

E-COMMERCE

1. Number of transactions over time:



2. Total NICUSA E-Commerce Cost to Agencies: There is no (\$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 + Application	Convenience Fee	\$3.00	1,160,735	\$3,492,159
Revenue	WebPay System – Web	E-Commerce + Application	Agency Portal fee	\$0.40	646,084	\$258,877
Teacher Standards & Practices Commission	eLicensing System	E-Commerce + Application	Convenience Fee	\$10.00	25,363	\$253,630
Environmental Quality	Vehicle Inspection Program Payment Services	E-Commerce	Agency Portal Fee	\$0.20	409,014	\$81,802
Revenue	WebPay System – IVR	E-Commerce + Application	Agency Portal Fee	\$0.17	73,403	\$12,478

Organization	Name of Service	Type of Service	Revenue Type	Portal Fee Per Transaction	Transaction Quantity	Total
Human Services / Oregon Health Authority	WebPay System – Web (8 Stores)	E-Commerce + Application	Agency Portal Fee	\$1.00	21,663	\$21,663
Employment	Payment Services	E-Commerce	Agency Portal Fee	\$0.40	15,754	\$6,301
Chiropractic Examiners	License Renewal	E-Commerce + Application	Agency Portal Fee	\$2.00	1,597	\$3,194
Department of Administrative Services	Fleet and Parking Services Payment Processing Services	E-Commerce + Application	Agency Portal Fee	\$3.00	1,583	\$4,749
Oregon State University	Kiosk Donation Services	E-Commerce + Application	Agency Portal Fee	\$0.60	1,229	\$737
Bureau of Labor and Industries	Online Event Registration System	E-Commerce + Application	Agency Portal Fee	4.75% of total monthly registration fee totals	2,200	\$21,611
Revenue	GenTax Payment Processing Services	E-Commerce	Agency Portal Fee	\$0.40	11,712	\$4,684
Department of Corrections	Learning Entrepreneurship Arts and Production Online Store	E-Commerce + Application	Agency Portal Fee	\$5.00	86	\$430
State Lands	Payment Services	E-Commerce + Application	Agency Portal Fee	\$1.00	85	\$85
Geologist Examiners	Payment Services	E-Commerce + Application	Agency Portal Fee	\$1.00	33	\$33
Tax Practitioners	Payment Services	E-Commerce	Agency Portal Fee	\$1.00	14	\$14
Landscape Architects	Payment Services	E-Commerce + Application	Agency Portal Fee	\$1.00	11	\$11
Total					2,370,566	\$4,162,458

4. Unmet needs for new E-Government Program provided online payment solutions used in the industry (feedback from agencies):

Online payment solutions requested by agencies	Need met in Oregon?
Visa	✓
MasterCard	✓
Discover	✓
American Express	✓
ACH E-Check	✓
ACH Batch File	✓
Interactive Voice Response (VR)	✓
Mobile enabled payment processing	✓
Convenience and Service Fee Programs	✓
PayPal	Not authorized in Oregon
Recurring Payments*	Not yet authorized in Oregon
Customer Billing*	✓
Payment Account Storage (E-Wallet)	Not yet authorized in Oregon

*Only available if NICUSA builds the application

Offline payment solutions requested by agencies	Need met in Oregon?
PIN Debit	✓
Self-help Kiosk payments	✓
Smartphone Near Field Communication (NFC) (Apple Pay, Samsung Pay, Android Pay)	No
Over-the-Counter payments	✓
Integrated point of sale with inventory management	No
Support for EMV card transactions (point of sale chip and pin)	In progress

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

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 Government Technology report here: <http://goo.gl/Kk5DAe>.

Offline: \$17.00 estimated cost per transaction
Online: \$4.00 estimated cost per transaction

WEBSITE EFFECTIVENESS

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

Total Websites	151
Usability Tested Websites*	36
Percentage Tested	24%
Percent change from Previous Year	38%

In 2016, usability testing was conducted during each website redesign and application project 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.

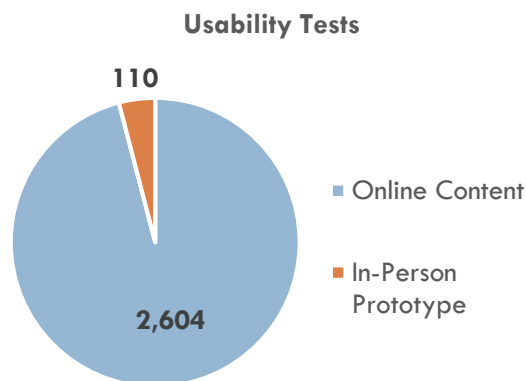
*Usability tests are now conducted as on every new website redesign through the E-Government Program.

2. Search results are effective:

79% of Oregonians surveyed 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 2015 by the E-Government Program using DHM Research. Oregonians were asked if they were generally able to find what they are searching for when visiting state websites.

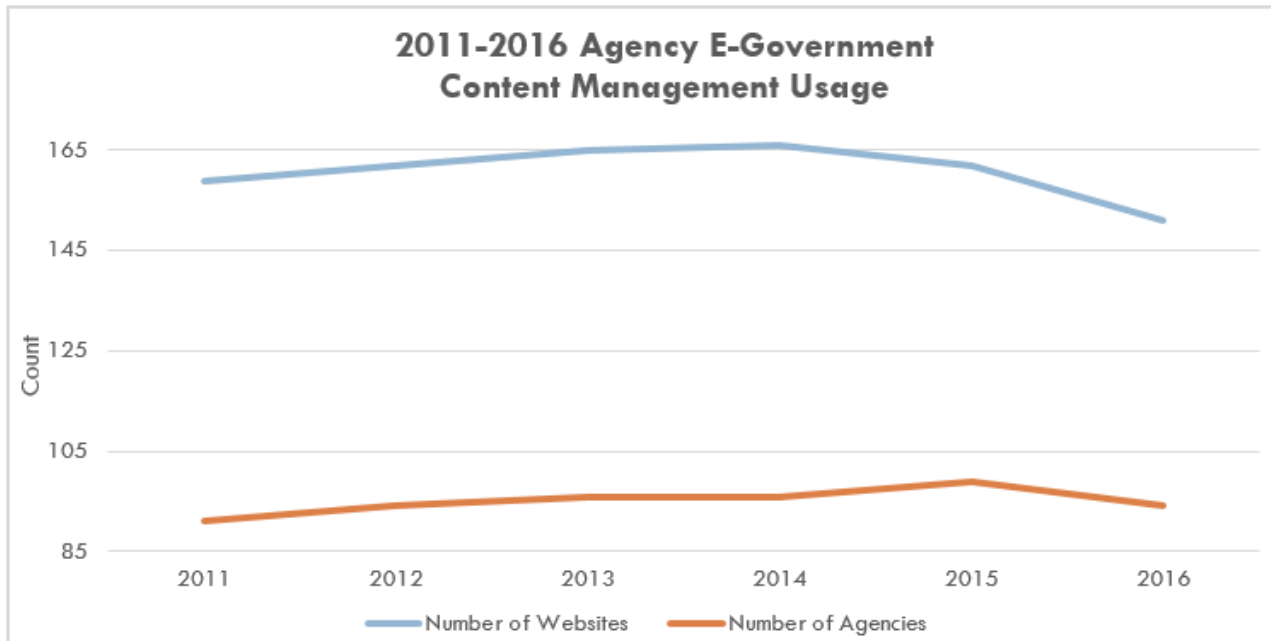
3. Number of usability tests performed with residents:

In 2016, the E-Government Program sought feedback from Oregon residents 2,714 times through usability tests conducted on twenty 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.

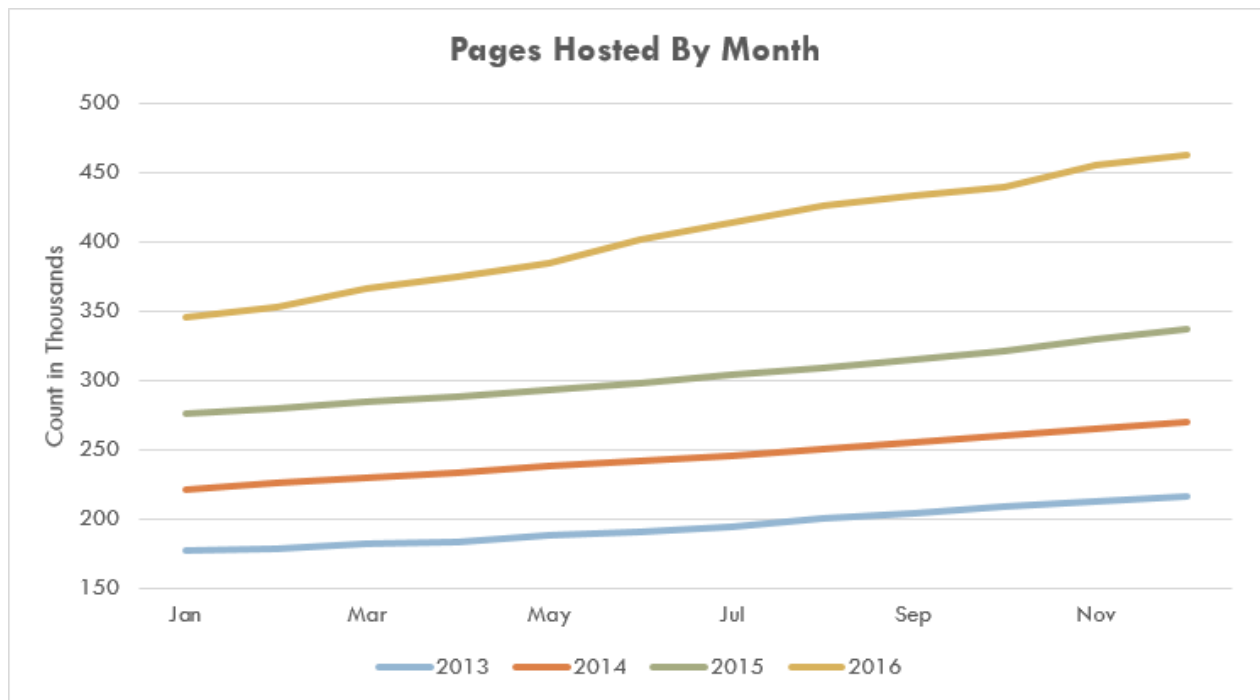


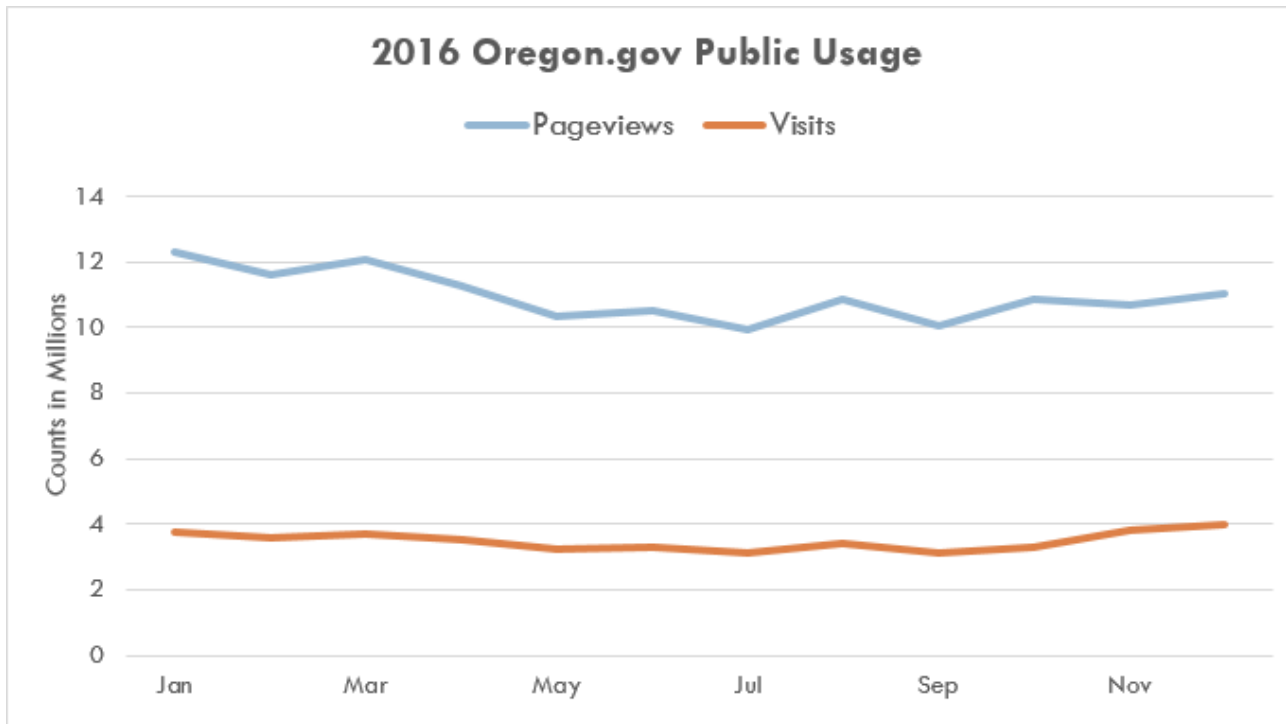
WEBSITE CONTENT MANAGEMENT

1. Number of agencies using the E-Government Content Management platform over time:



2. Amount of use over time (pages hosted, visitors, page views):

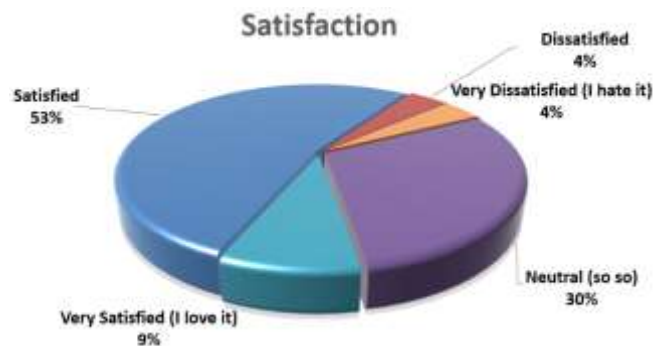




3. Survey of satisfaction with the Content Management Tool:

Overall, How Satisfied are you with SharePoint?

Satisfied or very satisfied: 62% (up 7%)
 Neutral: 30% (down 2%)
 Dissatisfied or very dissatisfied: 9% (down 4%)
 There were 47 responses



How Reliable is Authoring Content in SharePoint?

Reliability of Authoring



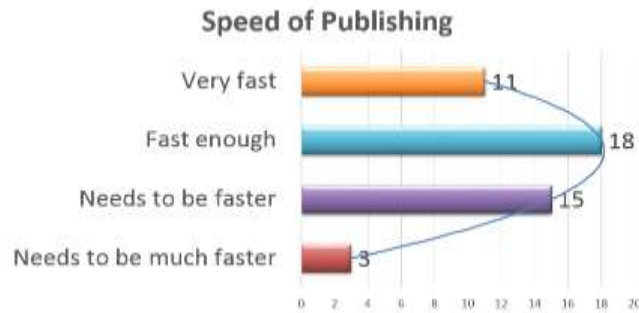
Reliable: 81% (up 11%)
 Don't Know: 4% (down 4%)
 Unpredictable: 15% (down 8%)
 There were 47 responses

When Managing Content, How Easy Is It?

Easy or Moderately Ok: 89% (up 19%)
 Challenging or Difficult: 11% (down 19%)
 There were 47 responses



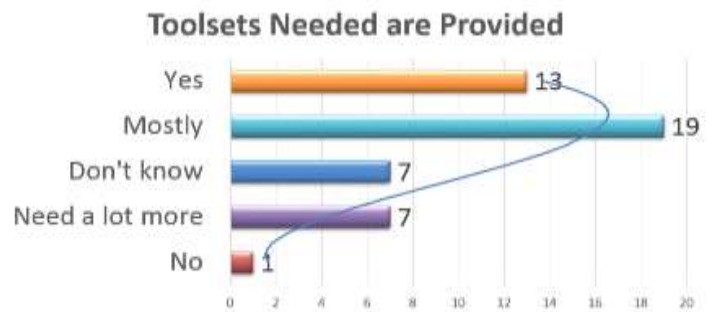
Is Publishing Content Fast Enough?



Fast Enough 62% (up 12%)
 Needs to be Faster: 38% (down 12%)
 There were 47 responses

Does SharePoint Provide the Toolsets You Need?

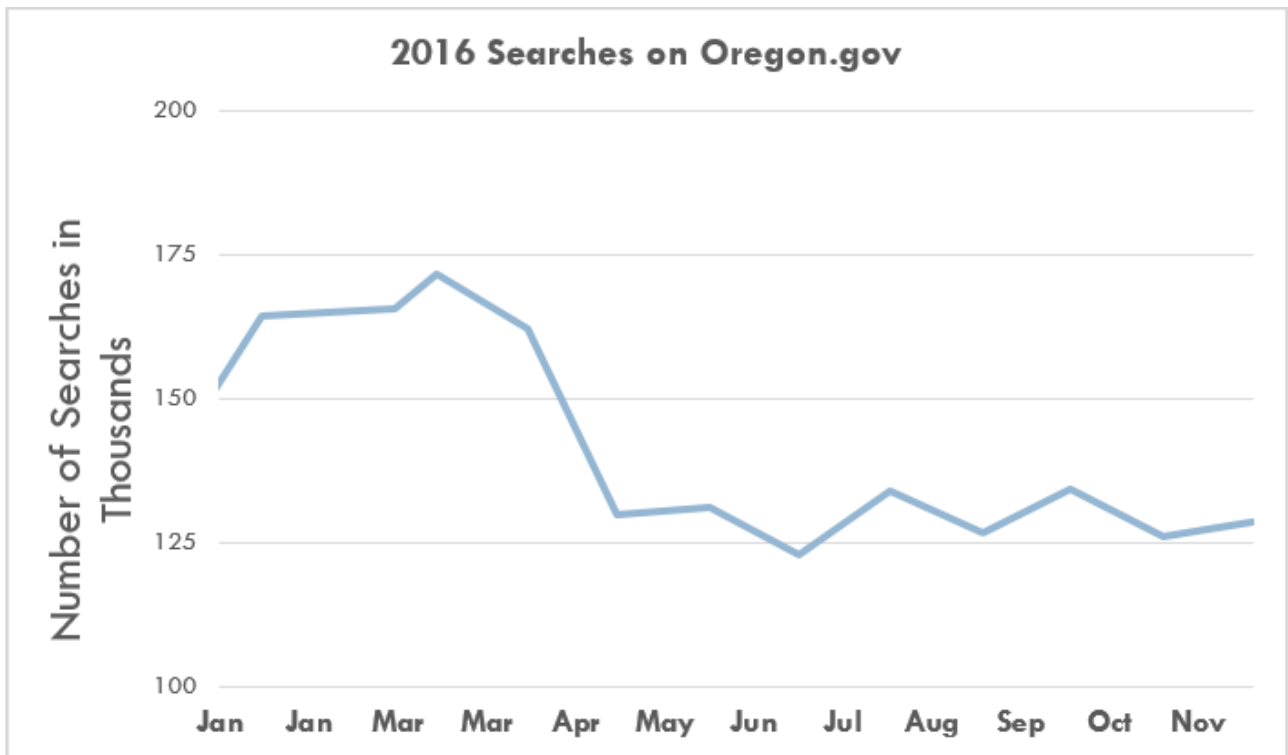
Toolsets are Mostly Provided 68% (up 8%)
 Need More Toolsets: 17% (down 5%)
 Don't know: 15% (down 3%)
 There were 47 responses



4. Number of pages posted/updated per month:



5. Number of successful searches:



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

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

- **Dynamic Content** – SharePoint Lists provide agencies with the ability to manage and display data on webpages without editing the web pages individually. Dynamic data can also be reused without having to enter the same data in multiple locations.
- **Account Management** – Agency level account management allows key agency staff to quickly add content authors and adjust their permissions.
- **Page Level Design Flexibility** – Agencies have more flexibility to adjust the presentation of content.
- **Microsoft Office Like Editing** – Content editing using a familiar Microsoft Office interface.
- **Custom Publishing Workflows** – Agencies have the capability to create and edit their own publishing workflows.
- **Dynamic Link Management** – When content editors move content, links are automatically updated which prevents broken links to other content.
- **Content Updates over the internet** – Agency staff are not limited to the state network when they need to securely update content on their websites.
- **Web Parts and Template** – The template is custom designed to meet accessibility requirements, passing WCAG 2.0 AA, AAA, Section 508 guidelines, and the ISO 40500 Standard.

In 2016, the following features were added and made available to all agencies:

- **Responsive Design Improvements** – The newest web template was updated to use the latest version of the Twitter Bootstrap framework, which improved usability, expanded toolsets, and enables web sites to be compatible on more mobile devices.
- **Accessibility Improvements** – Using WCAG 2.0 Success Criteria and the Section 508 guidelines, the newest version of the website template was vastly improved accessibility for people with disabilities and the tools they use to access websites. Improvements include the addition of key Landmark Roles, Accessible Rich Internet Applications (ARIA) attributes and their proper usage, and improved keyboard control, as well the inclusion of a check-as-you-go tool to aid agencies in building compliant content, and an extended scan for accessibility issues during the Quality Assurance portion of the design process.
- **Website Template Improvements** – A new version of the template was built from the ground up based on feedback, current needs, and new frameworks and technology.
- **Content Delivery Network (CDN)** – A new content delivery server, framework management system, and file bundler system was created. This improvement aids in centralizing content used across websites and applications. It also improves management of framework versions in order to stay current across all products. It loads JavaScript and CSS faster, improving load times of web pages.
- **DataTables Web Part** – A dynamic, accessible, mobile-friendly, searchable, filterable table was made available in the newest version of the template. This table can display content sourced from local lists and libraries or Oregon's statewide data portal, <http://data.oregon.gov>.
- **Form Builder Web Part** – A flexible, accessible, responsive solution to create complex, multi-page web forms, collect and store responses and file attachments, and receive emails containing submission details and links to retrieve file attachments. An accompanying Form Manager was also created.
- **Webpage Feedback Helpful Page Poll** – A page-level satisfaction feedback from visitors on all Oregon.gov websites through a simple Yes/No mechanism. This non-intrusive solution provides statewide reports to aid agencies and government advisory boards in measuring whether visitors are finding what they are looking for on Oregon government websites.
- **Task Box Web Part** – A card-based information container, with a heading and grouped, unordered list of links, as well as optional image cap and/or description. This web part is typically used in conjunction with a Top Tasks list, however it could be used for many other applications.

- **Accordion Web Part** – A vertical stack of accessible, expandable/collapsible information panes, each designated by a heading containing a title, subtitle, and/or thumbnail image. One or more columns of content are displayed in the information pane.
- **Site-Wide and State-Wide Alerts Feature** – Both a state-wide alerting system, as well as an opt-in site-wide alerting system, producing one or both on a website at the top of the page.

7. How Current is the Software Upgrades?

All websites are currently using Microsoft SharePoint 2010 Version 14. The upgrade path to the SharePoint 2013 version of SharePoint was tabled. A draft roadmap to upgrade to SharePoint 2016 will be shared in April 2017.

8. Number of websites/content management services provided:

V4 = Version 4 templates; our initial move into new mobile responsive templates benefitting from usability testing with Oregon residents. V4.5 = Version 4.5 templates; our latest version of templates that feature improved performance, responsiveness, accessibility and new web parts.

Page Layouts	Web Parts 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 Custom 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	V4.5 FileSafe File Storage
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 Box	V4 Home Page Carousel Feature	
V4 Sub-Home Page 3 Feature Box	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 Content Page	V4 Filterable List Category Web Part	

V4 Special Feature 3 Column Content Page	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	
V4.6 Homepage	V4 Task Box Items Web Part	
V4.5 Standard page	V4 Custom Content Query Web Part	
V4.5 Standard Page w Aside	V4 Site-Wide Alert List Template	
V4.5 Standard Page w Left Nav	V4 Enhanced Filtered Lists	
V4.5 Standard Page w Left Nav & Aside	V4 Search Filtered Lists	
	V4.5 Accordion Web Part	
	V4.5 Site/State-Wide Alert	
	V4.5 Task Box Web Part	
	V4.5 Site Map Web Part	
	V4.5 JS/CSS Asset Manager	
	V4.5 Off-Canvas Navigation	
	Agency Directory Web Part	
	V4.5 Web Page Feedback Poll	
	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 816 controls. The 2015 Verizon Cybertrust Enterprise Certification was completed and received on January 21, 2016. The 2016 Verizon Cybertrust Enterprise Certification audit is nearing completion at the time of this report. The annual Payment Card Industry Level 1 Data Security Standard compliance was completed and received on October 10, 2016.

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

Independent Source	2015 Ranking
Center for Digital Government – Best of the Web	Oregon.gov was recognized as a finalist in 2015
Center for Digital Government – Best of the Web	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 accessibility	✓

2016 Center for Digital Government Best of the Web Criteria – How Oregon Compares
 Criteria provided by the Center for Digital Government, February 2017.

	Yes	No
SEARCH		
Prominently Featured Search	✓	
Intelligent Search	✓	
Search contents of all websites	✓	
SITE DESIGN & USABILITY		
Highlights the Most Requested Topics with Fewest Clicks	✓	
Mobile First Design	✓	
Simple and Clean Experience for Public	✓	
Consistent Design & Branding Across Multiple Websites	✓*	
Device Responsive Design	✓	
Categorization By Visitor Type	✓	
Online Live Help	✓	
Self Help, FAQs	✓	
ACCESSIBLE		
Section 508, WCAG 2.0 Compliant	✓	
Supports Multiple Languages	✓	
Support Browser Adjustable Text	✓	
Regularly Analyzed & Optimized Based on Viewing Audience	✓	
PREDICTIVE GOVERNMENT		
Analytics On Each Specific Visitor		✓
At Portal, Prompt Visitor with Specific Payments Needed		✓

	Yes	No
SECURITY & PRIVACY		
Secure Online Transactions and Personal Information	✓	
Frequently Test Security Practices	✓	
Online Privacy, Security, Intended Use Policy Statements	✓	
DATA		
Connects Disparate Data sources	✓	
Real-time Data interpretation		✓
Easy data interpretation		✓
ENGAGEMENT		
Social Media on Home Page and Portal of All Departments	✓	
Request a Service		✓
Crowdsourcing Co-Creation		✓
Collaborative Citizen Engagement		✓
Geo-Location Based Services	✓	
"My Portal" Personalization		✓
Access N11 Services		✓
ONE-STOP SHOP		
Portal Access to Departments	✓	
Portal Access to Multiple Levels of Government	✓	
Make Payments to Multiple Departments in a Single experience		✓
A-Z Online Services Directory		✓

	Yes	No
FUNDING		
Funding for Redesigns	✓	
Staffing Funding to Keep Knowledge Up-To-Date.	✓	
Solutions Relieve Financial Pressures While Expanding Services	✓	
PROJECT		
Project Level Governance, Oversight, and Ownership	✓	
Stakeholder Engagement, Iterative Development, Pre-Launch Testing	✓	
INNOVATION		
Internet of Everything (IoE)	✓	
Cross Jurisdiction Innovations	✓	
Annually Bring Multiple Offline Services Online	✓	
OPEN GOVERNMENT		
Transparency Site (spending)	✓	
Open Data Site with Analytics/ Infographics (downloadable)	✓	
Open Meetings (downloadable)	✓	
File Records Requests Online	✓	
Social Media Records Requests		✓
EMERGENCY		
Emergency Information	✓	
Emergency Alert Notifications	✓	
Volunteer Registration Portal		✓

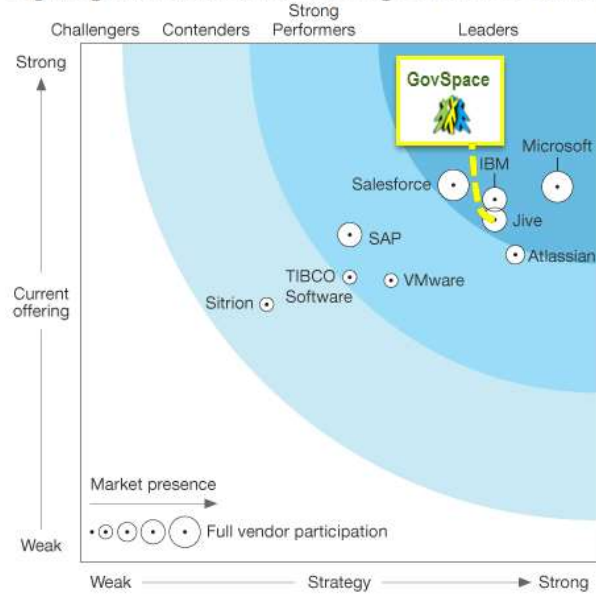
* Branding change from V3 to V4 underway

ENTERPRISE COLLABORATION

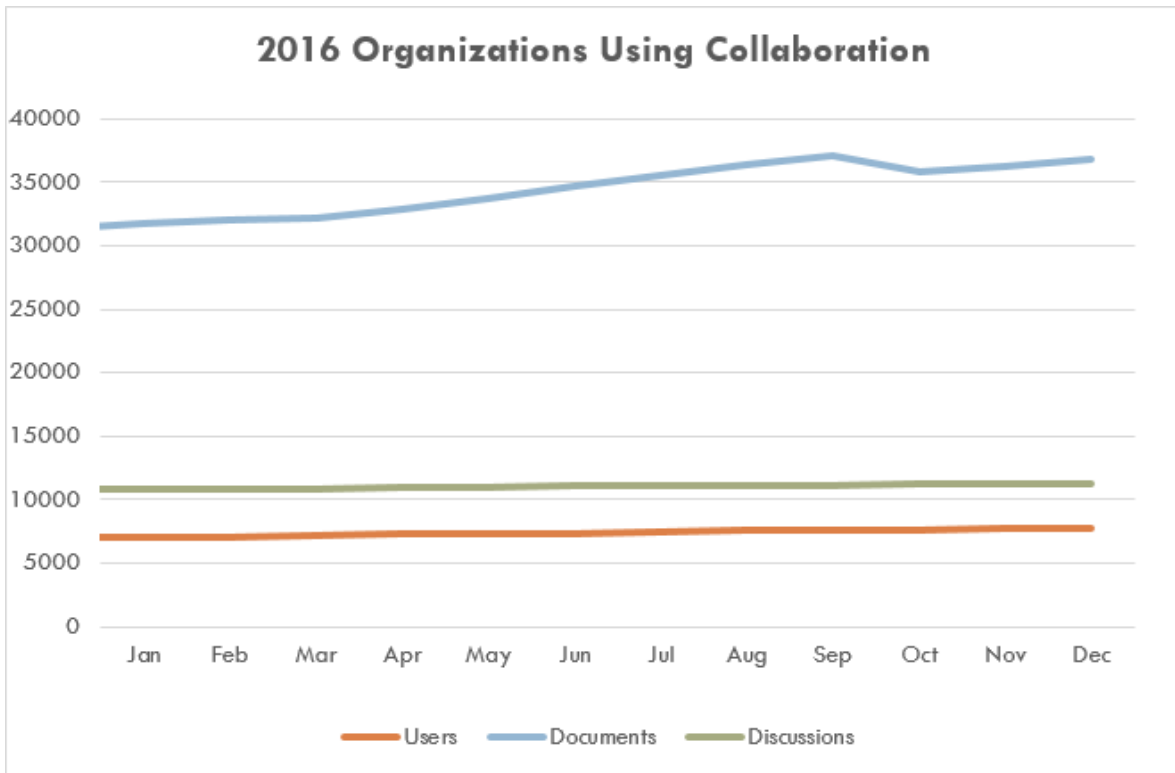
1. Is it offering in-line with industry standards?

Oregon's enterprise collaboration platform, Oregon GovSpace, is built on Jive Software. In 2016 Forrester listed Jive Software as one of the top three leaders in enterprise collaboration.

Figure 3: Forrester Wave™: Enterprise Collaboration, Q4 '16

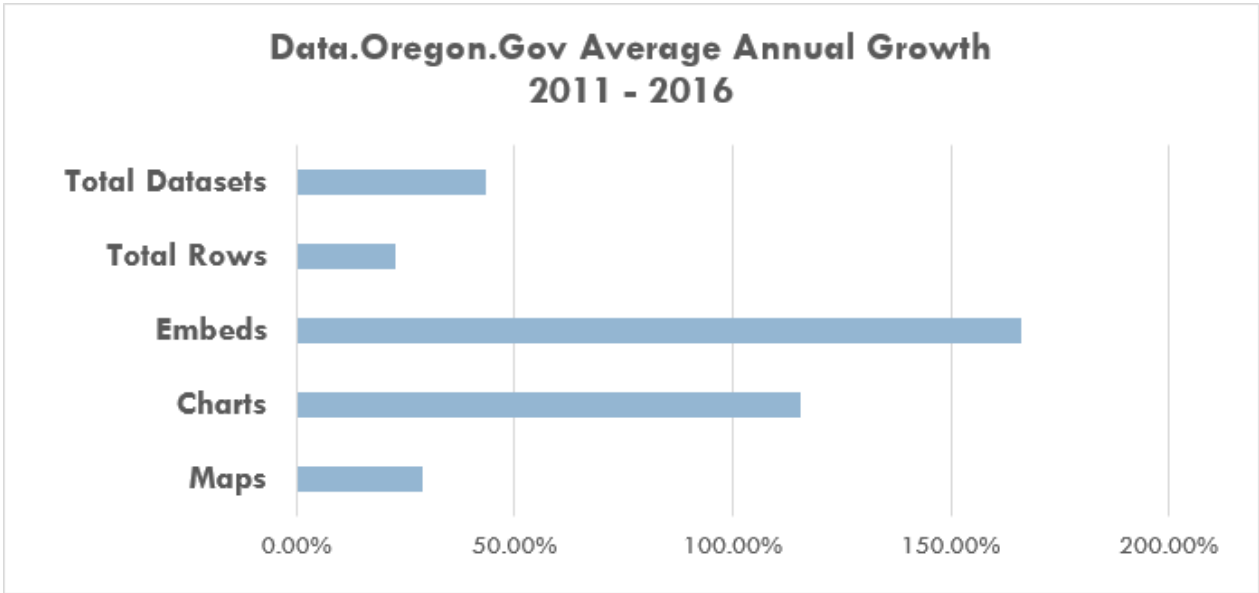
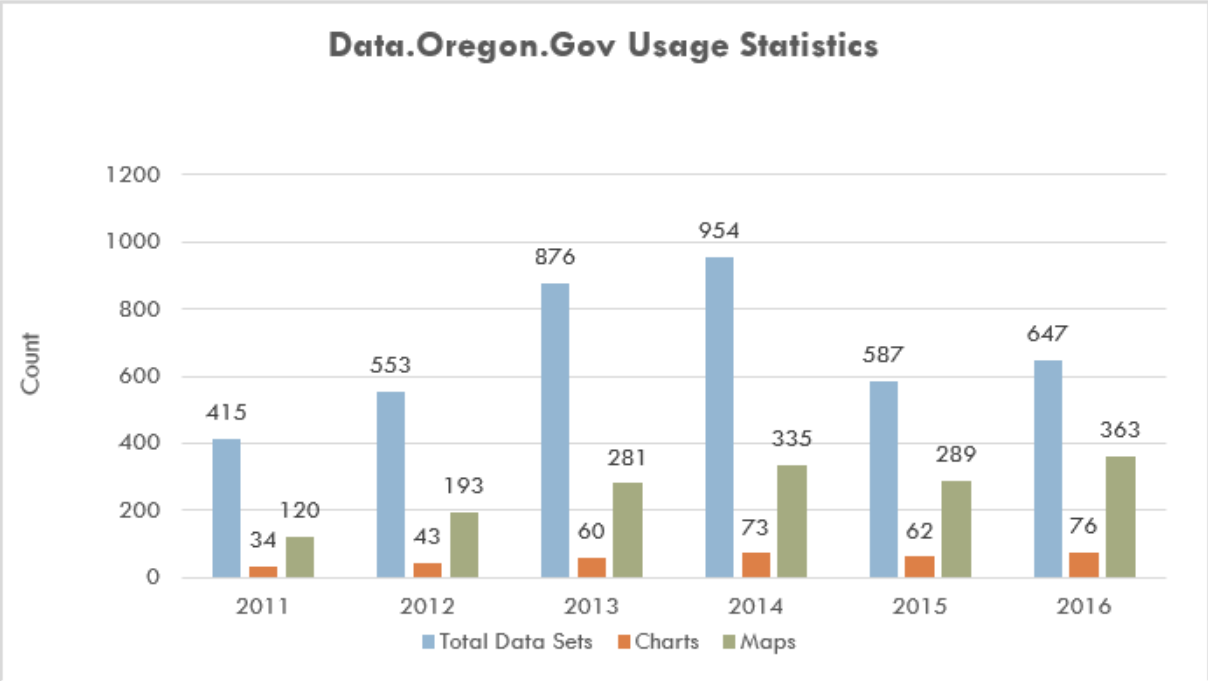


2. Number of organizations using collaboration, number of discussions, and number of documents:



As of 2016, the public viewed data sets in Data.Oregon.gov 27,072,672 times

The number of datasets in Data.Oregon.gov declined in 2016 largely due to a dataset consolidation effort by the Transparency Program to make it easier for the public to access like data from a single dataset. Also some datasets no longer needed were identified and removed.



Training

1. Number of user trained by type of service:

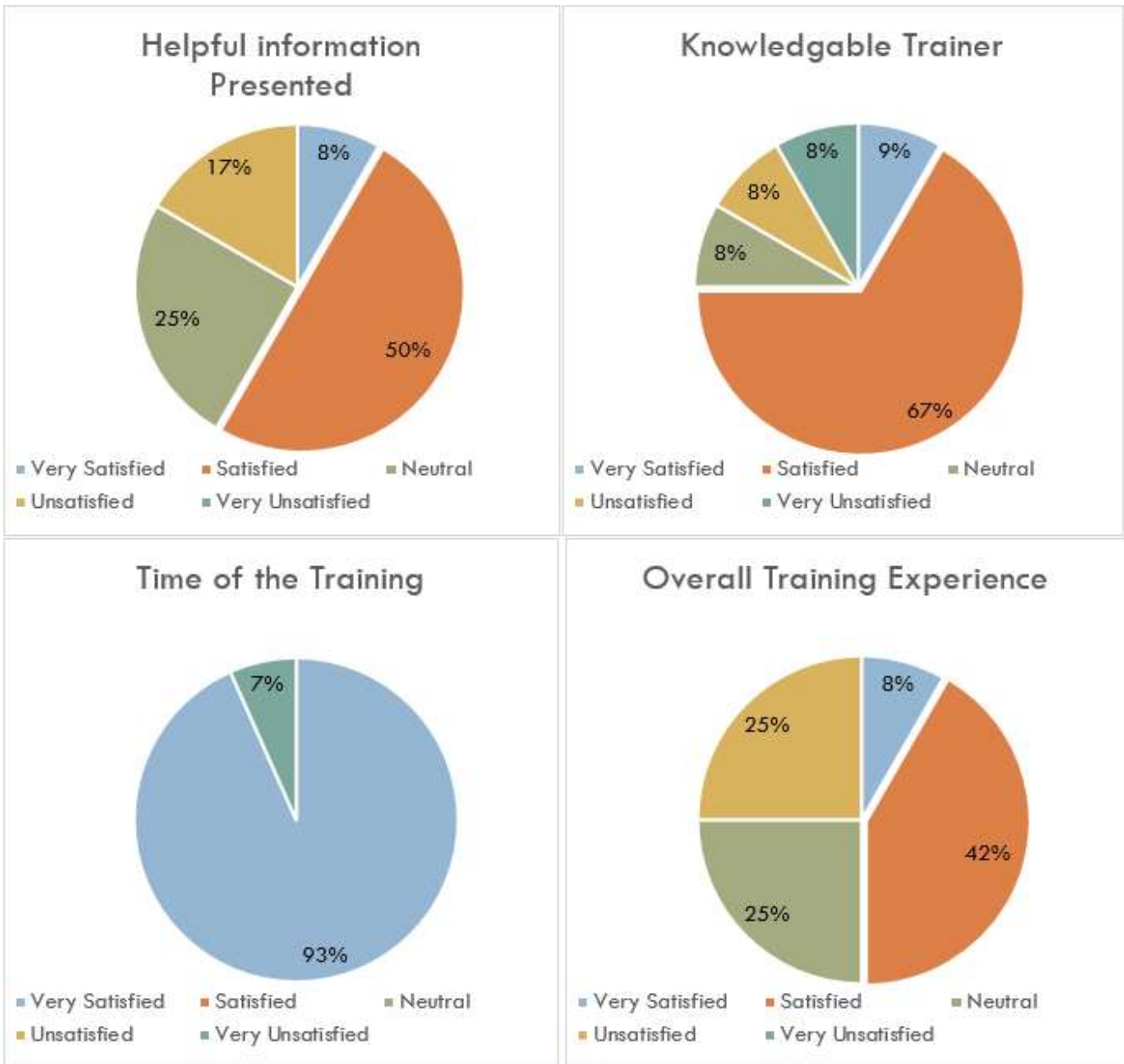
Web Content	
People Trained	221
Training Documents Created	11
Video Tutorials Created	6
E-Commerce	
People Trained	13
Video Tutorials Created	0
Custom Applications	
People Trained	58
Collaboration	
People Trained	192
Open Data	
People Trained	40 estimated

2. Availability and frequency of trainings 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
- g. Website accessibility training at 2 user group meetings

3. Post training survey results (questionnaire):

Data collected between January 2016 and December 2016.



FOR EACH PROJECT**1. Measure time from start to finish on each project and amount of time delays to the 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
Environmental Quality Remote Vehicle Reporting Payment Processing	8/24/2015	8/24/2015	12/7/2015	4/14/2016	Agency requested delay to conduct a very focused pilot
Corrections LEAP Storefront	1/6/2015	1/13/2016	5/5/2016	5/26/2016	Limited agency resource availability impacted schedule overall, change request from portal fee to convenience fee delayed MID approval
Tax Practitioners Payment Processing	-	6/15/2016	10/19/2016	10/31/2016	Agency 3rd party integration work took longer than expected
Human Services Client Maintenance Unit Phase 2	5/2/2016	4/30/2016	5/29/2016	5/16/2016	n/a
Revenue Tax Portal Payment Processing	-	9/12/2016	11/15/2016	11/14/2016	n/a
Geologist Examiners Payment Processing Application	3/21/2016	7/8/2016	10/20/2016	11/7/2016	WorldPay delay during setup
Landscape Architect Payment Processing Application	3/21/2016	7/8/2016	10/20/2016	11/7/2016	WorldPay delay during setup
Landscape Architect License Renewal	11/16/2015	11/15/2015	12/21/2016	12/21/2016	Scheduling resource availability. Agency 3rd party integration took longer than expected
Geologist Examiners License Renewal	11/16/2015	11/15/2015	12/21/2016	12/21/2016	n/a
Education Website	1/11/2016	3/24/2016	12/20/2016	12/20/2016	Agency delayed project start to hire a project manager

Project Name	Estimated Start Date	Actual Start Date	Estimated Completion Date	Actual Completion Date	Reason for Delay
State Lands Payment Processing Application	4/28/2016	5/11/2015	9/1/2016	9/1/2016	Project kick-off delayed due to agency and contractor schedule availability
Human Services Website	1/19/2015	2/10/2015	3/1/2016	1/6/2016	Agency staff availability for kick-off
Marine Board Website	7/20/2015	7/29/2015	2/11/2016	2/11/2016	Project kick-off delayed due to agency and contractor schedule availability.
Human Services / Health Authority Medical Marijuana Payment Processing	3/7/2016	3/7/2016	3/31/2016	3/31/2016	n/a
Teacher Standards Practices Commission eLicensing Phase 1	3/2/2015	3/18/2015	10/30/2015	1/18/2016	Original estimates were not adequate for requirements
Teacher Standards Practices Commission eLicensing Phase 2	3/30/2016	2/20/2016	5/1/2016	5/12/2016	Changes in requirements
Liquor Control Commission Recreational Marijuana Licensing Phase 1	5/15/2015	5/15/2015	1/4/2016	1/4/2016	n/a
Liquor Control Commission Recreational Marijuana Licensing Phase 2	11/1/2015	11/1/2015	3/1/2016	3/31/2016	Agency change request to add cash payment option
Liquor Control Commission Recreational Marijuana Licensing Phase 3	5/1/2016	5/1/2016	7/1/2016	9/6/2016	Agency requested new functionality based on legislative and policy changes to the program
Government Ethics Case Management Phase 1	8/1/2016	8/3/2016	12/13/2016	12/22/2016	Development took slightly longer than anticipated

2. Budget Overruns – 97% 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 2016 there were thirty-two out of thirty-three projects (97.0%) delivered on budget. There was a single project, Recreational Marijuana Licensing System with the Oregon Liquor Control Commission, which resulted in an increased monthly subscription fee of 90%. This was based on the agency requesting project scope enhancements that increased overall costs. The 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?
BOLI Event Registration Service	Requirements were Met	Yes
Marine Board Website Redesign	Requirements were Met	Yes
Government Ethics Commission Ethics Filing and Reporting System	Yes, requirements met for those that have been delivered.	Yes, for the elements that were delivered.
Corrections LEAP E-Commerce Storefront	Requirements were Met	Yes
Tax Practitioners Payment Services	Requirements were Met	Yes
State Lands Online Payment Services	Requirements were Met	Yes

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 2016, 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.

2016 Project Satisfaction Scores: Average is 4.4 – Exceeds Expectations

Project	Satisfaction Score
Labor & Industries Event Registration	3 – Met Expectations
Marine Board Website Redesign	5 – Excellent
Heath Authority Medical Marijuana Payment Processing	4 – Exceeds Expectations
State Lands Online Payment Processing	4 – Exceeds Expectations
Human Services Website Redesign	5 – Excellent

2016 Work Order Engagement Scores: Average is 3.8 – Meets Expectations

Project	Satisfaction Score
Labor & Industries Event Registration	3 – Met Expectations
Marine Board Website Redesign	5 – Excellent
Heath Authority Medical Marijuana Payment Processing	4 – Exceeds Expectations
State Lands Online Payment Processing	3 – Met Expectations
Human Services Website Redesign	4 – Exceeds Expectations

OVERALL PROGRAM

1. Number of new solutions provided per year:

2016 new solutions provided: 33

- 1) Teacher Standards & Practices Commission eLicensing
- 2) Liquor Control Commission Recreational Marijuana Licensing System
- 3) Board of Geologist Examiners License Renewal
- 4) Landscape Architects Board License Renewal
- 5) Corrections LEAP E-Commerce Storefront
- 6) Government Ethics Commission Case Management System
- 7) Human Services Client Maintenance Unit
- 8) Board of Geologist Examiners Payment Processing Application
- 9) Landscape Architects Board Payment Processing Application
- 10) Department of State Lands Payment Processing Application
- 11) Tax Practitioners Board Payment Processing
- 12) Revenue Tax Portal Payment Processing
- 13) Environmental Quality Remote Vehicle Reporting Payment Processing
- 14) Human Services / Health Authority Medical Marijuana Payment Processing
- 15) Oregon Retirement Savings Plan Website
- 16) Appraiser Certification & Licensure Board Website
- 17) Optometry Board Website
- 18) Occupational Safety & Health Administration Website
- 19) Workers Compensation Division Website
- 20) Division of Finance and Corporate Services Website
- 21) Building Codes Division Website
- 22) Oregon Healthcare Website
- 23) Higher Education Coordinating Commission Website Redesign
- 24) Governor's Food Drive Website Redesign
- 25) Office of the State Chief Information Officer Basecamp Website
- 26) Education Department Website
- 27) Human Services Department Website Redesign
- 28) Marine Board Website Redesign
- 29) Real Estate Agency Website Redesign
- 30) Independent Contractors Website Redesign
- 31) Department of Administrative Services Website Redesign
- 32) DAS Job Opportunities Website Redesign
- 33) DAS Geospatial Website Redesign

2015 new solutions provided: 22

2014 new solutions provided: 17

2013 new solutions provided: 3

2. Number of upgraded solutions provided per year:

2016 upgraded solutions provided: 15

- 1) Website template version 4.5
- 2) Website feedback tool implemented on all websites, feedback results viewable in existing Google Analytics accounts.
- 3) Responsive data tables with search web part

- 4) Task boxes web part
- 5) Accordion web part
- 6) Site Map web part
- 7) Hosting infrastructure upgrades including new routers and switches
- 8) Worked with state DNS team to cleanup entries for A-records and C-names to enable disaster recovery
- 9) Office of the State CIO Basecamp added to Oregon.gov newsroom
- 10) Department of Administrative Services added to Oregon.gov newsroom
- 11) Department of Energy added to Oregon.gov newsroom
- 12) Department of Geology and Mineral Industries added to Oregon.gov newsroom
- 13) Emergency Management added to Oregon.gov newsroom
- 14) Department of State Lands added to Oregon.gov newsroom
- 15) Military Department added to Oregon.gov newsroom

2015 new solutions provided: 15

2014 new solutions provided: 9

2013 new solutions provided: 7

3. Number of innovations provided per year

2016 innovations provided: 5

- 1) Search engine optimization scans
- 2) URL Profiler scan tool to support website content inventory
- 3) Storage inventory custom PowerShell scan to support website content inventory and
- 4) Orphan file report
- 5) Process improvement to standardize weekly solutions deploy window, bi-monthly redirect deploys, and monthly SharePoint solution updates.

2015 new solutions provided: 2

2014 new solutions provided: 5

2013 new solutions provided: 5

PERFORMANCE

1. Response times for all online services:

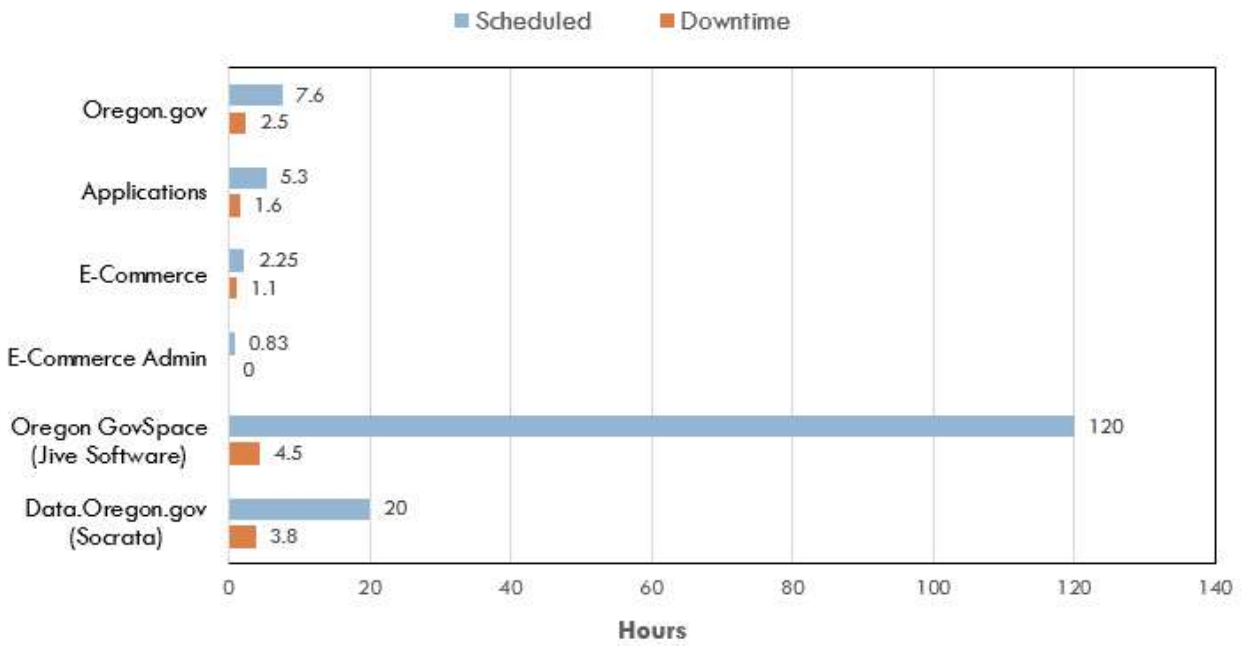
Service	Average Response Time
Oregon.gov	2.7 seconds (page load)
Applications	1.2 seconds (transaction time)
E-Commerce	1.2 seconds (transaction time)

2. Uptime for all online services

Service	Uptime Percentage
Oregon.gov	99.97%
Applications	99.99%
E-Commerce	99.99%

3. Amount of Scheduled and Unscheduled Down Time:

Hours of Scheduled and Unscheduled Downtime Report - 2016





PREPARED FOR:

OREGON DEPARTMENT OF ADMINISTRATIVE SERVICES

E-Government Survey Report

October 2015

PREPARED BY:

DHM RESEARCH

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

1. | INTRODUCTION AND METHODOLOGY

DHM Research conducted a telephone survey of residents in Oregon. The objective of the survey was to gauge Oregonian's use of and attitude towards the online delivery of government services. The survey assessed Oregonians' 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 2013.

Research Design: Between October 15th and 19th, 2015 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 12 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.

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. Although the sample was designed as evenly divided among three regions of the state, the total results reported in this survey have been weighted to account for the relative difference in size between these regions.

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 validation.

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

Visiting a state website is now the preferred method for contacting the state or finding information, edging out telephone calls.

- About a third of Oregonians (35%) would prefer to access a website for information, versus making a phone call (34%) or sending an email (14%).
- In general, 87% have heard of Oregon.gov. This number is slightly lower than in 2013 (89%), but the difference is not statistically significant.
- However, a greater proportion of Oregonians (70%) have actually visited Oregon.gov than in 2013 (66%).

Oregonians continue to use Oregon.gov to find general information, look for services, and complete transactions.

- The most common reason to visit Oregon.gov is *to look for information, data or services* (60%). This is followed by visits *to complete a transaction online, such as reserving a campsite or renewing car registration* (43%).
- When asked in an open-ended format about other reasons to visit Oregon.gov, the most common response is for general research needs (23%).

The number of Oregonians using state websites is growing, and many would like the opportunity to use the state website to share their opinions on public policy and to find information about state administration.

- Four in 10 (39%) of Oregonians have received government services online, but the number is growing. In 2013, only 23% of Oregonians had received services online.
- Seventy-two percent (72%) of Oregonians say it is *very* or *somewhat important* that they be able to *provide their opinion or review other citizen opinions about a public policy or planning issue* by visiting a state agency's website.
- About as important to Oregonians is *the ability to find information and data about state finances, payroll, and services* through an agency website. Over two-thirds (69%) of residents said this was *very* or *somewhat important* to them.
- About one out of every 10 users (13%) still struggle to find the information for which they are searching, although the type of information these users are searching for varies.
- However, the majority of Oregonians (79%) say that finding agency contact information is easy.

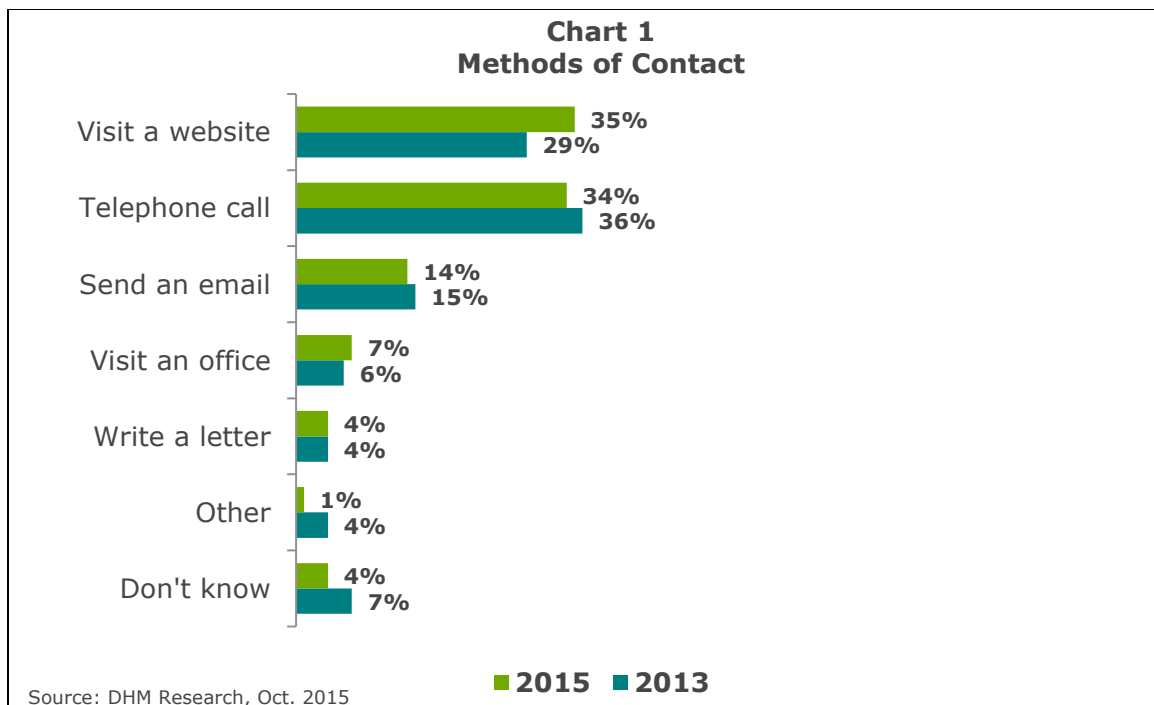
The vast majority of Oregonians agree with the proposed redesign of the State's website, and they place a high level of importance on security.

- Most Oregonians (81%) agree with the aims of the website redesign.
- Nearly all Oregonians (95%) think securely storing personal information is *extremely important, very important, or important*.
- Fewer, however, are *very* or *somewhat confident* that the state is currently storing that information securely (55%).

3. | KEY FINDINGS

3.1 | Information Access

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

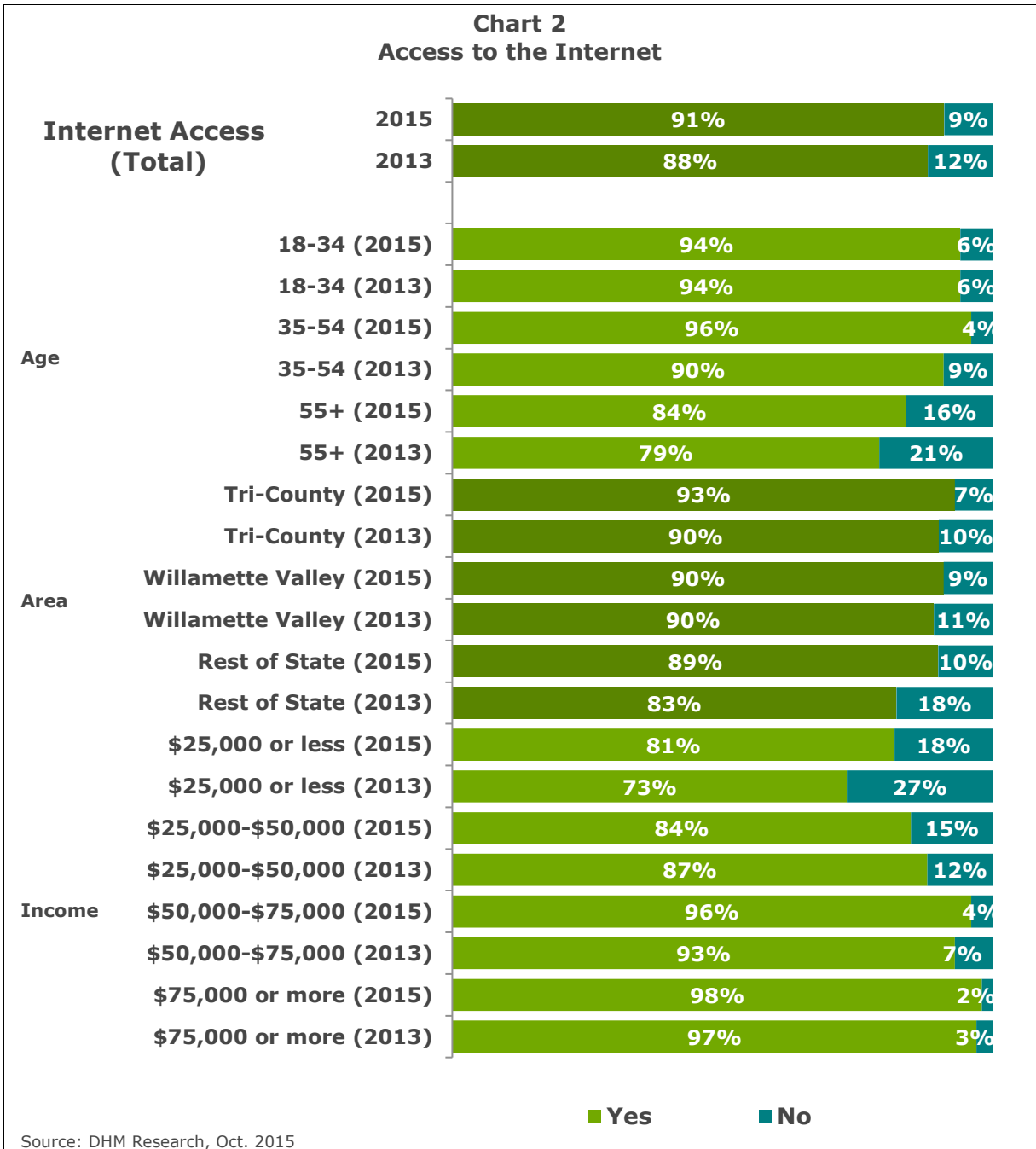


A little over one-third of respondents (35%) said they prefer to *visit a website* when they need to contact an Oregon state government agency. Another third of respondents (34%) still prefer to make a *telephone call*. Some still prefer *sending an email* (14%), but traditional methods such as *visiting an office* (7%) and *writing a letter* (4%) are reportedly the least convenient.

Last time this question was posed to Oregonians, in 2013, *telephone calls* (36%) were preferred over *visiting a website* (29%).

Demographic Differences: Tri-County residents (41%) are more likely to prefer *visiting a website* than Willamette Valley residents (32%) or residents of other parts of the state (30%). Younger age groups prefer *websites* as well; 18-34 year olds (37%) and 35-54 year olds (41%) prefer it more than the 55+ group (28%). Those 55 and older are more inclined to make a *telephone call* (42%).

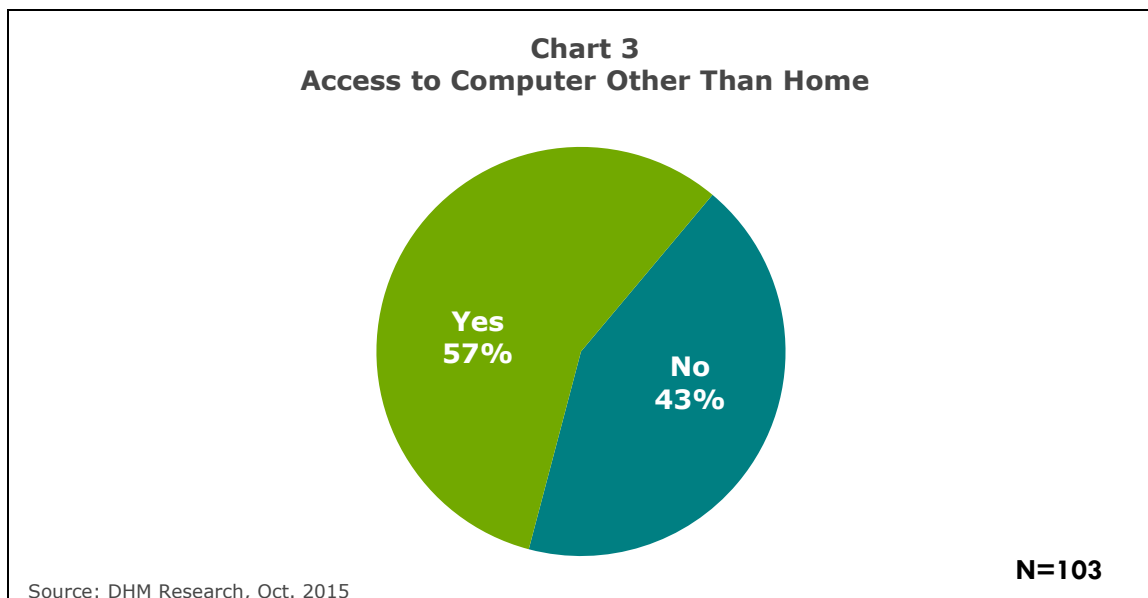
Respondents were asked whether they had access to the internet through a computer, smart phone, or tablet device at their home (Q2).



Nine out of 10 respondents (91%) reported having access to the internet at home through a computer, smartphone, or tablet. These numbers are a slight increase from 2013, which showed that 88% of Oregonians have home internet access.

Demographic Differences: The Oregonians least likely to have home internet are those 55 and older (84%), those with a high school diploma or less (83%), and those making \$25,000 per year or less (81%).

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).

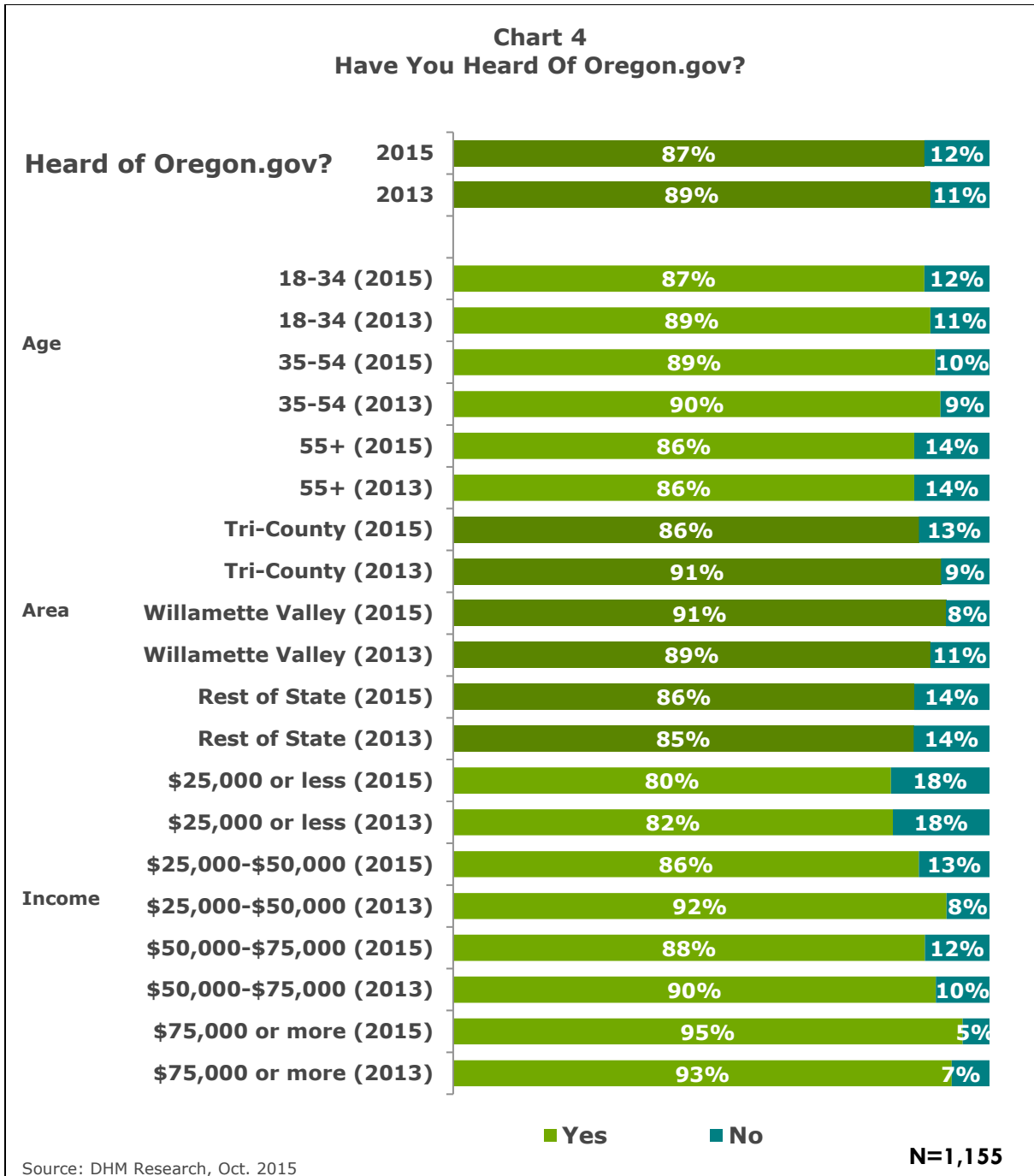


Over half of respondents who said they do not have home internet access said they could access the internet elsewhere (57%). This number is up seven percentage points since 2013.

Demographic Differences: Of those Oregonians without home access to the internet, certain subpopulations are more likely to have access through a friend, a library, or other source. While, on the whole, 57% of Oregonians without their own access can rely on another source, that number is higher for residents of the Willamette Valley (67%), men (68%), and residents with some college or more (some college: 65%; college degree or more: 68%). Residents with higher incomes are also more likely to have internet access through another source, with 78% of those making between \$50,000 and \$74,999 per year and 74% of those making more than \$75,000 per year said they could access the internet outside their home.

3.2 | E-Government Experience

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



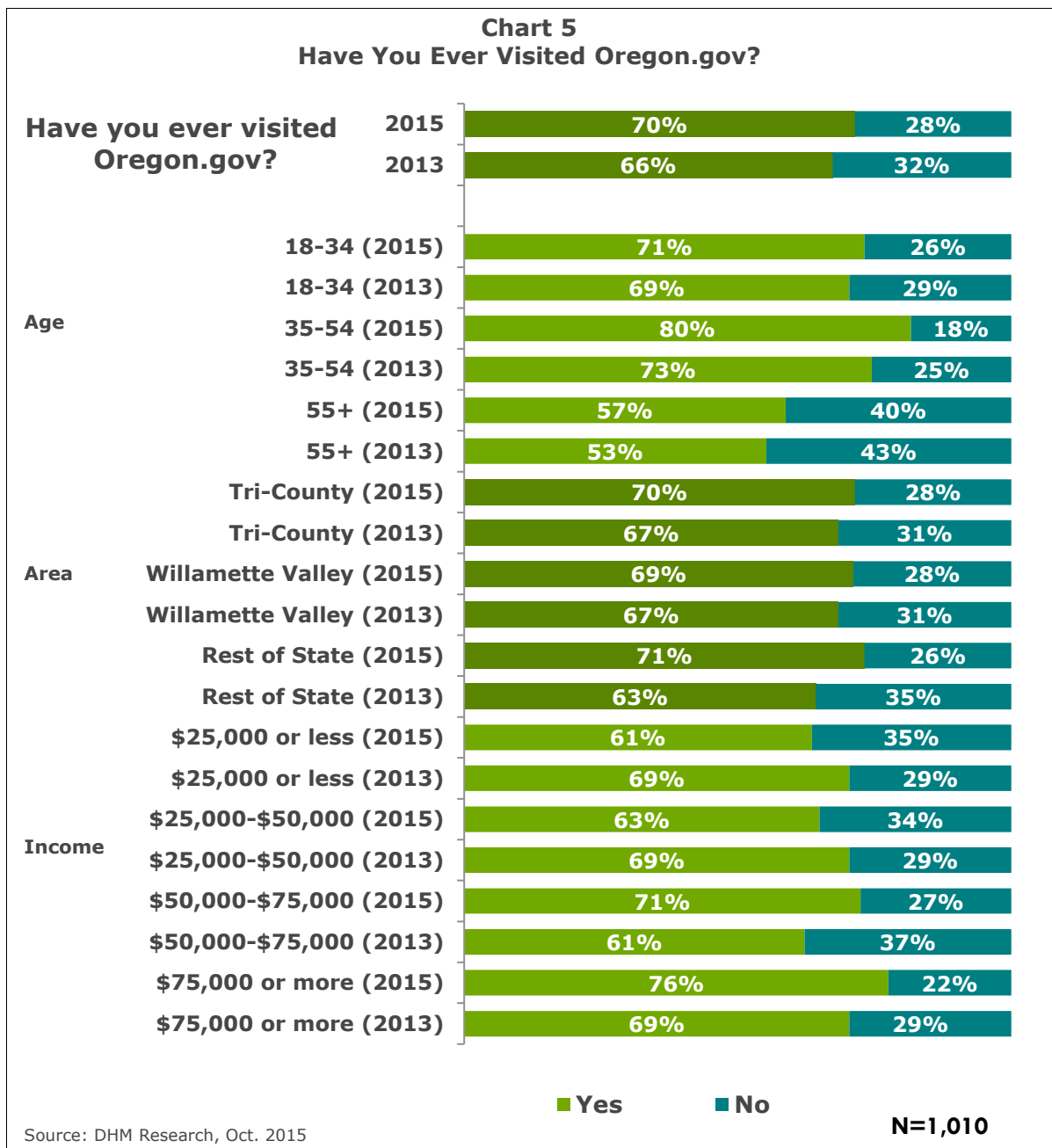
Nine in 10 (87%) respondents had heard of Oregon.gov, which is about the same as in 2013 (89%). The chart above shows very small fluctuations between 2015 and 2013,

depending on the area of the state. It is safe to assume that awareness of Oregon.gov has remained relatively constant.

Demographic Differences: Income made a big difference in whether or not residents had heard of Oregon.gov. Eighty percent (80%) those making less than \$25,000 per year had heard of it and awareness steadily increased with income. For those making between \$25,000 and \$49,999 per year, that number was 86%, going up to 88% for those making between \$50,000 and \$74,999 per year. Those making \$75,000 or more were most likely to have heard of the site, with 95% aware.

Willamette Valley residents were also more likely to have heard of the website, at 91%, compared to 86% for both the Tri-County area and the rest of the state.

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



Seven in 10 Oregonians (70%) reported that they had visited the Oregon.gov website, which reflects a four percentage point increase since 2013.

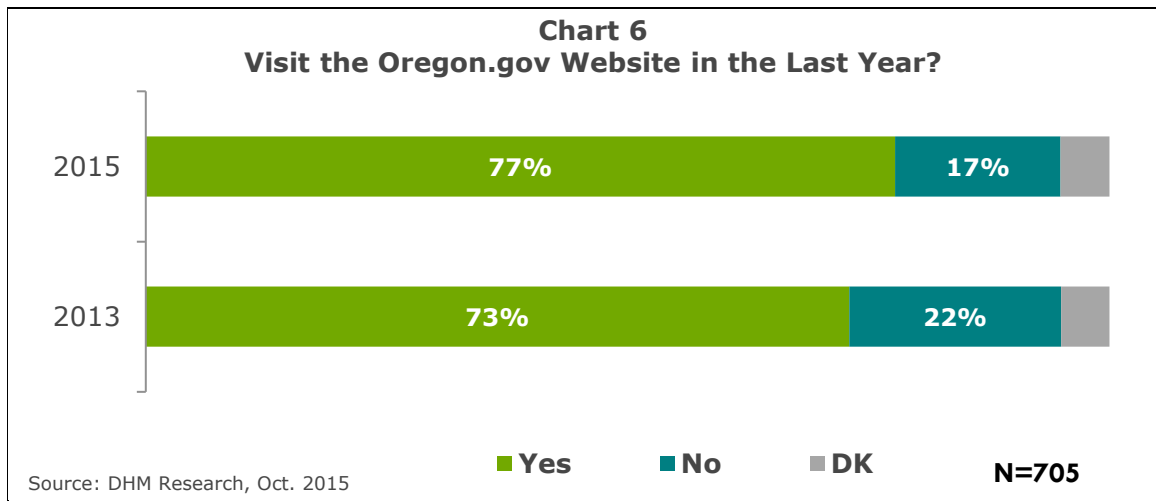
Demographic Differences: Use of the Oregon.gov website varied with age and education level. Residents ages 18-34 were about average, with a 71% usage rate.

Residents ages 35-54 were more likely to have used the site, at 80%, and those 55 and older were least likely, at 57%.

This represents a change from 2013, when the youngest residents, ages 18-34, were the most likely to have visited the Oregon.gov website, with 69%. In 2013, 73% of those ages 35-54 reported visiting the site. Over the last two years, that number has increased by seven percentage points.

Usage also rose with education level. Just over half of residents with a high school diploma or less (52%) had used the site, while two-thirds of residents with some college (66%) had. More than three-quarters of residents with a college degree or more (77%) had visited Oregon.gov before.

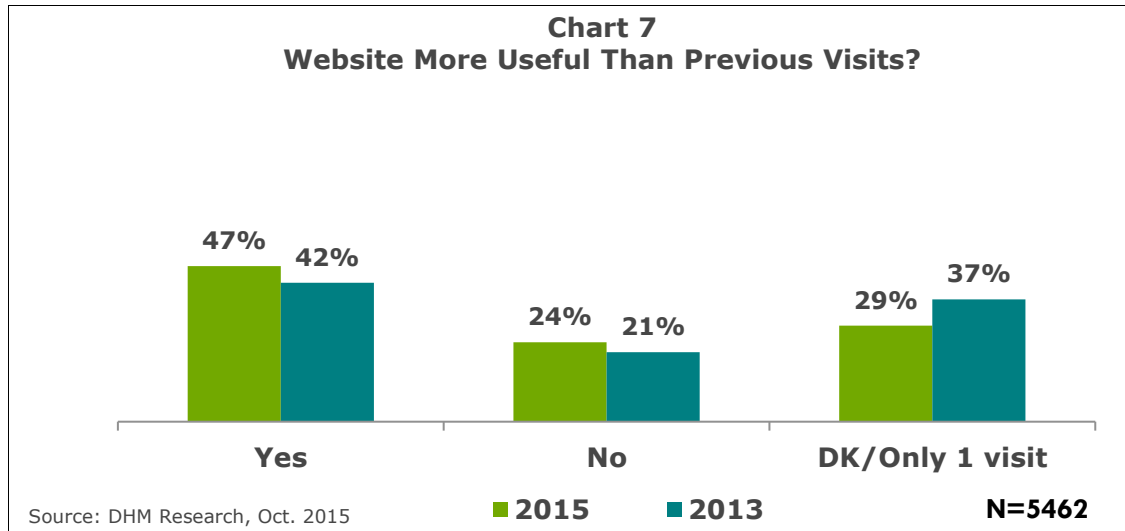
Respondents who had visited Oregon.gov were asked if they had visited the website in the last year (Q6).



Over three-quarters (77%) of respondents who had visited the Oregon.gov website had done so in the last year. This data point shows that about 54% of *all* Oregonians have visited Oregon.gov in the last year.

Demographic Differences: There were no statistically significant differences.

Those who had visited Oregon.gov in the past year were asked whether they thought it had become more useful since their earlier visits (Q7).



Nearly half of respondents (47%) said the website has become more useful than their earlier visits. Meanwhile, about one-quarter (24%) said that it hadn't, and almost a third (29%) didn't know or only visited the website once.

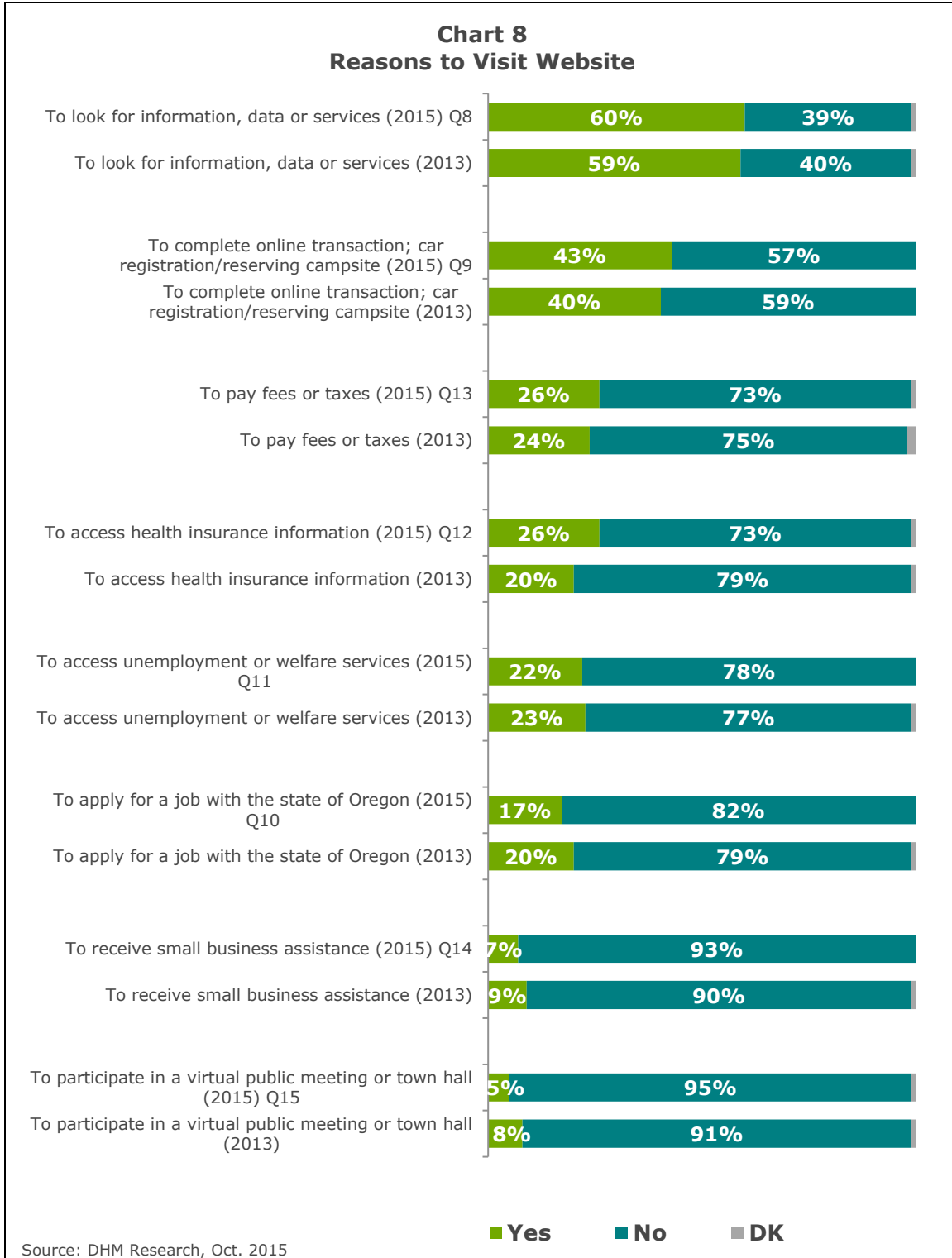
These results are similar to 2013. However, the number of respondents who didn't know or only visited the website once dropped eight percentage points, from 37% in 2013 to 29% in 2015. The number of website users who thought Oregon.gov had become more useful increased five percentage points since 2013.

The results of this section show a small but meaningful improvement in the number of Oregonians who visit Oregon.gov, as well as the frequency of their visits and their impressions of the website's utility.

Demographic Differences: There are no statistically significant 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 (Q8-Q15).



The top reason for visiting a State of Oregon government agency website was *to look for information, data or services* (60%), followed by *to complete a transaction online such as reserving a campsite or renewing car registration* (43%).

The number of Oregonians who used an agency website *to look for a job with the State of Oregon* dropped from 20% in 2013 to 17%, perhaps reflecting continued economic recovery. Meanwhile, the number of Oregonians who used an agency website *to access information about health insurance* rose from 20% in 2013 to 26%, likely due to the changes in health care policy that have taken place over the last few years.

The least common reasons to visit an agency website were *to receive small business assistance* (7%) and *to participate in a virtual public meeting or town hall* (5%). As shown in the chart above, these responses are consistent with the 2013 findings.

Demographic Differences: There were differences in usage based on age and education.

Residents ages 35-54 were more likely to use the website *to look for information, data or services* (71%), compared to 58% of residents ages 18-34 and 51% of residents 55 and older. The middle age group, 35-54, was also most likely to use the site *to complete a transaction, such as reserving a campsite or renewing car registration* (53%), compared to 40% for ages 18-34 and 36% for 55 and older. The same held true for using the site *to pay fees and taxes*. Thirty-four percent (34%) of residents ages 35-54 used the website for this purpose, compared to 20% of residents ages 18-34 and 22% of those 55 and older.

Younger Oregonians (18-34) were more likely to use the site *to access health insurance information* (33%) than older Oregonians (35-54: 24%; 55+: 23%). Younger Oregonians (18-34) were also more likely to use the site *to access unemployment or welfare services* (30%), compared to their older counterparts (35-54: 22%; 55+: 14%).

As education levels rose, so did the number of residents who used Oregon.gov *to look for information* or *to complete a transaction*. Residents with a high school diploma or less were the least likely to use either of these functions (42% and 29%, respectively). Those with some college experience were a bit more likely to do so, with 56% and 41% looking for information or completing a transaction. Those with college degrees or more were the most likely to use the site for these functions (69% and 50%)

Those who had visited State of Oregon government agency websites were provided an opportunity to identify other reasons they visited these websites (Q16). Table 1 shows the most frequently cited reasons for visiting these websites.

Table 1
Other Reasons For Visiting Oregon.gov

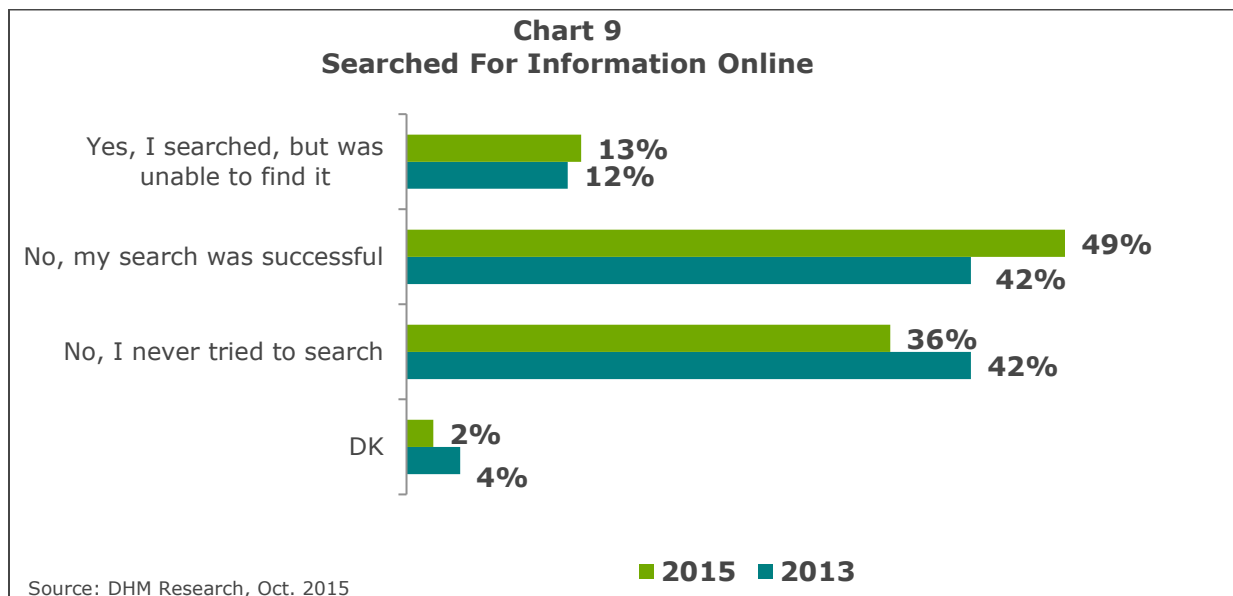
Response Category	2015 N=923	2013 N=912
Research/information/available resources-general	23%	13%
Licensing/permit renewal/requirements-general	8%	3%
DMV/vehicle registration/driver license	7%	6%
Health insurance/information regarding health	7%	3%
Outdoor recreation information/licensing (hunting, fishing, camping)	6%	4%
Jobs/unemployment	5%	6%
Tax information	4%	3%
Has not visited website	--	5%
Business license/registration	--	3%
All other responses	3% or less	2% or less
None/nothing	31%	24%
Don't know	2%	11%

Source: DHM Research, Oct. 2015

The most marked difference between 2013 and 2015 is the number of respondents who used Oregon.gov for *general research* needs, which rose ten percentage points. The number of respondents who said they didn't know why they had visited the website dropped 9% over that same time period. This may simply show that respondents were better able to recall why they used the website.

Demographic Differences: Among respondents who said they visited a state agency website for *general research and information*, demographic differences mirrored those for website usage in general. Specifically, Tri-County residents (29%) were more likely to have visited a site for this purpose than those in the Willamette Valley (15%) or those in the rest of the state (24%). Residents with higher levels of education were also more likely to have visited an agency site for general information: 26% of those with college degrees or more, compared to 23% of those with some college and 17% of those with a high school diploma or less.

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 (Q17).



Nearly half (49%) of respondents had searched for a specific government service or information and were able to find it. About a third (36%) simply hadn't attempted to find a certain agency website, and the remainder, 13% searched but couldn't find what they were looking for. These responses show an uptick in the number of respondents who successfully searched for a particular resource, a 7% increase over the last two years, but the number of respondents who conducted unsuccessful searches remained the same.

Demographic Differences: Residents who were younger had an easier time finding the information they were looking for, and that ease declined with age. Fifty-eight percent (58%) of residents ages 18-34 were successful in their search, compared to 50% of residents ages 35-54 and 39% of residents 55 and older.

Residents with higher incomes were also more likely to be successful in their search. While 38% of residents making less \$25,000 per year successfully completed a search, 45% of those making \$25,000 to \$49,999 were successful, along with 55% of those making between \$50,000 and \$74,999 and 56% of those making more than \$75,000.

Residents 55 and older were the least likely to have attempted a search (46%), followed by residents ages 18-34 (31%), and last residents 35-54 (29%). This is unsurprising given the age distribution of Oregon.gov users discussed above (Q5).

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 (Q18). The resources that were reportedly difficult to find included:

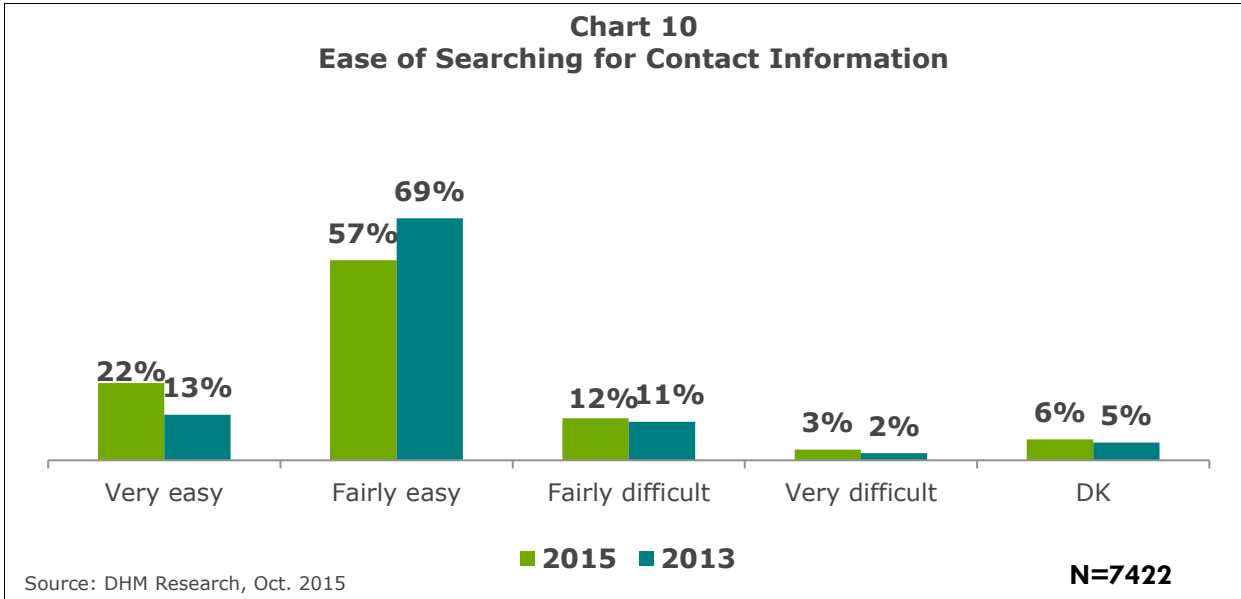
Table 2
Resources Oregonians Could Not Find On State Websites

Response Category	2015 N=157	2013 N=139
Information—general	18%	5%
Laws/codes/planning/zoning	10%	2%
Taxes	6%	2%
Unemployment	5%	2%
Health insurance/health info	4%	6%
Department of Education	4%	--
State records	3%	--
Fishing License	3%	--
Senior services	2%	--
Social services/food services/housing	2%	4%
DMV	2%	4%
Political information	--	5%
Department of Human Services	--	3%
Transportation/road conditions/ODOT	--	3%
Park information	--	2%
Camp sites	--	2%
Personal information	--	2%
Attorney General	--	2%
Postal service/post office	--	2%
All other responses	5%	1% or less
No/Don't recall	36%	30%

Source: DHM Research, Oct. 2015

Demographic Differences: There are no statistically significant differences.

Those who had searched for a particular State of Oregon government service or information online (whether it was successful or not) were asked if they thought searching for contact information on these websites was very easy, fairly easy, fairly difficult, or very difficult (Q19).



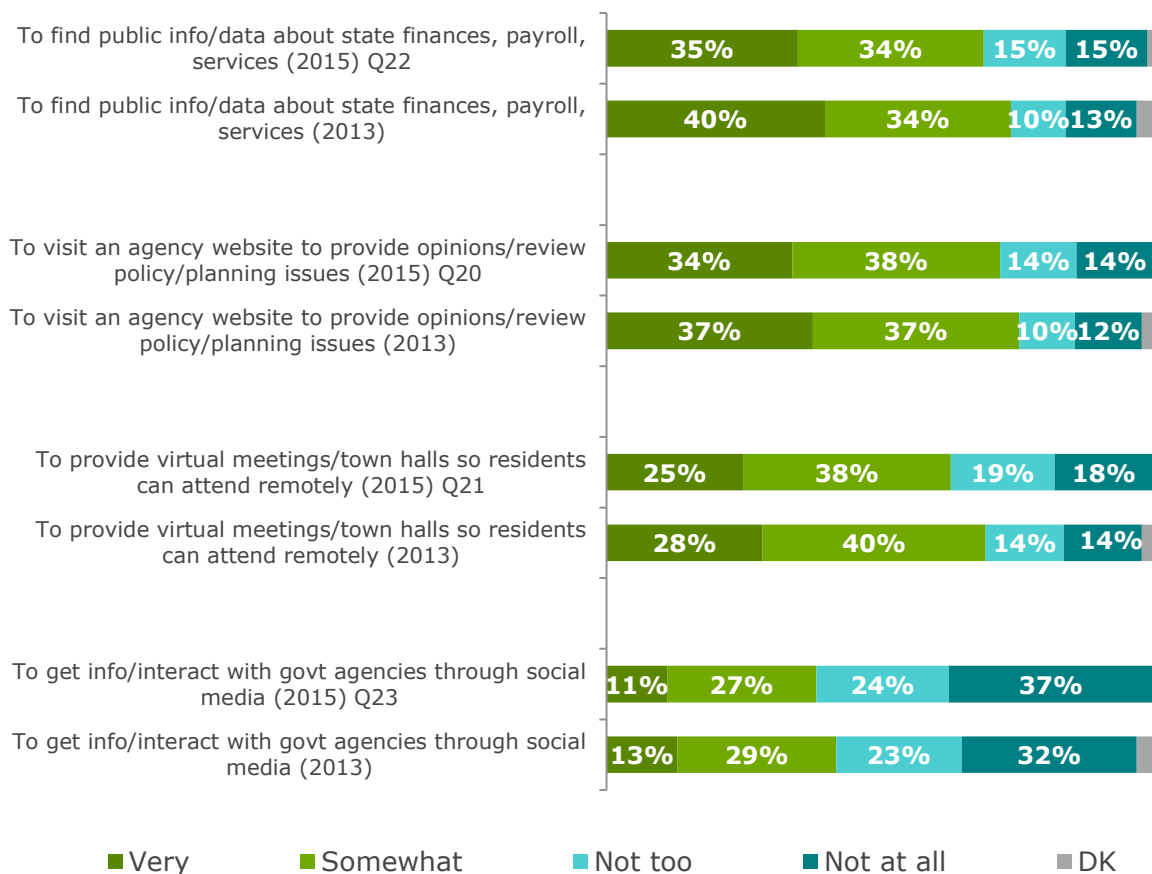
Most State of Oregon website users said searching for contact information was *fairly easy* (57%) and an additional 22% said it was *very easy*. About one in 10 (12%) struggled somewhat and reported that it was *fairly difficult* to find contact information. Only 3% said it was *very difficult* to do so.

Demographic Differences: The youngest group, 18-34, had the easiest time finding contact information (88%). Facility declined with age; 77% of 35-54 year olds said finding contact information was *very* or *somewhat easy* and 72% of those 55 and older described it as *very* or *somewhat easy*.

3.4 | State of Oregon Online Services

Respondents were asked whether they felt that a series of online and traditional services were very important, somewhat important, not too important, or not at all important (Q20-Q23).

Chart 11
Importance of Online Services for Public Engagement



Source: DHM Research, Oct. 2015

Most respondents felt that *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 most important, with 34% ranking it *very important* and 38% saying it was *somewhat important*.

However, respondents also thought it was quite important *to have the ability to find public information and data about state finances, payroll, and services* (35% very important, 34% somewhat important).

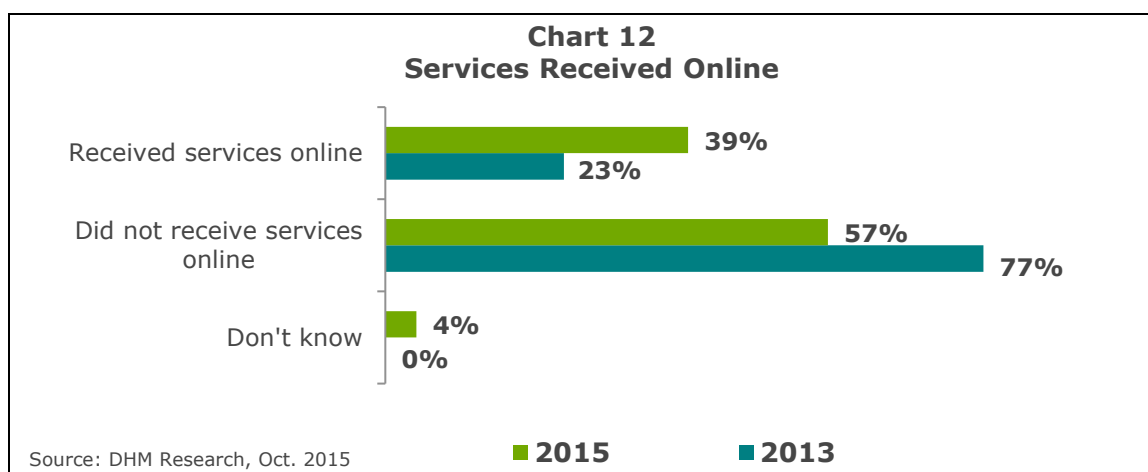
Despite the fact that only 5% of respondents had *used Oregon.gov to participate in a virtual meeting or town hall* (Q15), 63% said that *offering this service* (Q21) was

somewhat or very important. Meanwhile, most respondents did not prioritize social media: only 38% said *the ability to get information and interact with government agencies through social media was somewhat or very important.*

Demographic Differences: For the most part, younger residents placed greater importance on these online services than did their older counterparts. For instance, when asked to rate the importance of *the ability to get information and interact with government agencies through social media*, over half of residents 18-34 (53%) said this was *very or somewhat important*, compared to 32% of 35-54 year olds and 30% of those 55 and older (Q23).

The exception to this trend is Q21, which had residents rate the importance of *the ability to provide virtual meetings or town halls*. Here, 67% of 18-34 year olds said it was *very or somewhat important*, while 71% of 35-54 said so. Exactly half (50%) of those 55 and older said this was *very or somewhat important*.

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).



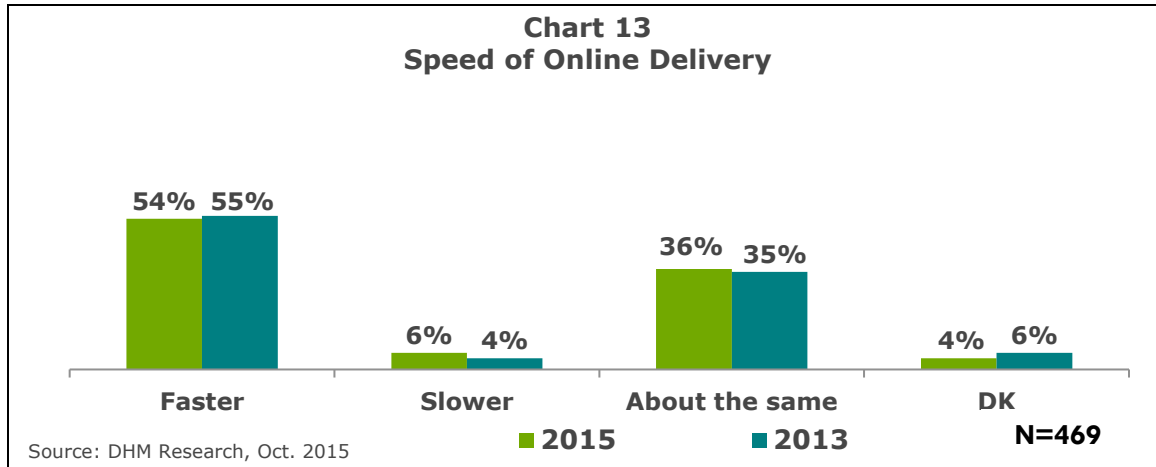
The number of respondents who *had received government services online* jumped sixteen percentage points since 2013. Although more than half (57%) of Oregonians still *have not received services online*, that number is down from 77% in 2013. Four percent (4%) weren't sure if they had or not.

Demographic Differences: The likelihood that a resident had received a government service online increased with education level and income. While 27% of those with a high school diploma or less received a service online, 35% of those with some college experience and 46% of those with a college degree or more had done so.

For income, those making less than \$25,000 per year were the least likely to have received a service online (30%), followed by those making \$25,000 to \$49,999 per year

(36%). Residents who make between \$50,000 and \$74,999 were slightly less likely (46%) to have received a service online than those making \$75,000 or more (44%).

Respondents were asked about the speed of online delivery and whether they felt it was faster, slower, or about the same (Q24).

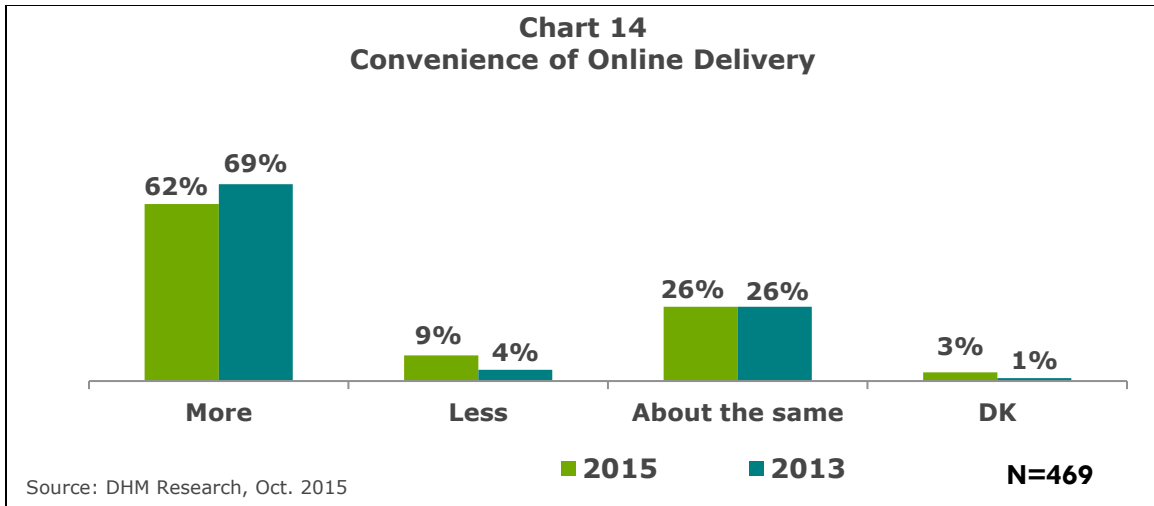


Most felt that the speed of online delivery was either *faster* (54%) or *about the same* (36%). In 2013, a few more respondents said that online delivery was *faster* (55%), but the difference is not statistically significant.

Demographic Differences: Tri-County residents were the most likely to say online delivery speeds were *faster* than traditional methods (57%). Willamette Valley residents (50%) and those in the rest of the state (52%) were a little less likely to say so.

Younger residents were also more likely to rate the delivery speed of online services as *faster*, at 62%. Meanwhile, about half of residents 35-54 (50%) and 55 and older (51%) said online delivery was *faster*.

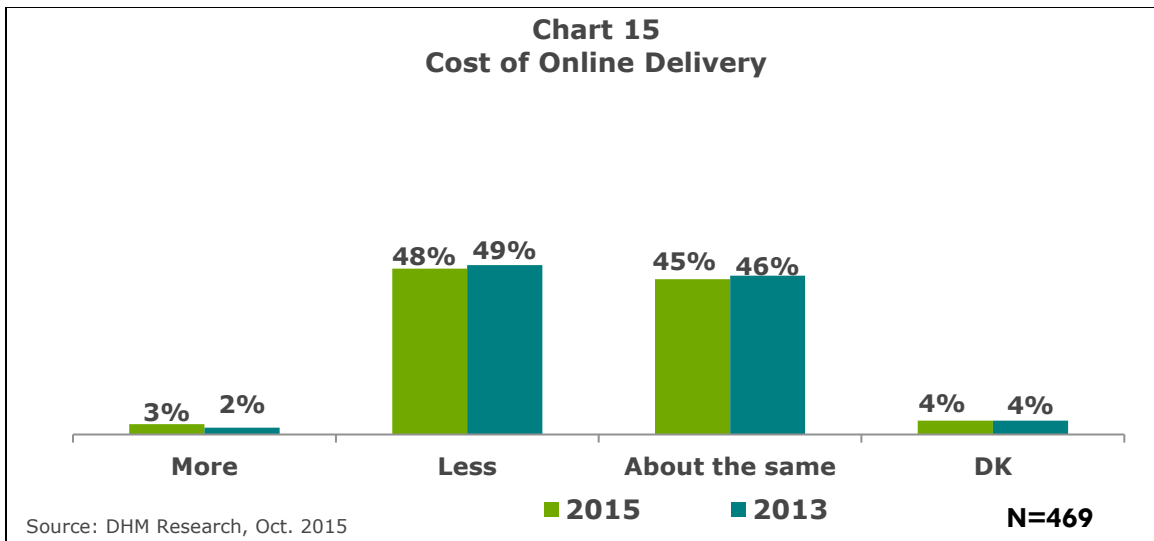
Respondents were asked whether the convenience of online delivery was less convenient, more convenient, or about the same (Q25).



Nearly two-thirds (62%) of respondents said that online delivery was *more convenient*, while about one-quarter (26%) said online delivery was *about the same* as traditional methods. The proportion of respondents who thought online delivery was *more convenient* fell seven percentage points since 2013, while the number who said it was *less convenient* rose 5% over the same period.

Demographic Differences: There are no statistically significant differences.

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



Nearly all respondents agreed that online delivery was either *less costly* (48%) or *about the same* (45%) as traditional methods. This result is consistent with the 2013 data.

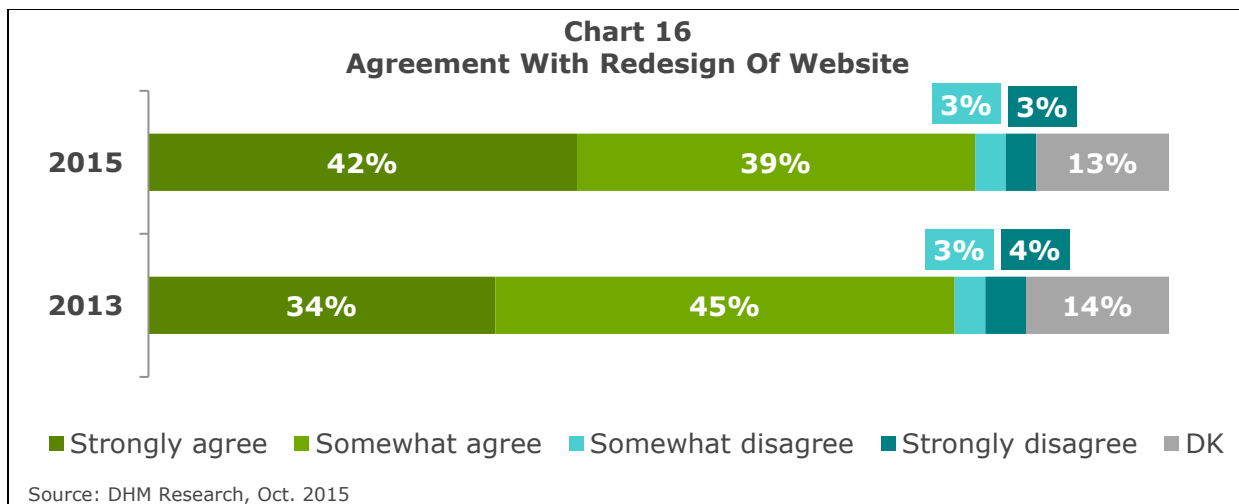
Demographic Differences: Over half of the youngest residents, ages 18-34 (58%), said online delivery was *less costly*. That differed statistically significantly from residents ages 35-54, 39% of whom said online delivery was *less costly* (most of the middle group, 53%, said it was about the same). About half of residents 55 and older (49%) said online delivery was *less costly*.

3.5 | State of Oregon Website Redesign

Respondents were asked whether they agreed with the overall aim for the redesign of the State of Oregon’s website (Q27).

Respondents were first read the following description about the redesign and then asked whether they strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the way the State of Oregon is redesigning its website.

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.



Eight of 10 respondents (80%) said they *somewhat* or *strongly agree* with the way the State of Oregon is redesigning its website (42% strongly, 39% somewhat). This combined support is up six percentage points since 2013.

Demographic Differences: The vast majority of younger residents, 18-34, said they agreed with the website redesign goals (91%). Most residents ages 35-54 (85%) also agreed, as did two-thirds of residents 55 and older (67%).

Respondents who disagreed with the way the state of Oregon is redesigning its website were provided the open-ended opportunity to explain why (Q28). Below are the most common responses that were given:

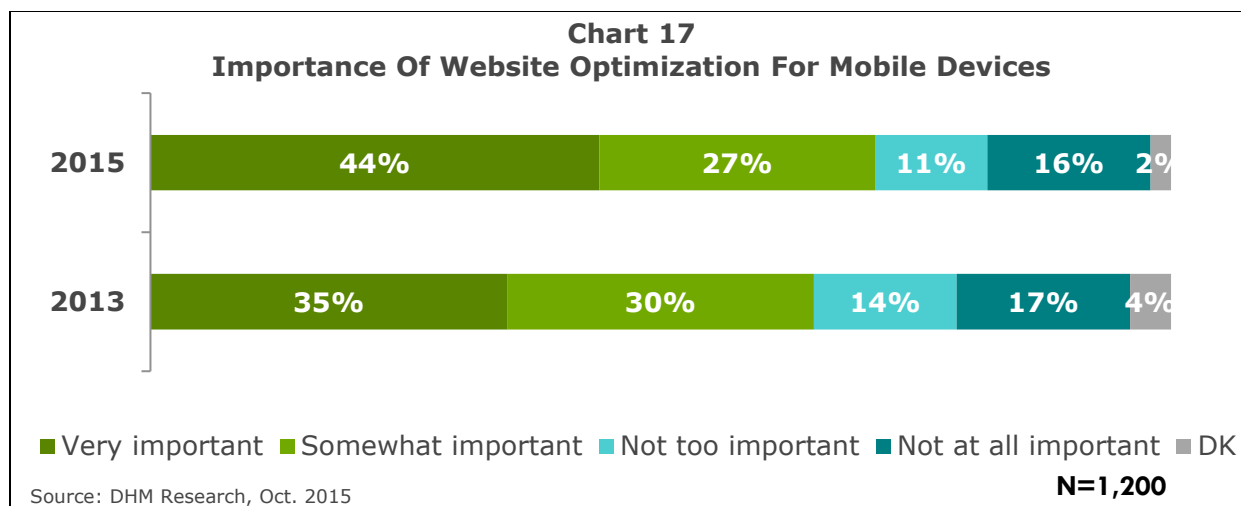
Table 4
Reasons Oregonians Disagree With Website Redesign

Response Category	2015 N=76	2013 N=87
State does not spend money wisely	35%	22%
Don't like computers/Internet/not everyone uses them	19%	--
Difficult to navigate/find what you're looking for	18%	--
Make it simple	12%	--
Too many services	3%	--
Healthcare site/past failures	3%	--
Website should be more user friendly	--	14%
Secure the website	--	6%
Dislike the government	--	5%
Rather have face to face communication	--	5%
Satisfied/no changes needed	--	4%
All other answers	2% or less	3% or less
None/nothing	0%	9%
Don't know	4%	1%

Source: DHM Research, Oct. 2015

Demographic Differences: There are no statistically significant 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 tablets (Q29).



Seven of 10 respondents (71%) said that mobile device optimization was either *very* (44%) or *somewhat important* (27%), for a combined increase of nine percentage points since 2013. But over one-quarter (27%) said that it was *not too* or *not at all important* to them. These results reflect the increased reliance on mobile devices seen over the past several years.

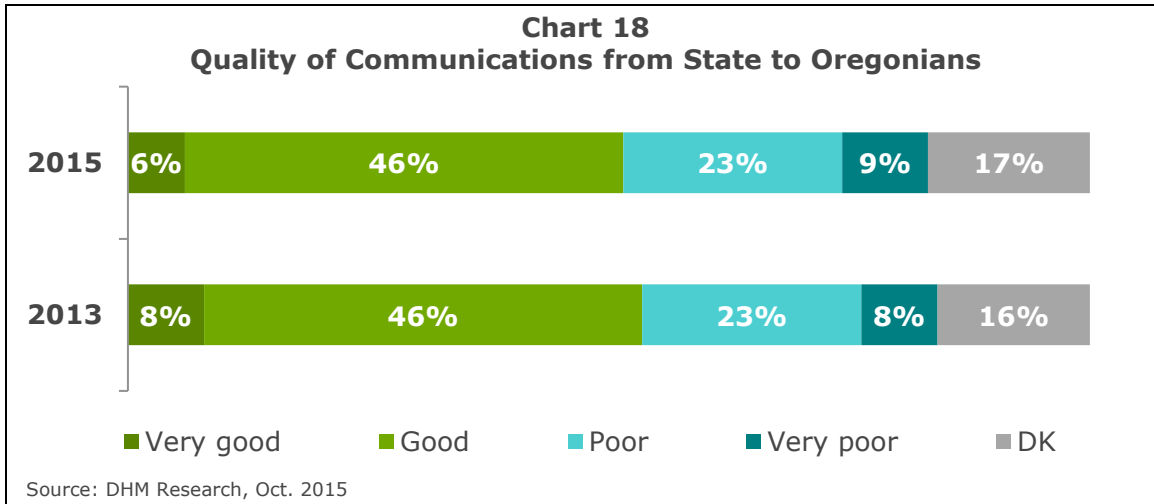
Demographic Differences: Again, the youngest residents showed their preference for new technologies. Eighty-five percent (85%) of those 18-34 said it was *very* or *somewhat important* that state websites be optimized for mobile devices. This was more than their older counterparts: 76% of those 35-54 said it was important, along with 54% of those 55 and older.

The importance of mobile optimization also increased with income. Residents making less than \$25,000 (59%) were less likely to rate this as important than those making more (\$25,000 to \$49,999: 72%; \$50,000 to \$74,999: 76%; \$75,000 or more: 77%).

Tri-County residents (74%) were most likely to rate it as important, compared to 72% for Willamette Valley residents and 67% for residents in other parts of the state.

3.6 | State of Oregon General Communication

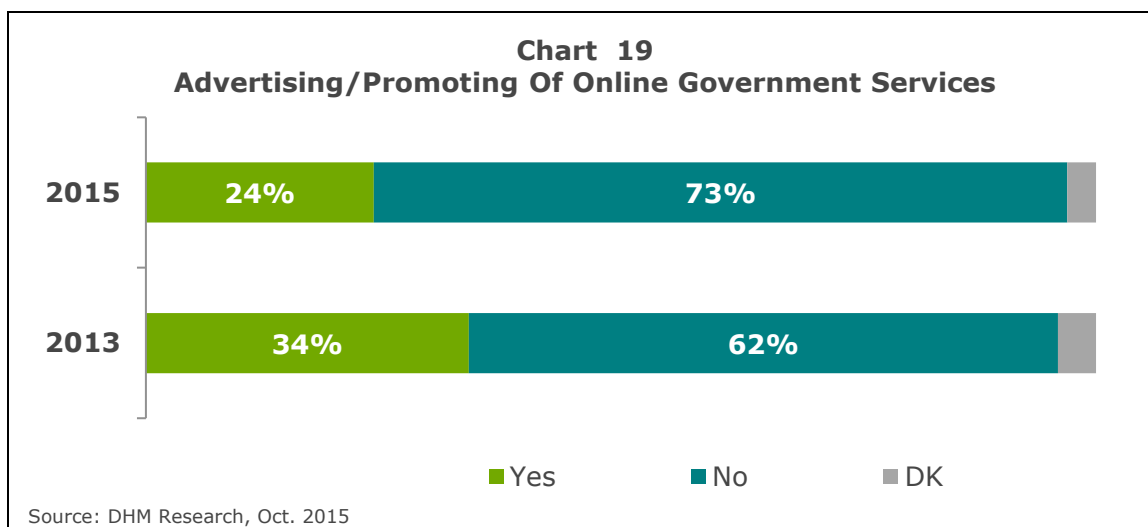
Respondents were asked how good of a job they felt the State of Oregon has done in communicating with Oregonians about what services are available online: very poor, poor, good, or very good (Q30).



More than half (52%) felt that the State of Oregon did a *good* or *very good* job of communicating about services available online. Another 31% felt that the State of Oregon is doing a poor job, and 17% didn't know. Responses were very similar to those from 2013.

Demographic Differences: Consistent with the fact that younger residents (18-34) frequently found online services more important than their older counterparts, they were the age group most likely to rate the state's communication regarding these services as *very* or *somewhat good*, at 60%. Meanwhile, 53% of those 35-54 said the state's communication was good, along with 42% of residents 55 and over.

Respondents were asked whether they had seen any advertising or promotion about State of Oregon government services that are available online (Q31).



Less than one-quarter (24%) of respondents have seen advertisements about state government services available online. This number is down 10% from 2013.

Demographic Differences: While younger residents (18-34) were more likely to have said the state did a good job of communicating about online services (Q30, above), here there were no statistically significant differences by age group. Roughly one-quarter of all residents had seen an advertisement about government services available online (18-34: 25%; 35-54: 24%; 55+: 23%).

Respondents were asked in an open-ended format where they had seen advertising or promotions if they had (Q32). Of the 24% who had seen advertising, most reported seeing it on:

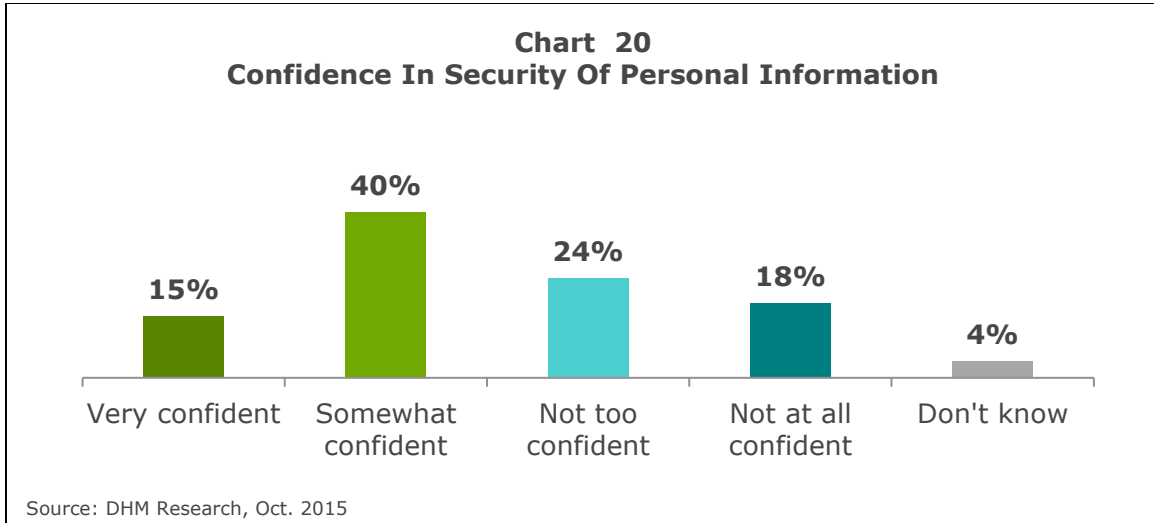
Table 5
Where Oregonians See Online Services Advertised

Response Category	2015 N=292	2013 N=413
Television/Radio	45%	73%
Internet	21%	16%
Billboards	10%	12%
Newspapers	10%	11%
Mail/Emails	6%	--
All other answers	5% or less	3% or less
Don't know	1%	5%

Source: DHM Research, Oct. 2015

Demographic Differences: Older residents (55+) were more likely to have *seen or heard a television or radio ad* (64%) than younger residents (35-54: 42%; 18-34: 30%). The converse is true for *online websites*. About one-quarter of younger residents (18-35: 25%; 35-54: 26%) said they had seen an *online ad*, but only 12% of residents 55 and older had.

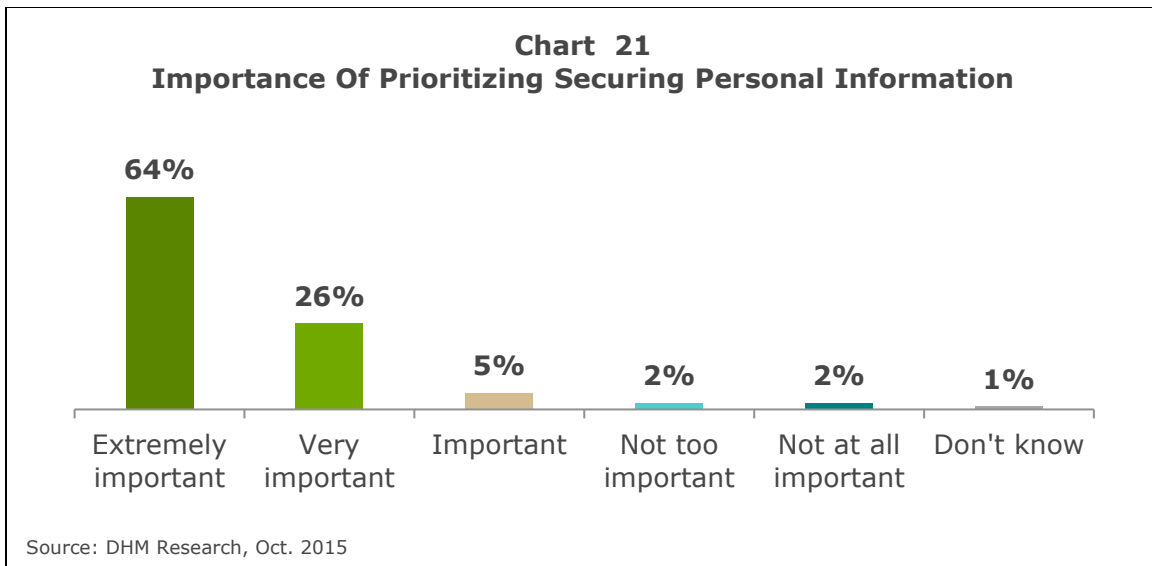
Respondents were provided with a brief explanation of the types of personal information the State of Oregon collects and stores and then asked how confident they were that their personal information was stored securely (Q33).



Most respondents were *very* (15%) or *somewhat confident* that their personal information was securely stored. But one-quarter (24%) were *not too confident*, and nearly two of 10 respondents (18%) said they were *not at all confident* in the state's security system.

Demographic Differences: Confidence in the state's security measures declined with age. While two-thirds of residents 18-34 (66%) were *very* or *somewhat confident* that the personal information held by the state is securely stored, just over half (54%) of residents 35-54 were confident. For residents 55 and over, less than half (44%) were confident.

Respondents were then asked how important it is that the State of Oregon prioritize its budget and staff resources to ensuring the security of personal information (Q34).



Nearly two-thirds (64%) of respondents said it was *extremely important* that the state allocate its resources in this way. Another 26% said it was *very important*.

Demographic Differences: There were no statistically significant demographic differences.

4. | QUESTIONNAIRE

E-Government Survey

**October 15-19, 2015; Oregon General Population; Voter List + 20% Cell;
N=1,200 [Tri-County (N=400), Willamette Valley (N=400), Rest of State (N=400)]
12 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	2015 N=1200	2013 N=1200
Telephone call	34%	36%
Visit an office	7%	6%
Write a letter	4%	4%
Visit a website	35%	29%
Send an email	14%	15%
Other	1%	4%
(DON'T READ) Don't know	4%	7%

2. Do you have access to the internet through a computer, smart phone, or tablet device at your home? **(If 'yes' or 'don't know' skip to Q4)**

Response Category	2015 N=1200	2013 N=1200
Yes	91%	88%
No	9%	12%
(DON'T READ) Don't know	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	2015 N=103	2013 N=149
Yes	57%	50%
No	43%	48%
(DON'T READ) Don't know	0%	2%

4. Have you heard of Oregon.gov? (If 'no' skip to Q9)

Response Category	2015 N=1010	2013 N=1126
Yes	87%	89%
No	12%	11%
(DON'T READ) Don't know	1%	0%

5. Have you ever visited Oregon.gov? (If 'no' skip to Q8)

Response Category	2015 N=1010	2013 N=997
Yes	70%	66%
No	28%	32%
(DON'T READ) Don't know	2%	2%

6. Have you visited Oregon.gov in the last year? (If 'no' skip to Q8)

Response Category	2015 N=705	2013 N=656
Yes	77%	73%
No	17%	22%
(DON'T READ) Don't know	5%	5%

7. (If 'yes' to Q6) Do you believe that Oregon.gov has become more useful since your earlier visits?

Response Category	2015 N=546	2013 N=482
Yes	47%	42%
No	24%	21%
(DON'T READ) Don't know/ only visited once	29%	37%

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 Q8-Q15)**

Response Category	Yes	No	DK
8. To look for information, data or services?			
2015, N=1200	60%	39%	1%
2013, N=1200	59%	40%	1%
9. To complete a transaction online such as reserving a campsite, or renewing your car registration?			
2015, N=1200	43%	57%	0%
2013, N=1200	40%	59%	0%
10. To apply for a job with the State of Oregon?			
2015, N=1200	17%	82%	0%
2013, N=1200	20%	79%	1%
11. To access unemployment or welfare services?			
2015, N=1200	22%	78%	0%
2013, N=1200	23%	77%	1%
12. To access health insurance information?			
2015, N=1200	26%	73%	1%
2013, N=1200	20%	79%	1%
13. To pay fees or taxes?			
2015, N=1200	26%	73%	1%
2013, N=1200	24%	75%	2%
14. To receive small business assistance?			
2015, N=1200	7%	93%	0%
2013, N=1200	9%	90%	1%
15. To participant in a virtual public meeting or town hall?			
2015, N=1200	5%	95%	1%
2013, N=1200	8%	91%	1%

16. **(If 'yes' to any of Q8-Q15)** For what other reasons have you visited a State of Oregon government agency website? **(Open, probe for specifics)**

Response Category	2015 N=923	2013 N=912
Research/information/available resources-general	23%	13%
Licensing/permit renewal/requirements-general	8%	3%
DMV/vehicle registration/driver license	7%	6%
Health insurance/information regarding health	7%	3%
Outdoor recreation information/licensing (hunting, fishing, camping)	6%	4%
Jobs/unemployment	5%	6%
Tax information	4%	3%
Has not visited website	--	5%
Business license/registration	--	3%
All other responses	3% or less	2% or less
None/nothing	31%	24%
(DON'T READ) Don't know	2%	11%

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

Response Category	2015 N=1200	2013 N=1200
a. Yes, I searched but was unable to find it	13%	12%
b. No, my search was successful	49%	42%
c. No, I never tried to search	36%	42%
(DON'T READ) Don't know	2%	4%

18. **(If 'yes' to Q17)** Do you recall what you were searching for? **(Open, probe for specifics)**

Response Category	2015 N=157	2013 N=139
Information-general	18%	5%
Laws/codes/planning/zoning	10%	2%
Taxes	6%	2%
Unemployment	5%	2%
Health insurance/health info	4%	6%
Department of Education	4%	--
State records	3%	--
Fishing License	3%	--
Senior services	2%	--
Social services/food services/housing	2%	4%
DMV	2%	4%
Political information	--	5%
Department of Human Services	--	3%
Transportation/road conditions/ODOT	--	3%
Park information	--	2%
Camp sites	--	2%
Personal information	--	2%
Attorney General	--	2%
Postal service/post office	--	2%
All other responses	5%	1% or less
(DON'T READ) No/Don't recall	36%	30%

19. **(Ask if 'a' or 'b' to Q17)** Would you say searching for Oregon state government agency contact information is very easy, fairly easy, fairly difficult, or very difficult?

Response Category	2015 N=742	2013 N=644
Very easy	22%	13%
Fairly easy	57%	69%
Fairly difficult	12%	11%
Very difficult	3%	2%
(DON'T READ) Don't know	6%	5%

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 Q20-Q23)**

Response Category	Very important	Smwt important	Not too important	Not at all important	DK
20. 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.					
2015 N=1200	34%	38%	14%	14%	1%
2013 N=1200	37%	37%	10%	12%	3%
21. The ability to provide virtual meetings or town halls so Oregon residents can attend and interact remotely.					
2015 N=1200	25%	38%	19%	18%	1%
2013 N=1200	28%	40%	14%	14%	3%
22. The ability to find public information and data about state finances, payroll, and services.					
2015 N=1200	35%	34%	15%	15%	2%
2013 N=1200	40%	34%	10%	13%	4%
23. The ability to get information and interact with government agencies through social media, such as Twitter and Facebook.					
2015 N=1200	11%	27%	24%	37%	1%
2013 N=1200	13%	29%	23%	32%	4%

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. **(If 'no' or 'don't know' skip to Q27)** (*The numbering for this question is as such to properly benchmark this data to the results of the 2013 study.)

Response Category	2015 N=1200	2013 N=1200
Received services online	39%	23%
Did not receive services online	57%	77%
Don't know	4%	0%

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

Response Category	2015 N=469	2013 N=270
Faster	54%	55%
Slower	6%	4%
About the same	36%	35%
(DON'T READ) Don't know	4%	6%

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

Response Category	2015 N=469	2013 N=270
Less convenient	9%	4%
More convenient	62%	69%
About the same	26%	26%
(DON'T READ) Don't know	3%	1%

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

Response Category	2015 N=469	2013 N=270
Less costly	48%	49%
More costly	3%	2%
About the same	45%	46%
(DON'T READ) Don't know	4%	4%

27. 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	2015 N=1200	2013 N=1200
Strongly agree	42%	34%
Somewhat agree	39%	45%
Somewhat disagree	3%	3%
Strongly disagree	3%	4%
(DON'T READ) Don't know	13%	14%

28. (If somewhat/strongly disagree in Q27) Why do you (answer from Q27)?
(Open)

Response Category	2015 N=76	2013 N=87
State does not spend money wisely	35%	22%
Don't like computers/Internet/not everyone uses them	19%	--
Difficult to navigate/find what you're looking for	18%	--
Make it simple	12%	--
Too many services	3%	--
Healthcare site/past failures	3%	--
Website should be more user friendly	--	14%
Secure the website	--	6%
Dislike the government	--	5%
Rather have face to face communication	--	5%
Satisfied/no changes needed	--	4%
All other answers	2% or less	3% or less
None/nothing	0%	9%
(DON'T READ) Don't know	4%	1%

29. 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	2015 N=1200	2013 N=1200
Very important	44%	35%
Somewhat important	27%	30%
Not too important	11%	14%
Not at all important	16%	17%
(DON'T READ) Don't know	2%	4%

30. 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	2015 N=1200	2013 N=1200
Very poor	9%	8%
Poor	23%	23%
Good	46%	46%
Very good	6%	8%
(DON'T READ) Don't know	17%	16%

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

Response Category	2015 N=1200	2013 N=1200
Yes	24%	34%
No	73%	62%
(DON'T READ) Don't know	3%	4%

32. (If 'yes' to Q32) Where have you seen advertising or promotions? (Open)

Response Category	2015 N=292	2013 N=413
Television/Radio	45%	73%
Internet	21%	16%
Billboards	10%	12%
Newspapers	10%	11%
Mail/Emails	6%	--
All other answers	5% or less	3% or less
(DON'T READ) Don't know	1%	5%

We are just about finished, and before we go I'd like to ask you about security.

33. The State of Oregon collects and stores a great deal of personal information, including tax records, Social Security numbers, applications for benefits, and more. How confident are you that your personal information with the State of Oregon is stored securely and not vulnerable to hackers: very confident, somewhat confident, not too confident, or not at all confident?

Response Category	2015 N=1200
Very confident	15%
Somewhat confident	40%
Not too confident	24%
Not at all confident	18%
(DON'T READ) Don't know	4%

34. How important is it to you that the State of Oregon prioritize its budget and staff resources to ensuring that the personal information that it stores is secure and not vulnerable to hackers: extremely important, very important, important, not too important, or not at all important?

Response Category	2015 N=1200
Extremely important	64%
Very important	26%
Important	5%
Not too important	2%
Not at all important	2%
(DON'T READ) Don't know	1%

Demographics

35. County (Do not ask, record from sample)

Response Category	2015 N=1200	2013 N=1200
Tri-County	43%	43%
Willamette Valley	27%	27%
Rest of State	30%	30%

36. Zip code (Do not ask, record from sample)

37. Gender (**Do not ask, record from observation**)

	2015 N=1200	2013 N=1200
Male	48%	48%
Female	52%	52%

Age (**Do not ask, record from sample**)

	2015 N=1200	2013, N=1200
18-24	12%	12%
25-34	18%	19%
35-54	35%	35%
55-64	12%	12%
65+	23%	22%

38. What is your ethnicity?

Response Category	2015, N=1200	2013 N=1200
White/Caucasian	87%	79%
African American/Black	2%	2%
Hispanic/Latino	3%	3%
Asian/Pacific Islander	2%	3%
Native American/American Indian	1%	2%
Other	1%	4%
(DON'T READ) Refused	4%	7%

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

Response Category	2015 N=1200	2013 N=1200
Less than high school	1%	3%
High school diploma	15%	20%
Some college	33%	29%
College degree	34%	29%
Graduate/professional school	15%	15%
(DON'T READ) Refused	2%	4%

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

Response Category	2015 N=1200	2013 N=1200
Less than \$25,000	11%	19%
\$25,000 to less than \$50,000	18%	22%
\$50,000 to less than \$75,000	20%	19%
\$75,000 to less than \$100,000	14%	12%
\$100,000 to less than \$150,000	8%	8%
\$150,000 or more	4%	4%
(DON'T READ) Refused	25%	16%

41. CELL PHONE (**Do not ask, record from sample**)

Response Category	2015 N=1200	2013 N=1200
Yes	14%	21%
No	86%	79%