

# ANNUAL REPORT - 2016



3/2/2016

## Oregon Electronic Government Portal Advisory Board (EPAB)



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

# Annual Report - 2016

## OREGON ELECTRONIC GOVERNMENT PORTAL ADVISORY BOARD (EPAB)

### MESSAGE FROM THE BOARD CHAIR

The board and I are pleased to present the 2016 Annual Report of new services delivered as well as the key activities that improve the delivery of state government services over the internet to the residents of Oregon. The Electronic Government Portal Advisory Board both 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.



In 2015 the State of Oregon launched an upgraded version of the state portal that is a finalist, for the second year in a row, in the Center for Digital Government's Best of the Web awards. The Center annually recognizes the most improved government websites. The board prioritized the redesign of the Blind Commission's website in advance of redesigning the Oregon.gov website to advance our ability to deliver improved accessible websites. The accessibility lessons learned, in addition to a heavy focus on working with Oregonians to make the website useable, was a priority for the board this year.

In the last month, one in every three visitors come to Oregon.gov from a mobile device such as a smart phone or tablet. Over the year, mobile devices have visited our websites over 42 million times. As you will see on page 58, 71% of Oregonians told us that optimizing our services to work with mobile devices was important. The board agrees the state's websites and online services should embrace a mobile-first, responsive design strategy and we are happy to share that we have prioritized and delivered over 49 mobile optimized services. You can review the entire list on page 5.

On page 9, one will find that visitors have access to over 1,900 Oregon services where they can complete their entire interaction over the internet. One of the projects that was prioritized by our board and delivered in 2015 year was the updated Oregon License Directory (LicenseInfo.Oregon.gov). Residents can access over 1,000 of those online licensing services from their smartphone, tablet or PC.

In the last year, all of our board meetings allowed public testimony over the internet using inexpensive webinar software and webcams to help demonstrate the public's business can be conducted transparently and inexpensively.

The survey of Oregon residents has pointed out for the first time that contacting the state over the internet is considered just as convenient as using the telephone (page 37). In Oregon, 9 of 10 residents (91%) report having internet access at home. Another 5% have internet access from somewhere else (page 38 & 39). Only 4% of Oregonians did not have access to the internet. More than ever our board and Oregon government is pushing meet the great opportunity to provide more services online to provide faster and more efficient services to Oregonians.

Peter Threlkel

Chair, Electronic Government Portal Advisory Board

**2015 brought new services and enhancements to Oregon agencies.**

Examples of the new value provided include:

- 2015 Verizon CyberTrust Enterprise Security Certification
- News Room application
- Flickr Web Part
- E-Government Service Desk Mobile Application
- Oregon.gov Redesign
- #MyOregon citizen engagement
- 6 new usability tested, mobile enabled websites using expedited agency website redesign process
- Updated Oregon.gov website that provides enhanced accessibility functionality and improved mobile functionality
- "Data Lens" dynamic data visualization for Data.Oregon.gov
- Rolled out Website "Fast-Lane" DIY process
- Agency Card Sorting and In-Person Usability Testing Training

Examples of existing capabilities that were enhanced and continued include:

- Accessibility improvements to website templates
- Usability testing with residents on new applications
- Enterprise payment processing certified as level 1 compliant by the Payment Card Industry
- Upgraded Oregon GovSpace, the enterprise collaboration platform for the state and its partners
- Public open data platform - Data.Oregon.gov
- Capacity for redundant disaster recovery and fail over services across two AT&T Tier 4 datacenters
- 24 hours a day, 7 days a week monitoring and response
- Network and application security standards expertise
- E-Government services subject matter experts with over 34 years' experience
- State of the art private cloud hosting technology
- GovSpace Enterprise Collaboration Upgrade
- Enterprise and Agency search engine integration improved

**2015 Highlighted Usage Statistics**

Website Visits	Over 42 million visits
Web Pages Loaded	Over 139 million pages viewed
Payments Collected	Over \$2.54 billion dollars
Payment Transactions	Over 3.05 million transactions

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

*Kurtis Danka*

Department of Transportation

*Tom Fuller*

Employment Department

*Peter Threlkel*

Secretary of State

**Governor's Public Appointees**

*Richard Chaves*

Chaves Consulting

*Trevor Fiez*

Student, Oregon State University

**Senate President Appointees**

*Lee Beyer*

Senator, District 6

*Bruce Starr*

Senator, District 15

**Speaker of the House of Representatives Appointees**

*Phil Barnhart*

State Representative, Central

Lane and Linn Counties

*Kim Thatcher*

State Representative, District 25

**Administrative Services Appointee**

*Kris Kautz*

Department of Revenue

**State Treasurer Appointee**

*Cora Parker*

State Treasurer's Office

**State Chief Information Officer Appointee**

*Terrence Woods*

Office of the State CIO

## AWARDS

In 2015, the Oregon.gov portal was recognized for its innovation twice:

2015 Oregon State CIO Awards Bronze Award winner

**2015 Best of the Web Finalist** in the state portal category from the Center for Digital Government. This is the second time Oregon's state web portal has been recognized in this prestigious competition.



*"These winners are recognized for responsive and mobile-first design, open government, open data, improved transparency and integration with social media."* - Todd Sander, executive director of the Center for Digital Government

The updated Oregon.gov featured:

- Improved mobile design, creating larger easier to touch targets for simplified navigation and function
- Improved accessibility leveraging feedback from citizens using assistive devices
- Usability enhancements on search feature
- Improved maps feature performance and accessibility
- Social Media enhancement via Instagram photos shared by Oregonians using #myoregon

## LOOKING AHEAD TO 2016

2015 closed with 15 new projects underway and 36 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 2016:

- Employment Relations Board Filing and Payment System
- Liquor Control Commission Recreational Marijuana License Application
- Teachers Standards and Practices Licensing Application Phase 2
- Secretary of State Business Wizard
- Human Services Client Maintenance Request Application
- Environmental Quality Remote Reporting Payment Processing
- Board of Geologist Examiners License Renewal Application
- Landscape Architects Board License Renewal Application
- Forestry Web Access to Wood Accounting and Log Tracking System
- Corrections E-Commerce Stores
- Human Services E-Commerce Payment Services
- Business Oregon Payment Processing
- State Lands Payment Processing
- Water Resources Payment Processing
- Public Safety Standards and Training Constituent Portal Application
- Appraiser Certification and Licensure Board Payment Processing
- Administrative Services Fleet / Parking E-Commerce Store
- Website redesigns for:
  - Appraiser Certification & Licensure Board
  - Board of Examiners for Speech-Language Pathology & Audiology
  - Consumer & Business Services
  - Department of Administrative Services
  - Department of Education
  - Department of Energy
  - Department of Environmental Quality
  - Independent Contractors
  - Oregon State Marine Board
  - Oregon Health Authority
  - Real Estate Agency

## NEWLY FEATURED SERVICES

**Oregon License Directory** – Provides updated and simplified process to update and support state-wide license and registration information, improving the overall quality and usability of information provided. Businesses can easily search and find the appropriate requirements, regulations and, when available, online services for each license.



**Commission for the Blind Website Redesign** - This redesign provided invaluable feedback from visually impaired users that helped us improve accessibility for all subsequent website redesigns.



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

notifications. The system also improves transparency by enabling the public to search submitted registrations, expenditure reports and filings.

### **Administrative Services Fleet and Parking Point of Sale System**

- A Point of Sale solution that helps streamline credit card payment processing for goods and services such as monthly parking permits, EV (Electric Vehicle) charging permits, and CNG (Clean Natural Gas) sales. This solution represents the first implementation of an Over-the-Counter (OTC) application by the Oregon E-Government Program and paves the way for future implementations for other agencies.



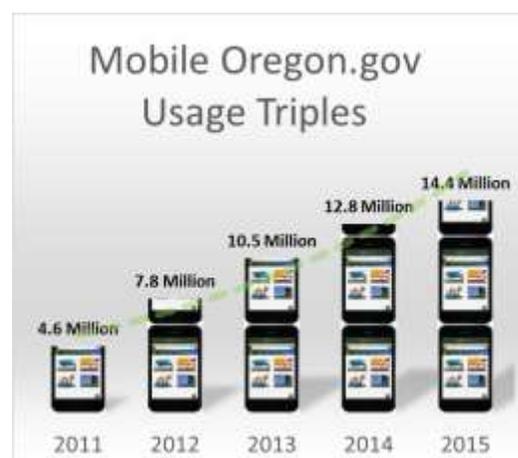
## More 2015 Accomplishments

- Governors Website
- Oregon.gov Website Refresh
- Commission on Asian and Pacific Islander Affairs Donation Store
- Commission for Women Donation Store
- Commission on Hispanic Affairs Donation Store
- Commission on Black Affairs Donation Store
- Workforce Investment Board Website
- Criminal Justice Commission Website
- Human Services Maternal and Child Health Workforce Development Payment Processing
- Consumer and Business Services Website
- Forestry Website
- Higher Education Coordinating Commission Website
- Revenue Website
- Human Services 3<sup>rd</sup> Party Reporting Application Phase 2
- Labor and Industries Event Registration Application
- Oregon.gov Newsroom
- Service Desk Mobile Application
- Analytics Mobile Application
- DAS Fleet and Parking Point of Sale System
- Commission for the Blind Website

## 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 of every three visitors are using a mobile device.

The Oregon E-Government Program announced Oregon’s intent to follow a “mobile first” strategy in 2012 and is yielding results. The board has prioritized the delivery of over 49 mobile services for Oregonians.



### MOBILE ENABLED SERVICES

Mobile Websites	Mobile E-Commerce	Mobile Applications
Secretary of State Website Redesign	DCBS Financial Division Payments	SharePoint Form Builder
Medical Board	Oregon Cooperative Procurement Program Payment Application	Department of State Lands Unclaimed Property Reporting Application
Oregon Education Investment Board	Employment Department Payment Processing	Chiropractic Examiners Board License Renewal Application
Oregon.gov	Department of Environmental Quality Vehicle Inspection Program	Public Meeting Manager Application
Department of Agriculture	Veterans’ Donation Application	Human Services Secure 3rd Party Insurance Reporting
Construction Contractor Board	Asian and Pacific Islander Affairs Donations	Secretary of State License Directory
Employment Department	Commission for Women Donations	Government Ethics Commission Lobbyist/Client Reporting Application
10 Year Plan	Hispanic Affairs Donations	Service Desk Mobile Application
Commission for the Blind	Black Affairs Donations	Analytics Mobile Application
Governor’s Office and First Lady	Human Services Maternal and Child Health Payment Processing	Bureau of Labor and Industries Event Registration
Construction Contractors Board	Human Services Accounts Receivable Payment Processing	
Workforce Investment Board	Human Services Overpayments	
Criminal Justice Commission	Drinking Water Operator Certification Payment Processing	
Consumer and Business Services	Drinking Water Operator Certification Renewal Payment Processing	
Forestry Website	Employed Persons with Disabilities Payment Processing	
Higher Education Coordinating Commission Website	Homecare Choice Program Payment Processing	

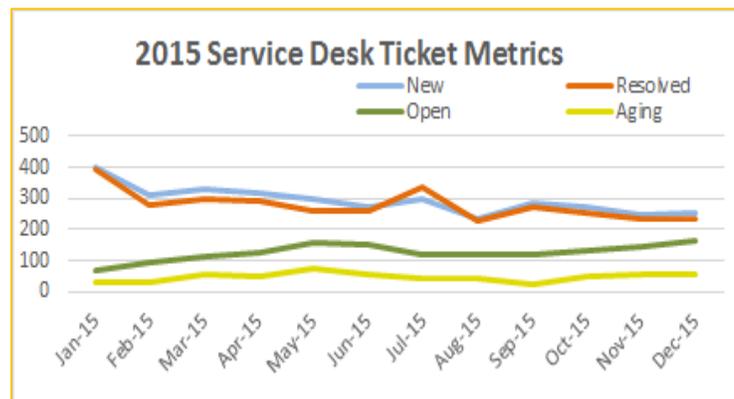
Mobile Websites	Mobile E-Commerce	Mobile Applications
Revenue Website	Water System Survey Payment Processing	
	Labor and Industries Event Registration Application	
	Veterans Homes Fund Donations	
	Veterans Support Fund Donations	
	Women Veterans Fund Donations	
	Suicide Awareness and Support Fund Donations	

## 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 68 new and 64 resolved tickets per week, carrying an average of 46 open tickets on any given day. These metrics are openly shared weekly with agencies through the Oregon GovSpace collaboration portal.

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



### NEW TRAINING PROGRAMS

An important aspect of support is providing useful training to equip agencies with the knowledge to use our services. 2015 was a success in our training program that trained over 556 agency staff through 15 webinars, 4 E-Government User Group meetings and 4 classroom training sessions. The Service Desk team expanded the library of 88 how-to documents and 26 video tutorials providing on-demand training and support for agencies. Training information and resources can be found by in our 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 provide feedback to the program. Topics for presentations and discussions are determined by attendees through a survey sent out after each meeting. Using the latest email marketing communication tools we are able to get detailed reporting that provides us with feedback on the effectiveness of our messaging. The E-Government Program Manager, Analyst and NICUSA managers meet in person with agencies on any topic of interest upon request.

## CONTINUAL SERVICE IMPROVEMENT

In 2015 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 Manger and NICUSA manager sits down with the Executive Sponsor of the project and ask them to provide us feedback on their level of satisfaction with the service provided. We ask them to simply score their level of satisfaction on a scale of 1-5 where 5 is excellent. To date, 24 customer satisfaction surveys have been completed with a cumulative satisfaction score of 4.4 (exceeds expectations). In 2015, there were 13 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 2015 PORTAL REVENUES

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

Organization	Name of Service	Funding Type	Fee	Quantity	Total
Driver & Motor Vehicles Services	Driver Record System	Convenience Fee	\$ 3.00	1,140,532	\$3,421,596
Revenue	WebPay System – Web	Agency Portal fee	\$0.40	660,452	\$264,180
Environmental Quality	Vehicle Inspection Program Payment Services	Agency Portal Fee	\$0.20	405,521	\$81,104

Organization	Name of Service	Funding Type	Fee	Quantity	Total
Marine Board	Licensing System	Fixed Time & Materials	n/a	n/a	\$64,923
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
Human Services	OPAR	Subscription Fee	n/a	n/a	\$25,000
Revenue	WebPay System – IVR	Agency Portal Fee	\$ 0.17	95,670	\$16,263
Human Services / Oregon Health Authority	WebPay System – Web (8 stores)	Agency Portal Fee	\$1.00	13,257	\$13,257
Employment	Payment Services	Agency Portal Fee	\$0.40	16,054	\$6,422
Department of Consumer and Business Services	Oregon Health Care Website Hosting Services	Subscription Fee	n/a	n/a	\$5,430
Chiropractic Examiners	License Renewal	Agency Portal Fee	\$2.00	1,267	\$2,534
Department of Administrative Services	Fleet and Parking Services Payment Processing Services	Agency Portal Fee	\$3.00	462	\$1,386
Oregon State University	Kiosk Donation Services	Agency Portal Fee	\$0.60	1,828	\$1,096
Bureau of Labor and Industries	Online Event Registration System	Agency Portal Fee	4.75% of fees	112	\$607
<b>Total Portal Revenues</b>				<b>2,335,155</b>	<b>\$3,998,898</b>

## 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 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: 1,936

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

Oregon's measures of online services are significant and are continually being enhanced. There currently is no requirement for an agency to report the services they deploy, though many do. The Secretary of State supported License Permits and Registrations system has over 1,000 applications identified using the criteria above.

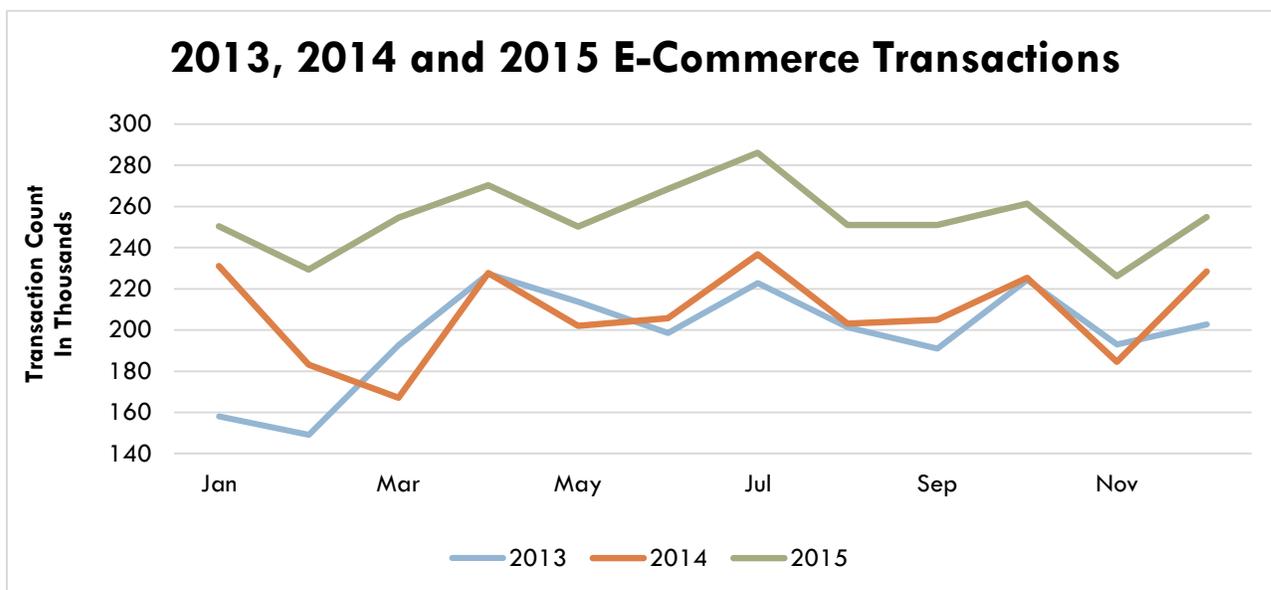
License, Permits and Registrations Online Services ( <a href="http://LicenseInfo.oregon.gov">LicenseInfo.oregon.gov</a> )	1,032
Non-Licensing Online Services provided by the E-Government Program ( <a href="https://data.oregon.gov/Administrative/d/pter-dh6i">https://data.oregon.gov/Administrative/d/pter-dh6i</a> )	260
Other Non-Licensing Online Services ( <a href="http://www.oregon.gov/Pages/OL_services.aspx">http://www.oregon.gov/Pages/OL_services.aspx</a> )	55
Data services provided through <a href="http://Data.Oregon.gov">Data.Oregon.gov</a> (for example: looking up Active Trademark Registrations, Consumer Complaints, Agency Expenditures, etc. are all available through the enterprise open data platform)	589

## AGENCY MEASURES

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

### E-COMMERCE

#### 1. Number of transactions over time



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

#### 3. E-Commerce Charges per Transaction

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

Organization	Name of Service	Type of Service	Revenue Type	Portal Fee Per Transaction	Transaction Quantity	Total
<b>Driver &amp; Motor Vehicles Services</b>	Driver Record System	E-Commerce + Application	Convenience Fee	\$ 3.00	1,140,532	\$3,421,596
<b>Revenue</b>	WebPay System – Web	E-Commerce + Application	Agency Portal fee	\$0.40	660,452	\$264,180

Organization	Name of Service	Type of Service	Revenue Type	Portal Fee Per Transaction	Transaction Quantity	Total
<b>Environmental Quality</b>	Vehicle Inspection Program Payment Services	E-Commerce	Agency Portal Fee	\$0.20	405,521	\$81,104
<b>Revenue</b>	WebPay System – IVR	E-Commerce + Application	Agency Portal Fee	\$ 0.17	95,670	\$16,263
<b>Human Services / Oregon Health Authority</b>	WebPay System – Web (8 Stores)	E-Commerce + Application	Agency Portal Fee	\$1.00	13,257	\$13,257
<b>Employment</b>	Payment Services	E-Commerce	Agency Portal Fee	\$0.40	16,054	\$6,422
<b>Chiropractic Examiners</b>	License Renewal	E-Commerce + Application	Agency Portal Fee	\$2.00	1,267	\$2,534
<b>Department of Administrative Services</b>	Fleet and Parking Services Payment Processing Services	E-Commerce + Application	Agency Portal Fee	\$3.00	462	\$1,386
<b>Oregon State University</b>	Kiosk Donation Services	E-Commerce + Application	Agency Portal Fee	\$0.60	1,828	\$1,096
<b>Bureau of Labor and Industries</b>	Online Event Registration System	E-Commerce + Application	Agency Portal Fee	4.75% of total monthly registration fee totals	112	\$607
				<b>Total</b>	<b>2,335,155</b>	<b>\$3,808,445</b>

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

Online payment options requested by agencies	Need met in Oregon?
Visa	✓
MasterCard	✓
Discover	✓
American Express	✓
ACH E-Check	In progress
ACH Batch File	✓
PIN Debit	✓
Interactive Voice Response (IVR)	✓
Self-help Kiosk payments	✓
Over-the-Counter payments	✓
Mobile enabled payment processing	✓
Visa Split Fee Payment Program	✓
PayPal	Not yet authorized in Oregon
Recurring Payments*	Not yet authorized in Oregon
Customer Billing*	✓
Integrated point of sale with inventory management	No
Payment Account Storage (E-Wallet)	Not yet authorized in Oregon
Support for EMV card transactions (point of sale chip and pin)	In progress

\* Only available if NICUSA builds the application

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

Offline: \$17.00 estimated cost per transaction

Online: \$4.00 estimated cost per transaction.

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

<http://goo.gl/Kk5DAe>.

### WEBSITE EFFECTIVENESS

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

Total Websites	166
Usability Tested Websites *	26
Percentage Tested	16%
Percent change from previous year	45%

In 2015, usability testing was conducted during each website redesign project and on applications to ensure that webpages are effective, making information easy to find for residents of Oregon. These usability studies ensure that the navigation of the site is intuitive for the targeted users of the website, the functionality is easy to use, and the design enhances their experience.

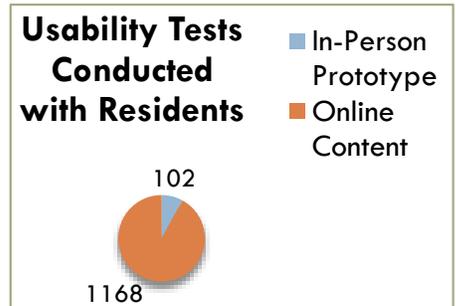
\*Usability tests are now conducted as on every new website redesign through the E-Government Program.

#### 2. Search Results are effective

79% 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.

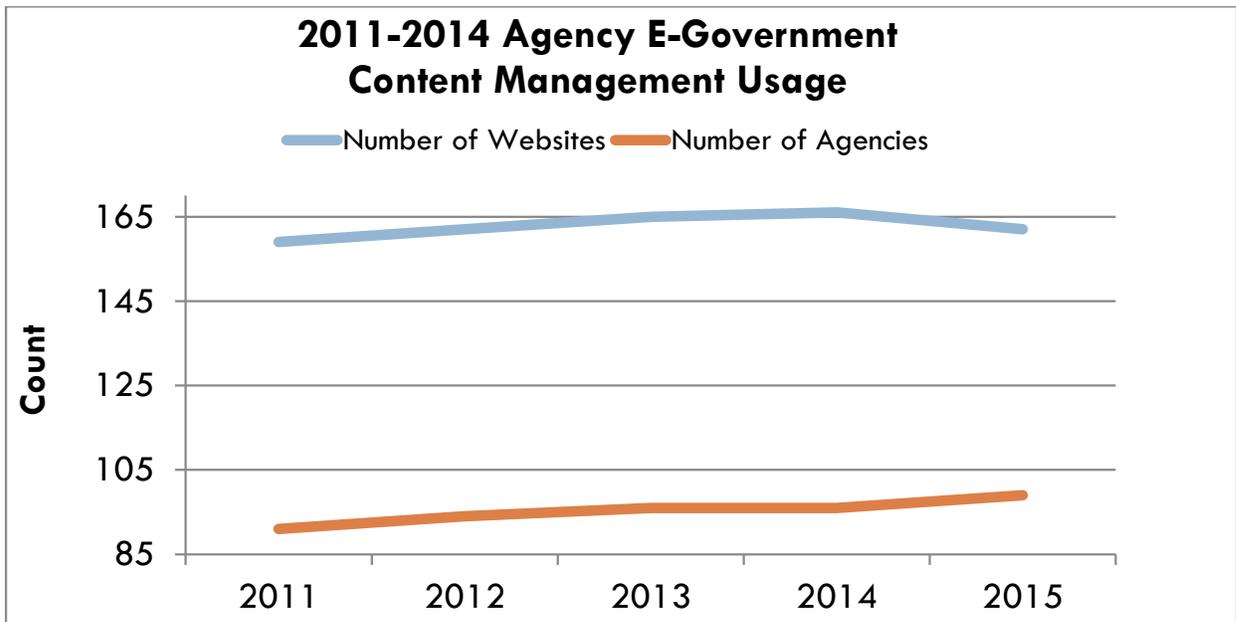
#### 3. Number of usability tests performed with residents

In 2015, the E-Government Program sought feedback from Oregon residents 1270 times through usability tests conducted on twenty one 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.

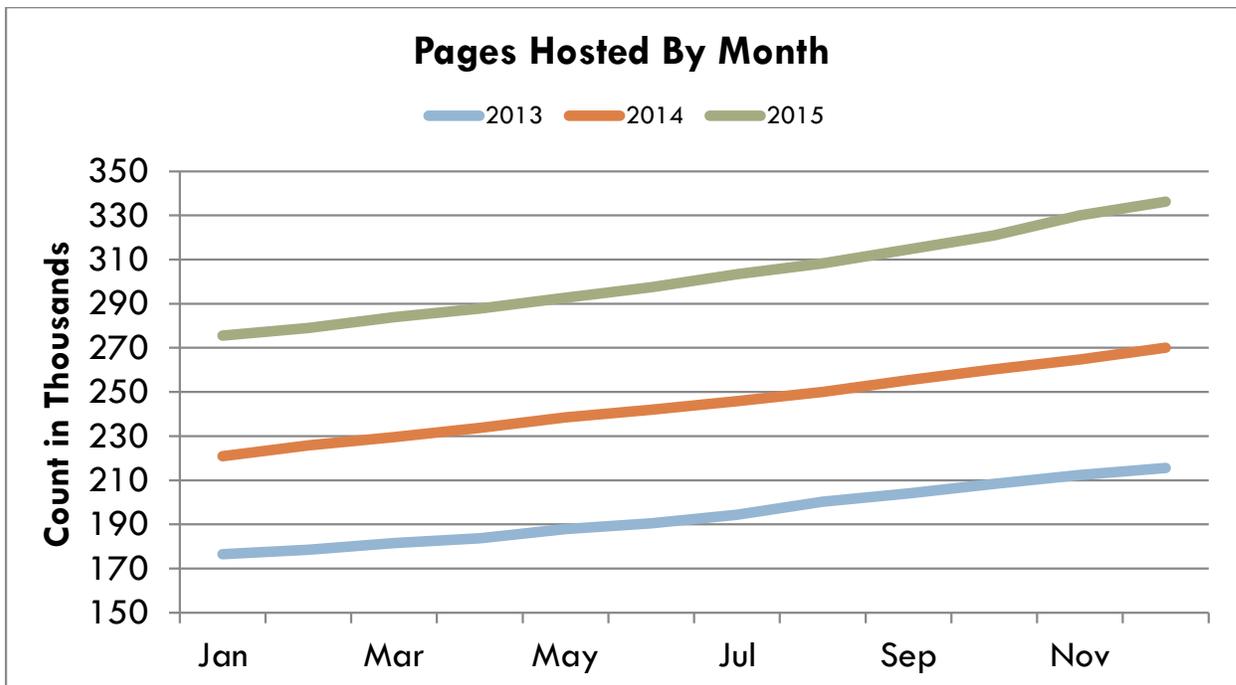


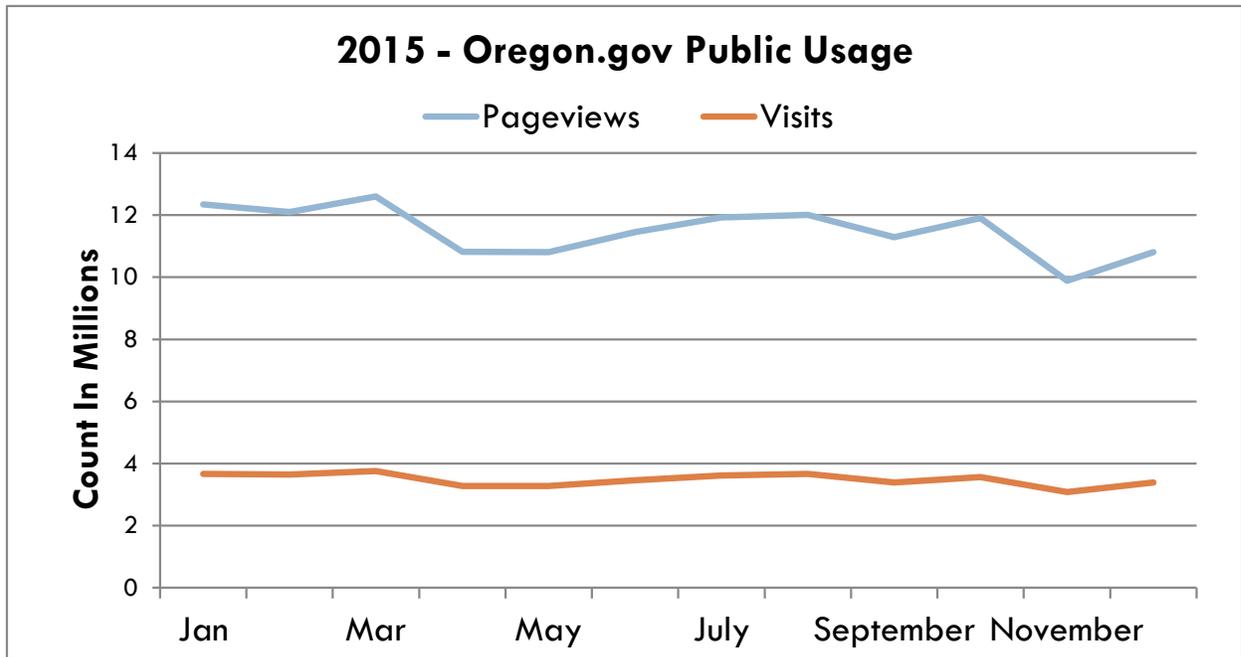
**WEBSITE CONTENT MANAGEMENT**

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



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

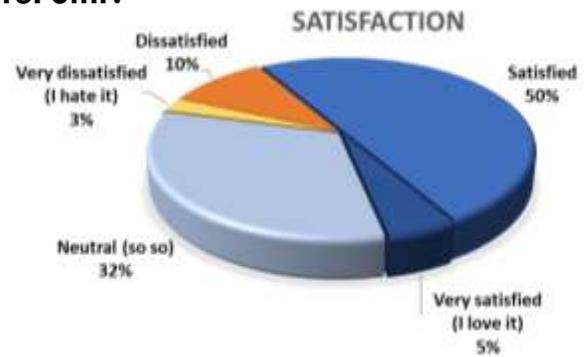




### 3. Survey of satisfaction with the Content Management Tool

#### Overall, How Satisfied are you with SharePoint?

Satisfied or very satisfied: 55% (22)  
 Neutral: 32% (13)  
 Dissatisfied or very dissatisfied: 13% (5)  
 There were 40 responses



#### How Reliable is Authoring Content in SharePoint?



Reliable: 70% (28)  
 Don't Know: 7.5% (3)  
 Unpredictable: 22.5% (9)  
 There were 40 responses

## When Managing Content, How Easy Is It?

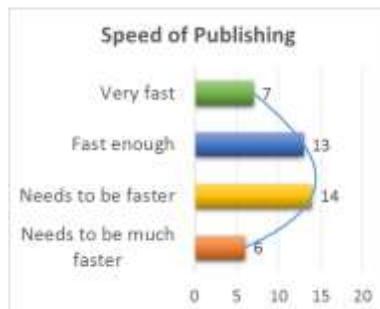
Easy or Moderately Ok 70% (28)

Challenging or Difficult: 30% (12)

There were 40 responses



## Is Publishing Content Fast Enough?



Fast Enough 50% (20)

Needs to be Faster: 50% (20)

There were 40 responses

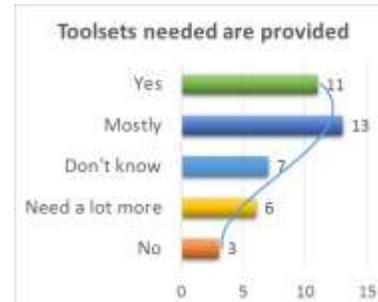
## Does SharePoint Provide the Toolsets You Need?

Toolsets are Mostly Provided 60% (24)

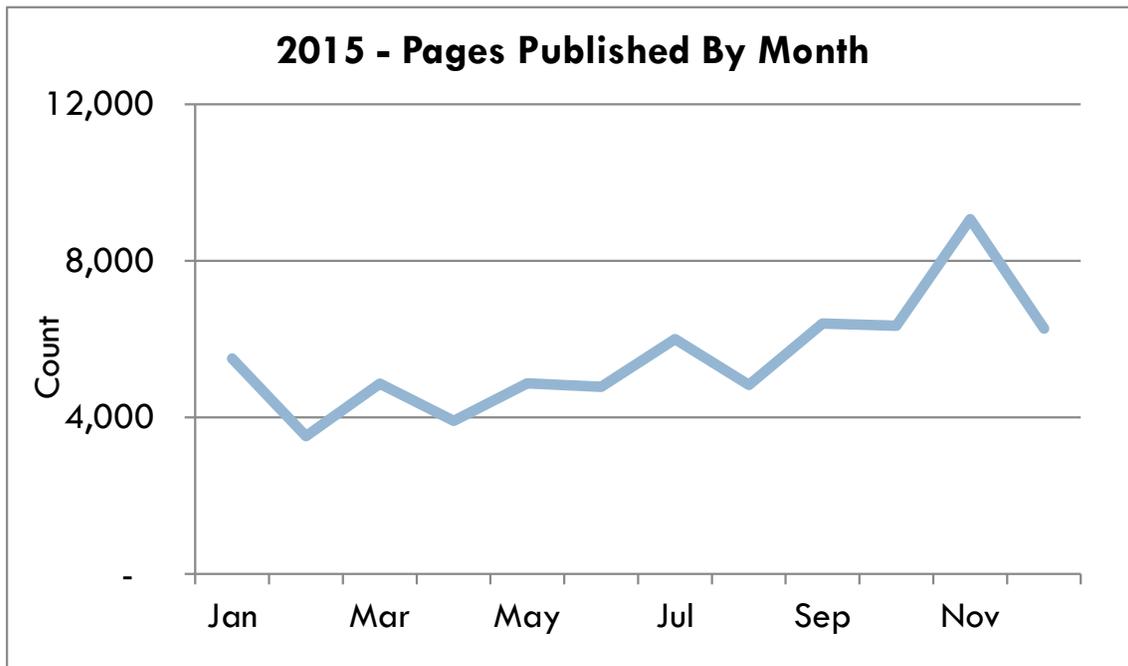
Need More Toolsets: 22% (9)

Don't know: 18% (7)

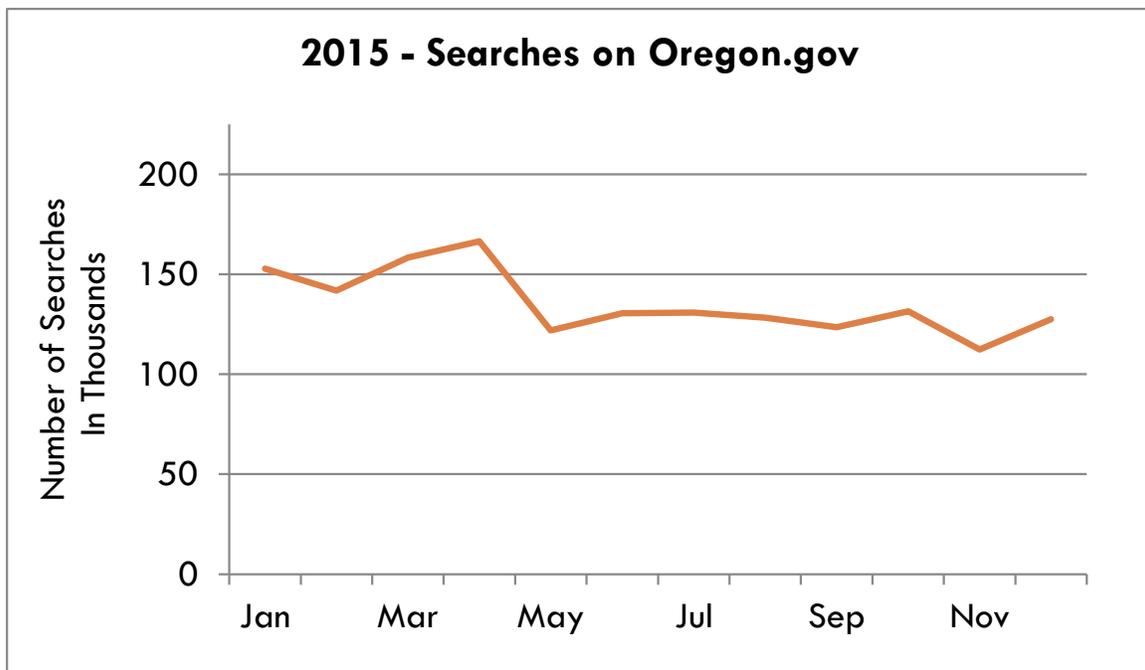
There were 40 responses



#### 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.

**In 2015, the following features were added and made available to all agencies:**

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

## 7. How current is the software upgrades

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

## 8. Number of website/content management services provided

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

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

## 9. Website Security (annual independent review)

An annual independent security audit conducted by the Verizon Security Management Program, evaluates 816 controls. The 2015 Verizon Cybertrust Enterprise Certification was completed and received on January 21, 2016. The annual Payment Card Industry Level 1 Data Security Standard compliance was completed and received on August 18, 2015.

## 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	✓

2015 Center for Digital Government Best of Web Website Capabilities Criteria – How Oregon Compares

	Yes	No		Yes	No		Yes	No
<b>PAYMENT PROCESSING</b>			Data Visualization/ infographics/ mashups	✓		Construction liens monitoring		✓
Kiosk	✓		Photos	✓		Fleet monitoring		✓
Secure Mobile Payments	✓		Videos	✓		Mapping/tracking for roads, construction and public transportation	✓	
IVR	✓		Widgets	✓		Roadside moving violation payments		✓
<b>MOBILE</b>			Blogs	✓		Legislative tracking	✓	
Mobile-optimized site	✓		<b>ONLINE SERVICES</b>			Sex offender registry	✓	
Native applications for:			eBench warrants		✓	Campground reservations	✓	
Apple	✓		Automated location awareness/GeolP		✓	Prescription drug registry/monitoring	✓	
Android	✓		Criminal history reports	✓		Meth registry		✓
Other			Driver's license renewals		✓	DMV office appointments		✓
<b>CUSTOMER SERVICE</b>			Vehicle title requests		✓	Third-party vision certification for driver's license renewals		✓
Live Help/online customer service	✓		Moving violation and parking ticket payments		✓	<b>SOCIAL MEDIA</b>		
24/7 customer service:			Temporary license plates		✓	Twitter	✓	
Online		✓	Trucking/commercial vehicle permits	✓		Facebook	✓	
Email		✓	ID verification		✓	Video	✓	
Phone		✓	Vehicle inspections appointment		✓	Photos/images	✓	
SMS (Short Message Service)		✓	Vehicle title and lien searches			RSS feeds	✓	
<b>CROWDSOURCING</b>			One-stop business registrations	✓		Blogging	✓	
Customer Service (GetSatisfaction)		✓	Inmate banking/commissary deposits	✓		Media portals	✓	
Feedback/ideas	✓		Property tax payments		✓	Pinterest	✓	
Online Market Research		✓	Utility payments		✓	Instagram	✓	
Mobile apps		✓				Vine		✓
Maps	✓							

## 2015 Government Technology Best of the Web Capabilities – How Oregon Compares

As reported by Government Technology, the state websites considered the “Best of the Web” in 2015 had the following capabilities in common. (<http://www.govtech.com/internet/2015-Best-of-the-Web-Award-Winners-Announced.html>)

2015 Best of the Web – Criteria in Common	Yes	No
Prominently Featured Search	✓	
Mobile First – Device Agnostic Design	✓	
Analytics Driven Design	✓	
Clean Website Design (gets out of the way when not needed)	✓	
Trending Now List		✓
Dynamic Service Usage Metrics		✓
Always Present (but Ignorable) Get Help Button		✓
Text Only Option (for mobile or slow connections)		✓
Supplementary Mobile Application		✓
Social Media Heavily Featured		✓
Search Tool has Filter Capability	✓	
Personalization (visitor customizable colors)		✓
Integrated Open Data Portal	✓	
Gamification Elements (earn badges, achievements)		✓
2-Way Text Messaging for Help		✓
Master Data Index of Searchable Content	✓	

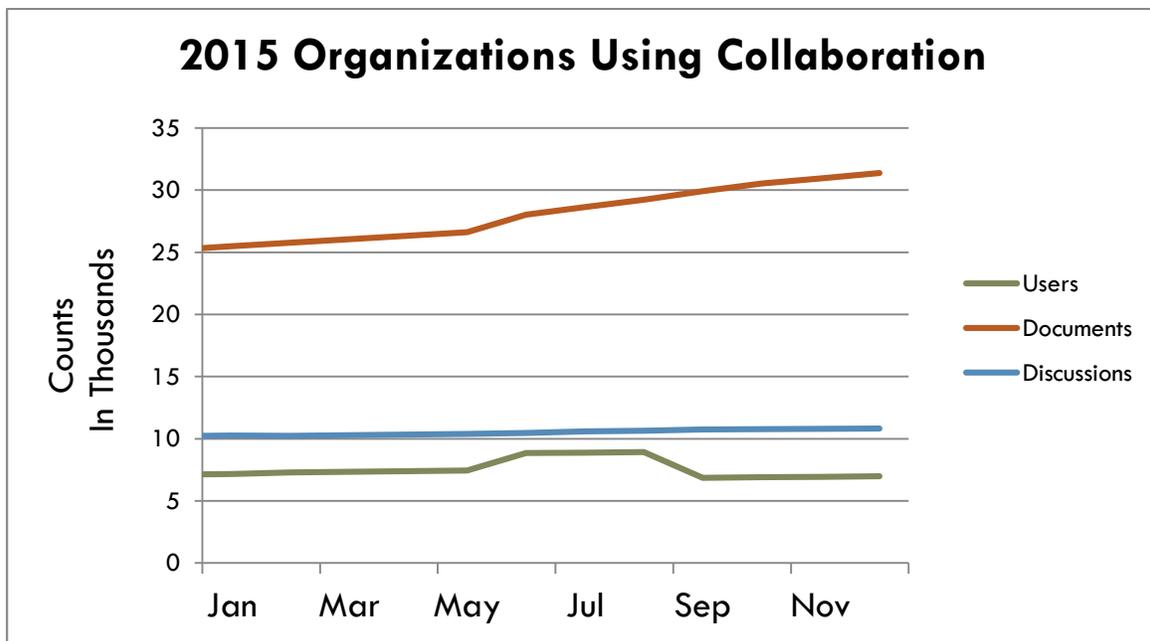
ENTERPRISE COLLABORATION

1. Is it offering in-line with industry standards

Oregon’s enterprise collaboration platform Oregon GovSpace is built on Jive Software. In 2015 Gartner listed Jive Software as one of the top three leaders in enterprise collaboration.

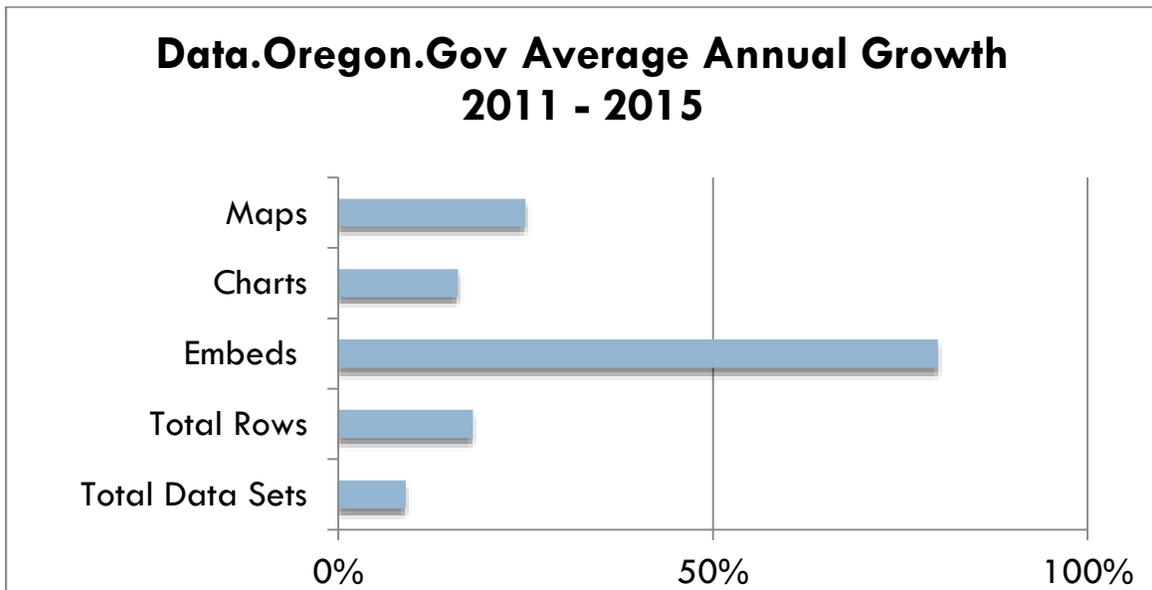
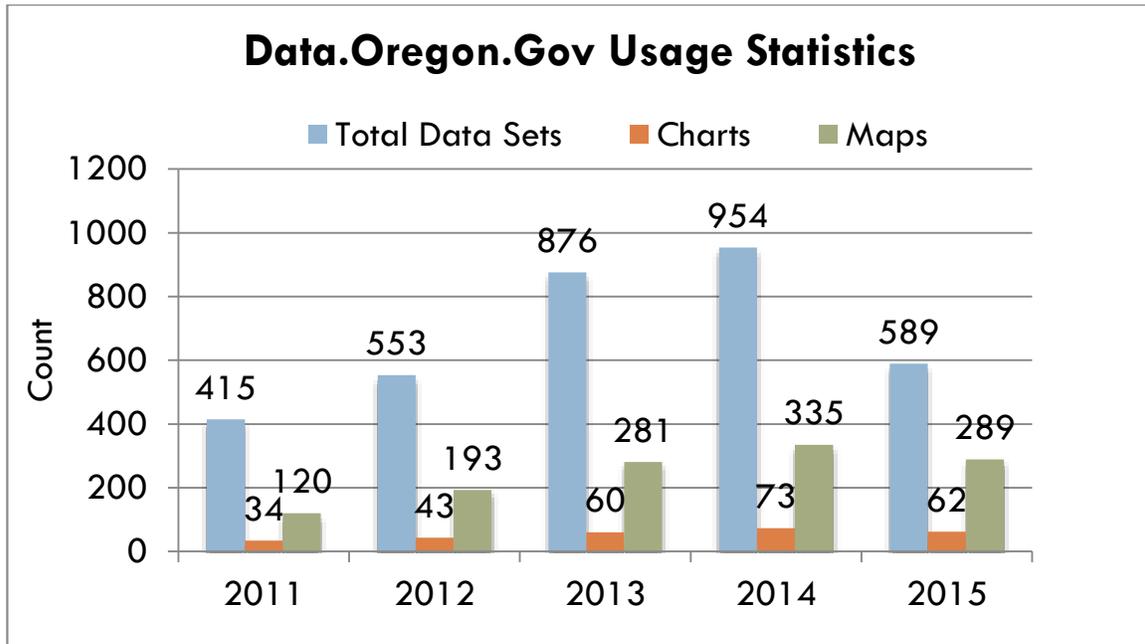


2. 2015 number of organizations using collaboration, number of discussions, and number of documents.



**In 2015 the public viewed data sets in Data.Oregon.gov  
21,611,402 times.**

The number of datasets in Data.Oregon.gov declined in 2015 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 in needed were identified and removed.



## TRAINING

### 1. Number of users trained by type:

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

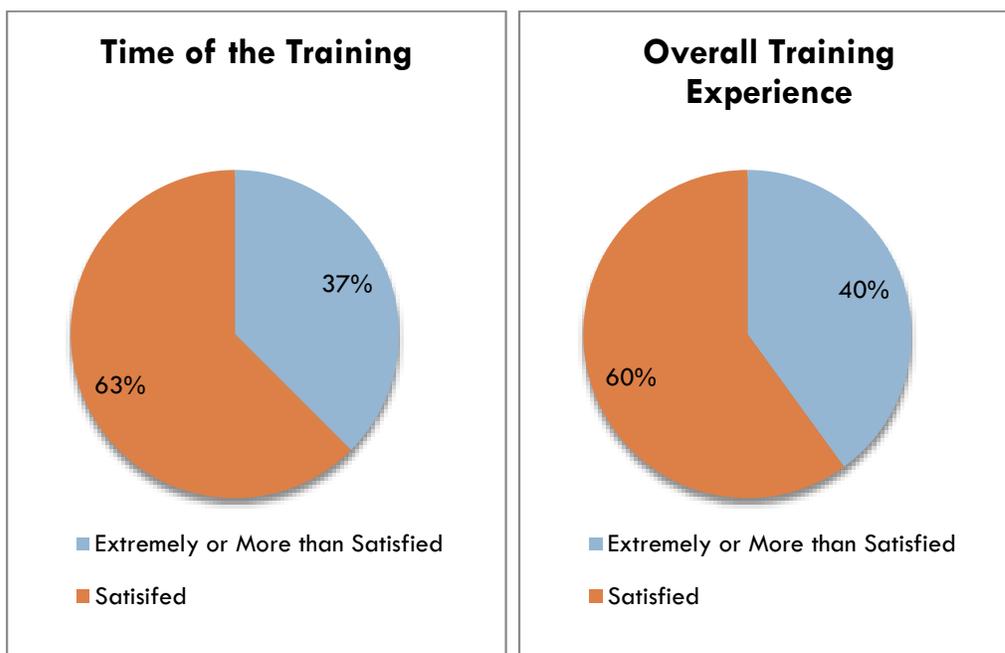
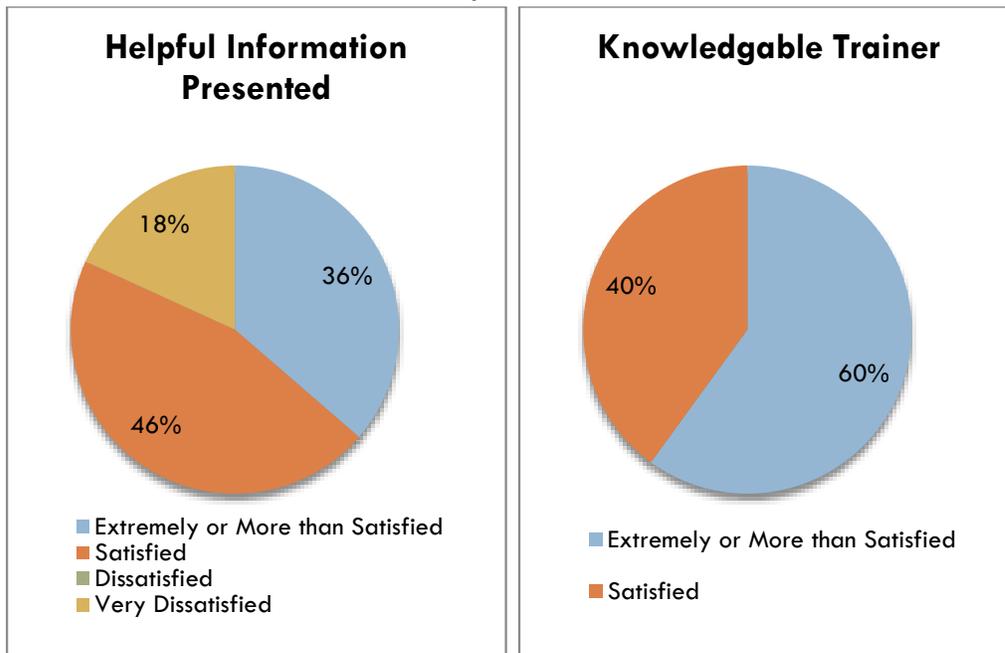
Web Content	
People Trained	294
Training Documents Created	8
Video Tutorials Created	2
E-Commerce	
People Trained	8
Video Tutorials Created	8
Custom Applications	
People Trained	4
Collaboration	
People Trained	192
Open Data	
People Trained	40 estimated

### 2. Availability and frequency of training by type

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

### 3. Post training survey results (questionnaire)

Data collected between January 2015 and December 2015.



## 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
Oregon License Directory	10/22/14	10/22/14	6/18/15	7/20/15	Adjusted schedule to allow for additional time for data migration effort.
Commission for the Blind Website Redesign	1/21/14	1/24/14	2/5/15	2/5/15	n/a
Government Ethics Commission Reporting	7/23/14	8/25/14	9/30/15	9/30/15	n/a
Administrative Services Fleet and Parking Point of Sale System	6/29/15	6/29/15	7/24/15	9/1/15	Agency requested delay to provide additional training and launch on first day of month.
Governor's Website Redesign	9/2/14	9/4/14	1/8/15	1/8/15	n/a
Advocacy Commission Donation Stores	12/19/13	12/19/13	1/6/14	1/3/15	Agency's 3 <sup>rd</sup> party application provider did not complete assigned work as planned.
Human Services 3 <sup>rd</sup> Party Reporting Application Phase 1	9/22/14	9/15/14	11/17/14	11/17/14	n/a
Human Services 3 <sup>rd</sup> Party Reporting Application Phase 2	10/22/14	2/9/15	12/19/14	9/3/15	Agency took some time deciding whether or to pursue optional Phase 2, when ready to move forward, they had to wait for development resources to become available.

Project Name	Estimated Start Date	Actual Start Date	Estimated Completion Date	Actual Completion Date	Reason for delay
Labor and Industries Event Registration Application	10/1/15	10/23/15	10/30/15	12/10/15	Contractor and Agency scheduling challenges delayed start, holiday schedules slightly delayed turn around on deliverables

## 2. Budget overruns – 94% delivered on budget

This metric represents the agreed upon cost of providing a service to a given agency compared to the actual amount charged. In 2015 there were eighteen out of nineteen projects (94.7%) delivered on budget. There was a single 3rd Party Insurance Reporting project with the Department of Human Services that resulted in an increased monthly subscription fee increase of 10%. Agency requested project scope enhancements that increased overall cost. Work Order was amended to authorize the increased costs.

## 3. Were agreed upon requirements met? Exceeded?

Project	Project Deliverables – Assessment Against Requirements	Quality – Was what was expected to be delivered actually delivered?
State Lands Unclaimed Property Application	Requirements were met	Yes
Secretary of State License Directory	Requirements were met	Yes
Administrative Services Fleet Store	Requirements were met	Yes
Commission for the Blind	Requirements were met	Yes, there has been good feedback.
Marine Board Registration System	Requirements were met	Yes, overall the product increased efficiencies.
Human Services 3 <sup>rd</sup> Party Online Form	Requirements were met	Yes, what was expected was delivered.

Project	Project Deliverables – Assessment Against Requirements	Quality – Was what was expected to be delivered actually delivered?
Employment Website Redesign	Requirements were met	Yes
Governor's Office Website Redesign	Requirements were met	Yes
Administrative Services Public Meeting Manager	Requirements were met	Yes, exceeded expectations.
Environmental Quality Vehicle Inspection System	Requirements were met	Yes, it's working as expected.
Agriculture Website Redesign	Mostly, requirements and deliverables were understood differently across team.	Yes
Health Authority OregonHealthCare.gov Hosting	N/A	N/A
Administrative Services Procurement Payment Application	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 2015, 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.

##### 2015 Project Satisfaction Scores: Average is 4.2 – Exceeds Expectations

Project	Satisfaction Score
State Lands Unclaimed Property Application	5 – Excellent
Secretary of State License Directory	5 – Excellent
Administrative Services Fleet Store	5 – Excellent
Commission for the Blind	5 – Excellent
Marine Board Registration System	3 – Met Expectations

Human Services 3 <sup>rd</sup> Party Online Form	5 – Excellent
Employment Website Redesign	4 – Exceeds Expectations
Governor’s Office Website Redesign	3 – Met Expectations
Administrative Services Public Meeting Manager	5 – Excellent
Environmental Quality Vehicle Inspection System	4 – Exceeds Expectations
Agriculture Website Redesign	3 – Met Expectations
Health Authority OregonHealthCare.gov Hosting	5 – Excellent
Administrative Services Procurement Payment Application	3 – Meets Expectations

### 2015 Pre-Project Engagement Scores: Average is 3.8 – Meets Expectations

Project	Satisfaction Score
State Lands Unclaimed Property Application	4 – Exceeds Expectations
Secretary of State License Directory	5 – Excellent
Administrative Services Fleet Store	4 – Exceeds Expectations
Commission for the Blind	5 – Excellent
Marine Board Registration System	5 – Excellent
Human Services 3 <sup>rd</sup> Party Online Form	5 – Excellent
Employment Website Redesign	5 – Excellent
Governor’s Office Website Redesign	4 – Exceeds Expectations
Administrative Services Public Meeting Manager	3 – Meets Expectations
Environmental Quality Vehicle Inspection System	1 – Poor
Agriculture Website Redesign	1 – Poor
Health Authority OregonHealthCare.gov Hosting	5 – Excellent
Administrative Services Procurement Payment Application	3 – Meets Expectations

## OVERALL PROGRAM

### 1. Number of new solutions provided per year:

#### 2015 new solutions provided: 21

- 1) Secretary of State Oregon License Directory
- 2) Government Ethics Commission Reporting
- 3) Administrative Services Fleet and Parking Point of Sale System
- 4) Human Services 3<sup>rd</sup> Party Insurance Reporting Application Phase 2
- 5) Labor and Industries Event Registration Application
- 6) Commission on Asian and Pacific Islander Affairs Donation Store
- 7) Commission for Women Donation Store
- 8) Commission on Hispanic Affairs Donation Store
- 9) Commission on Black Affairs Donation Store
- 10) Human Services Maternal and Child Health Workforce Development Payment Processing
- 11) Oregon.gov Website Refresh
- 12) Oregon.gov Newsroom
- 13) Governors Website Redesign
- 14) Commission for the Blind Website Redesign
- 15) Consumer and Business Services Website Redesign
- 16) Forestry Website Redesign
- 17) Higher Education Coordinating Commission Website
- 18) Workforce Investment Board Website
- 19) Criminal Justice Commission Website Redesign
- 20) Service Desk Mobile Application
- 21) Analytics Mobile Application

#### 2014 new solutions provided: 17

#### 2013 new solutions provided: 3

### 2. Number of upgraded solutions provided per year

#### 2015 new solutions provided: 15

- 1) Infrastructure upgrade: all hosted websites and e-commerce services moved onto Vblock technology
- 2) SharePoint Flickr web part
- 3) AddThis utility for social media sharing and tracking on Governor's website
- 4) SharePoint list template for Public Records Requests
- 5) Improved overall performance by moving common assets to Content Delivery Network
- 6) Expanded customer email text box to allow more characters in Common Checkout Page
- 7) Enhanced zip code text box to allow the entry of 5,9, and 10 digit domestic zip codes in Common Checkout Page
- 8) REST API calls to integrate Common Checkout Page with agency applications
- 9) Department of Consumer & Business Services added to Oregon.gov Newsroom
- 10) Department of Revenue added to Oregon.gov Newsroom
- 11) Oregon State Marine Board added to Oregon.gov Newsroom
- 12) Oregon Housing and Community Services added to Oregon.gov newsroom
- 13) Long Term Care Ombudsman Added to Oregon.gov newsroom

14) Department of Environmental Quality added to Oregon.gov newsroom

15) Oregon Youth Authority added to Oregon.gov newsroom

**2014 new solutions provided: 9**

**2013 new solutions provided: 7**

### 3. Number of innovations provided per year

**2015 innovations provided: 2**

1) Incorporated customized Total Validator accessibility checker report into website redesign process to provide agencies a more complete view of any accessibility deficiencies on their websites.

2) Leveraged the Public Meeting Manager Application's administrative interface and use of Data.Oregon.gov's API to quickly build the Oregon.gov newsroom.

**2014 innovations provided: 5**

**2013 innovations provided: 5**

## PERFORMANCE

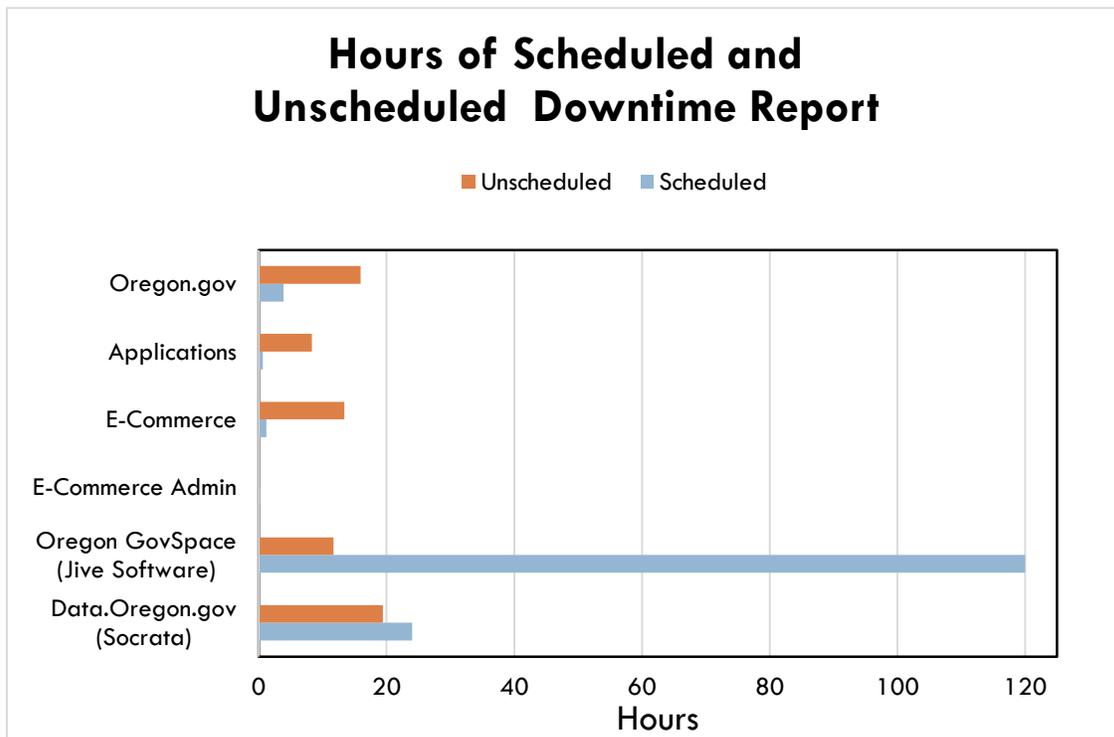
### 1. Response times for all online services

Service	Average Response Time
Oregon.gov	.52 seconds
Applications	.68 seconds
E-Commerce	.36 seconds

### 2. Uptime for all online services

Service	Uptime Percentage
Oregon.gov	99.91%
Applications	99.93%
E-Commerce	99.81%

### 3. Amount of scheduled and unscheduled down time





**PREPARED FOR:**

**OREGON DEPARTMENT OF ADMINISTRATIVE SERVICES**

**E-Government Survey Report**

**October 2015**

**PREPARED BY:**

**DHM RESEARCH**

(503) 220-0575 • 239 NW 13<sup>th</sup> Ave., #205, Portland, OR 97209 • [www.dhmresearch.com](http://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 15<sup>th</sup> and 19<sup>th</sup>, 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](http://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.

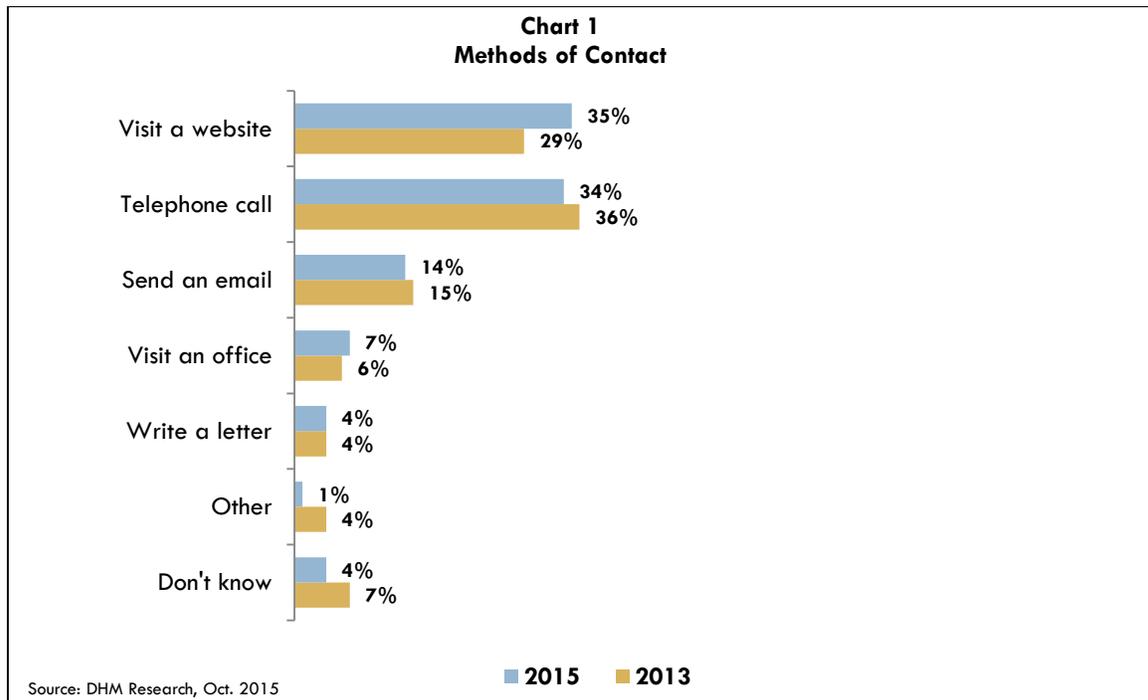
### The vast majority of Oregonians agree with the proposed redesign of the State's website, and they place a high level of importance on security.

- 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).

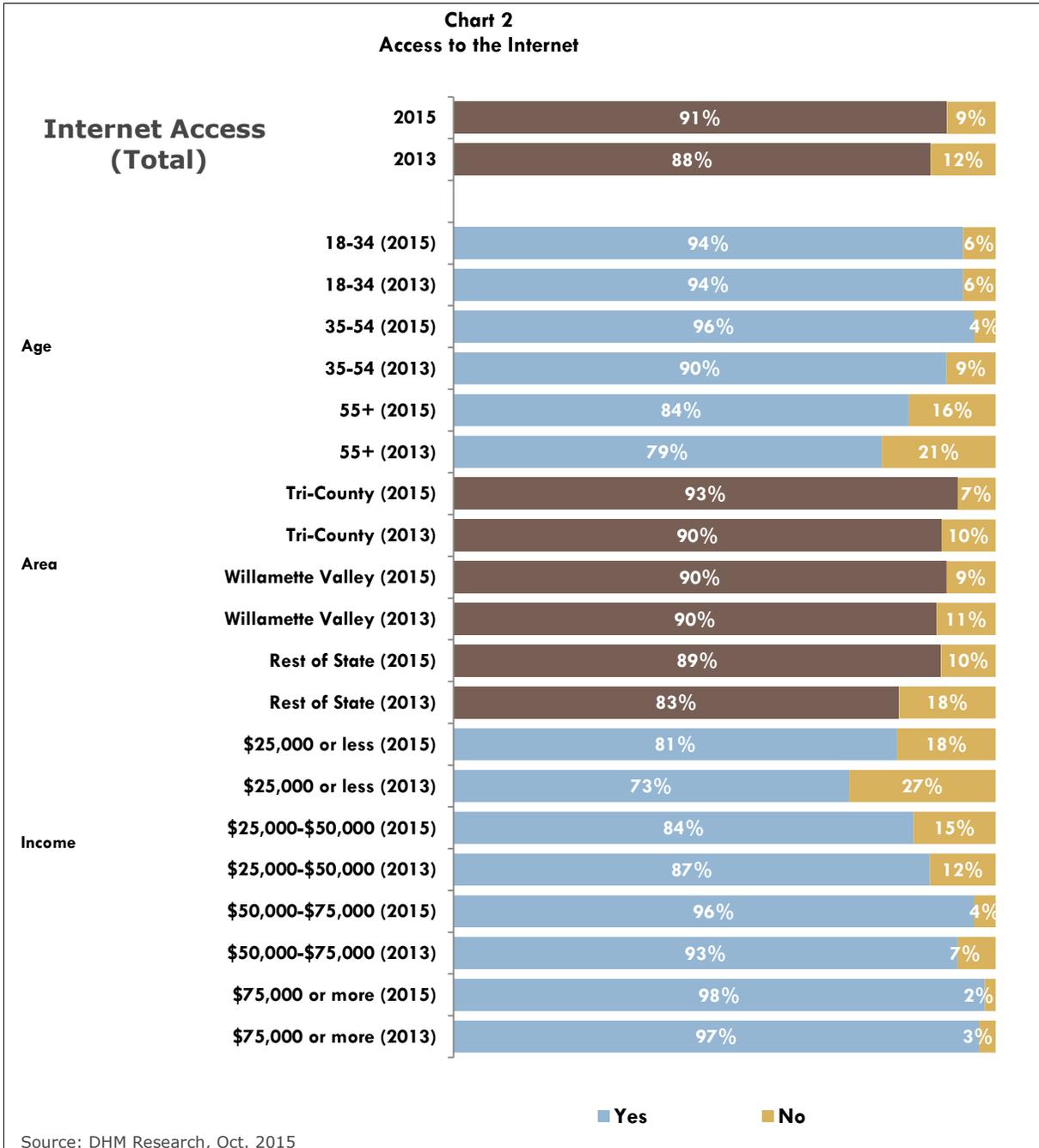


A little over one-third of respondents (35%) said they prefer to *visit a website* when they need to contact an Oregon state government agency. Another third of respondents (34%) still prefer to make a *telephone call*. Some still prefer *sending an email* (14%), but traditional methods such as *visiting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

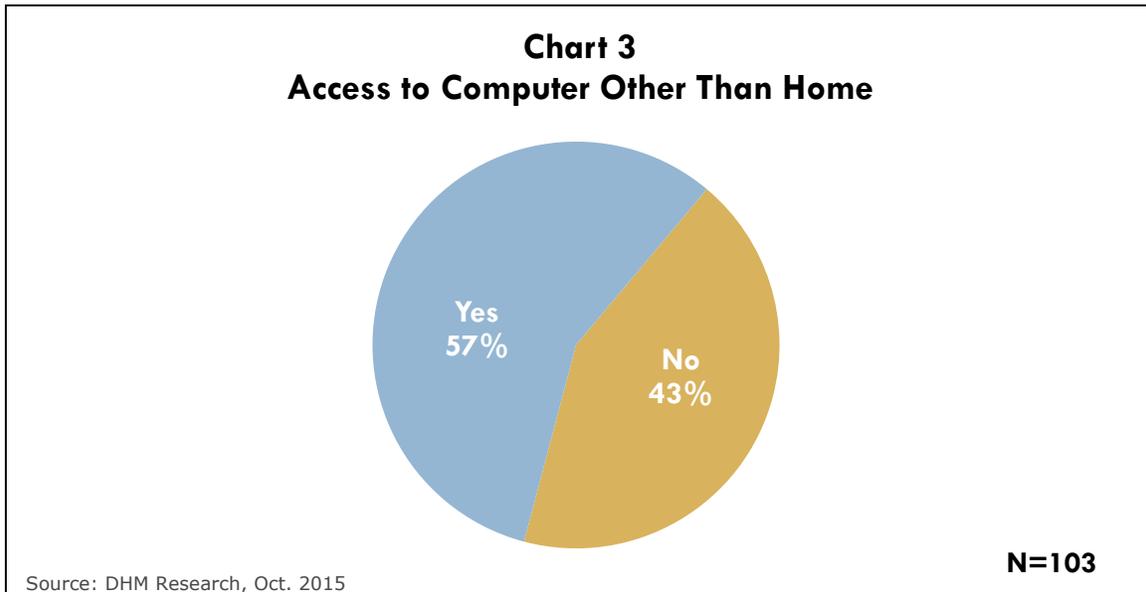
Respondents were asked whether they had access to the internet through a computer, smart phone, or tablet device at their home (Q2).



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).**

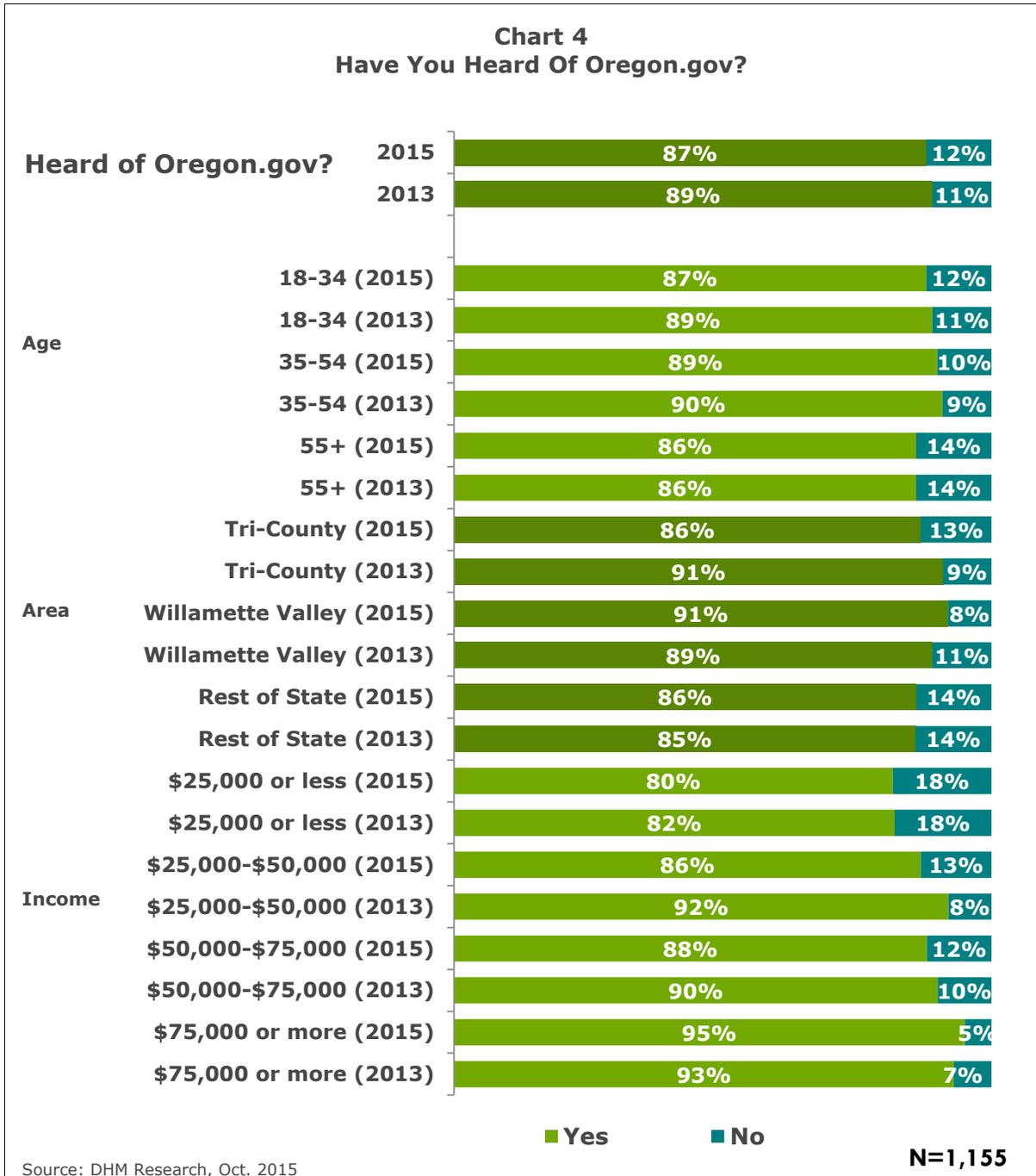


Over half of respondents who said they do not have home internet access said they could access the internet elsewhere (57%). This number is up seven percentage points since 2013.

**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).



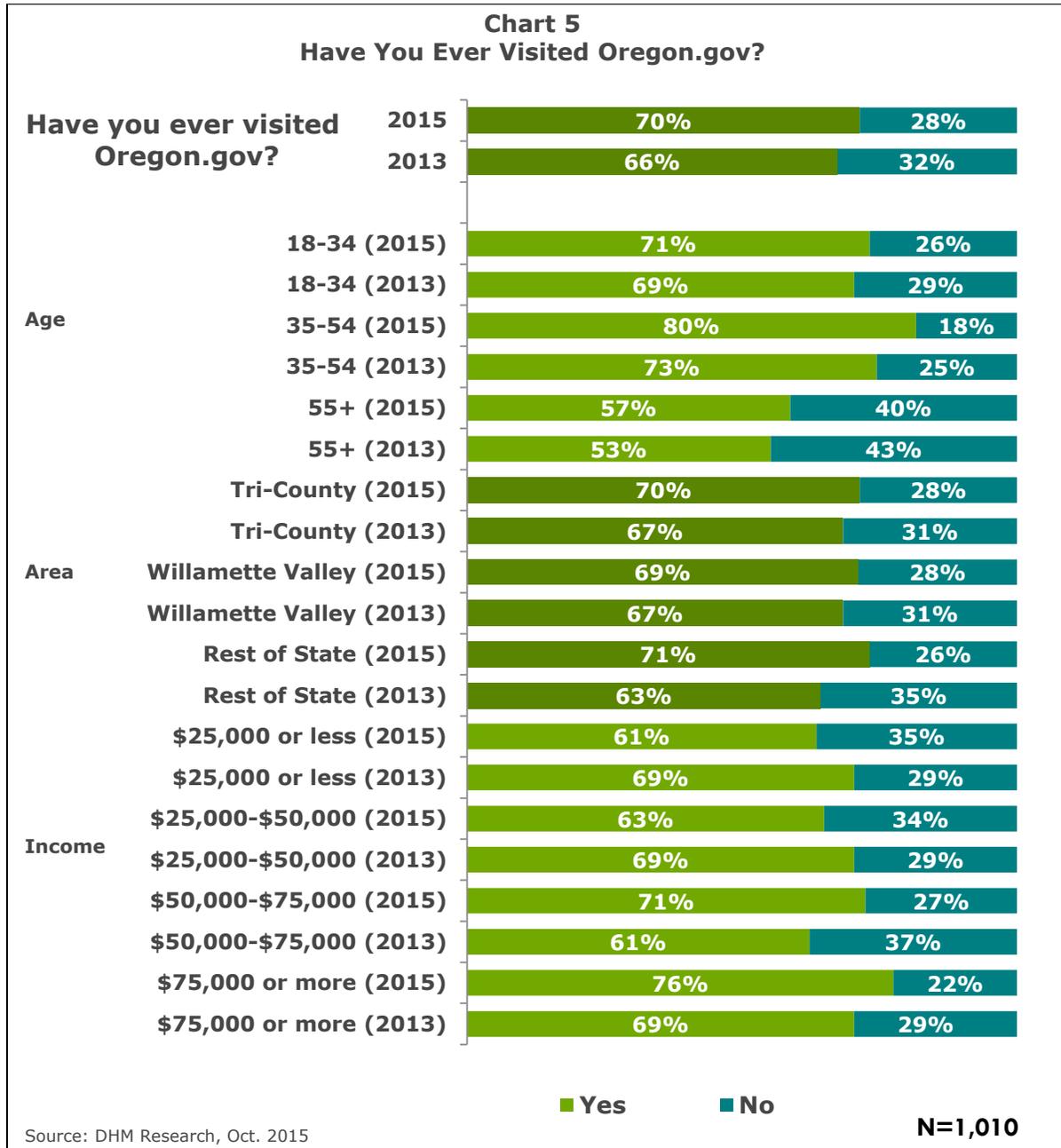
Nine in 10 (87%) respondents had heard of Oregon.gov, which is about the same as in 2013 (89%). The chart above shows very small fluctuations between 2015 and 2013,

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.

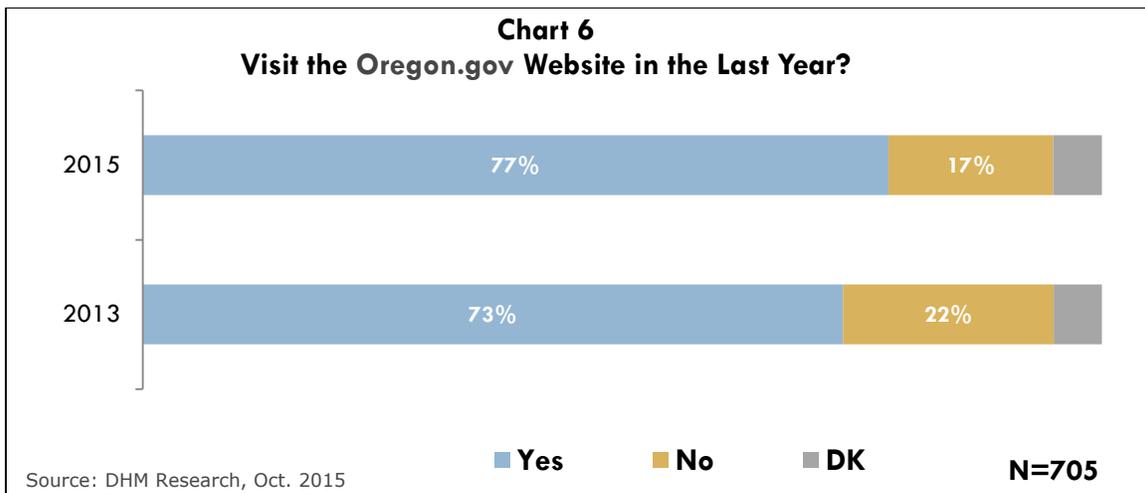
**Demographic Differences:** Use of the Oregon.gov website varied with age and education level. Residents ages 18-34 were about average, with a 71% usage rate. Residents ages

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.

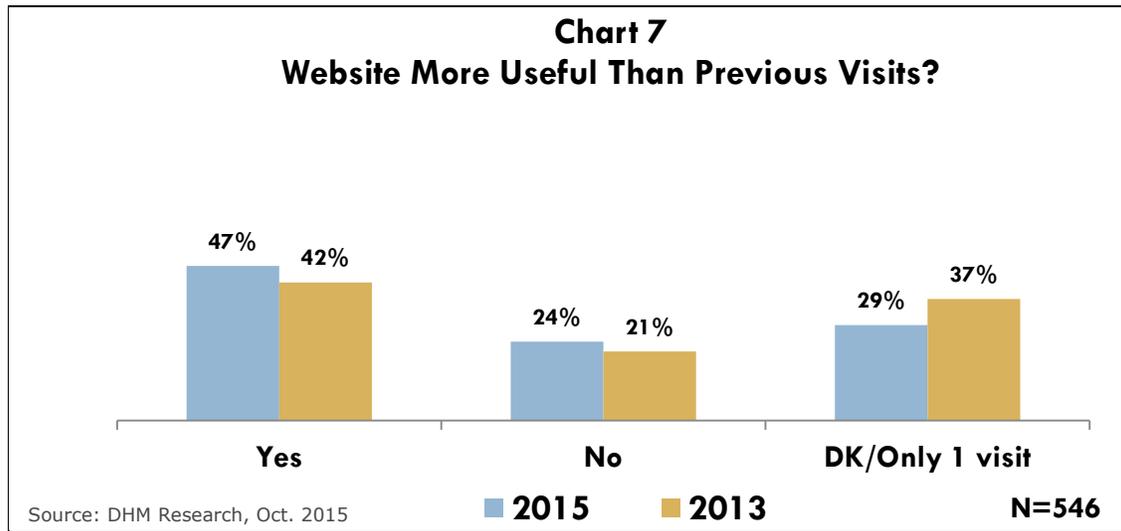
**Respondents who had visited Oregon.gov were asked if they had visited the website in the last year (Q6).**



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.

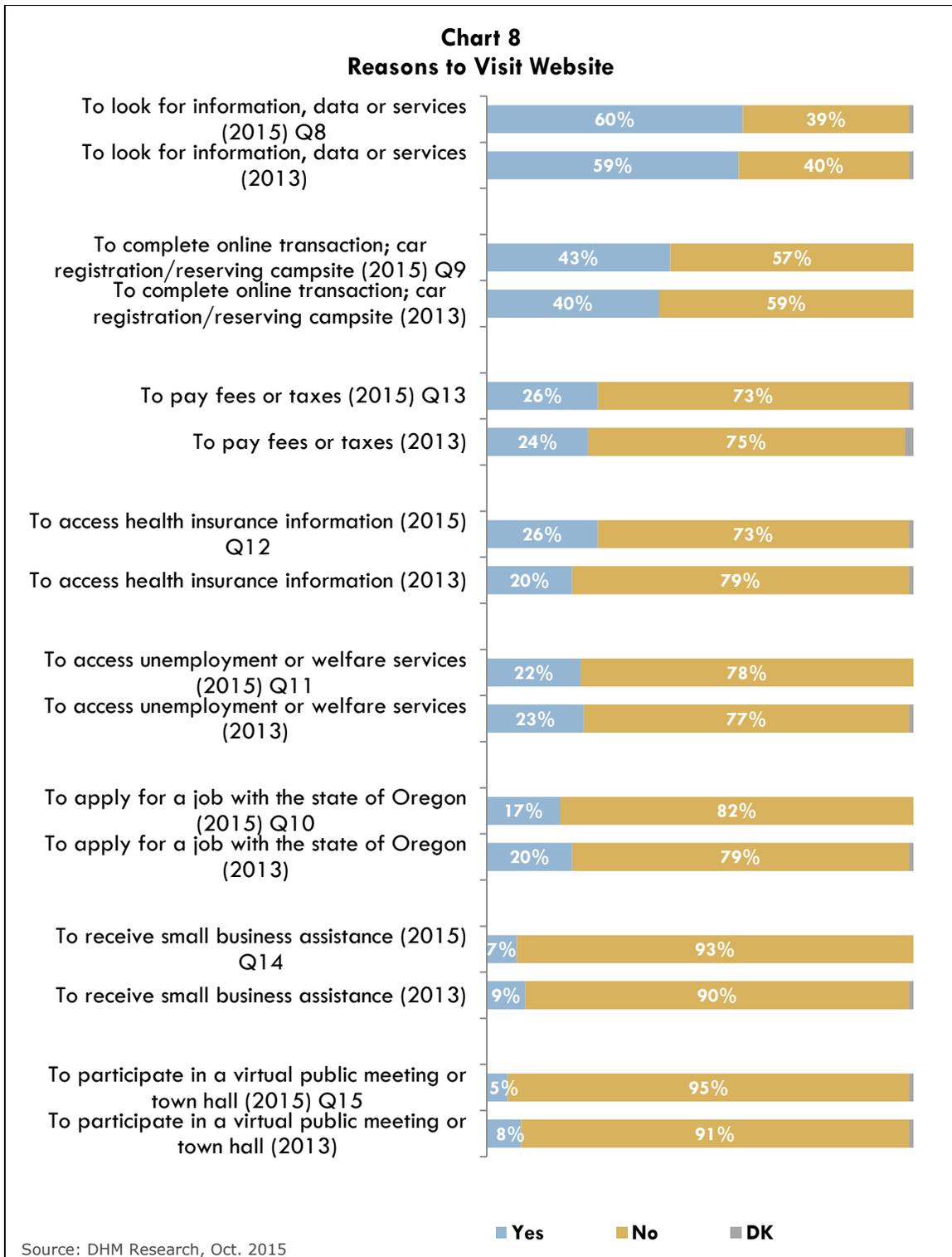
These results are similar to 2013. However, the number of respondents who didn't know or only visited the website once dropped eight percentage points, from 37% in 2013 to 29% in 2015. The number of website users who thought Oregon.gov had become more useful increased five percentage points since 2013.

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**

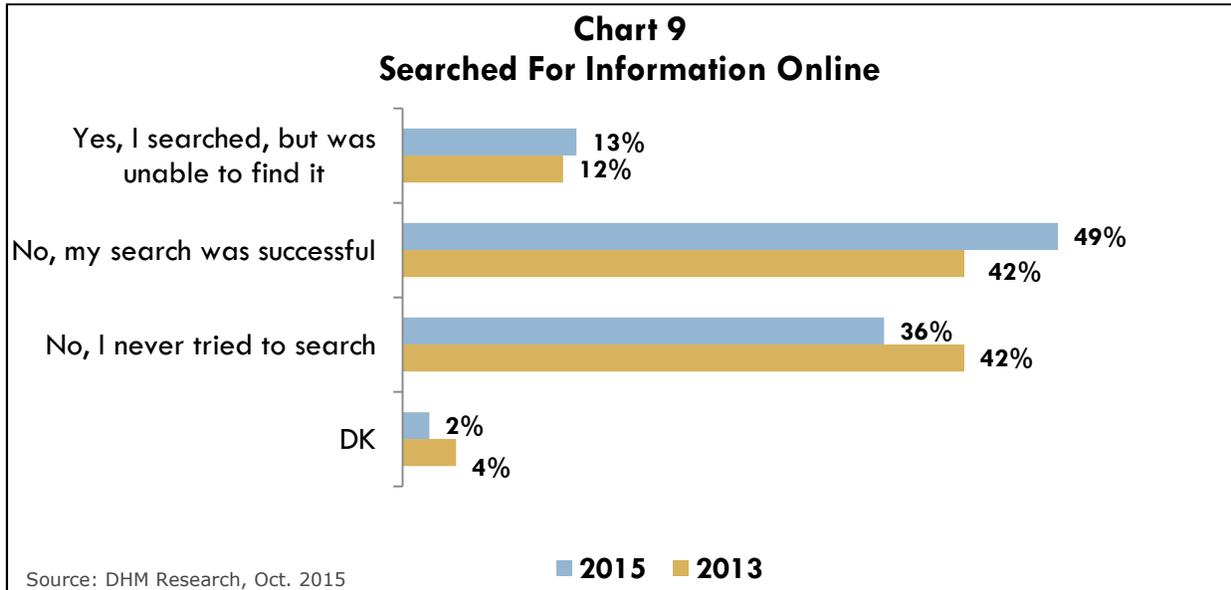
Response Category	2015 N=923	2013 N=912
Research/information/available resources-general	23%	13%
Licensing/permit renewal/requirements-general	8%	3%
DMV/vehicle registration/driver license	7%	6%
Health insurance/information regarding health	7%	3%
Outdoor recreation information/licensing (hunting, fishing, 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:

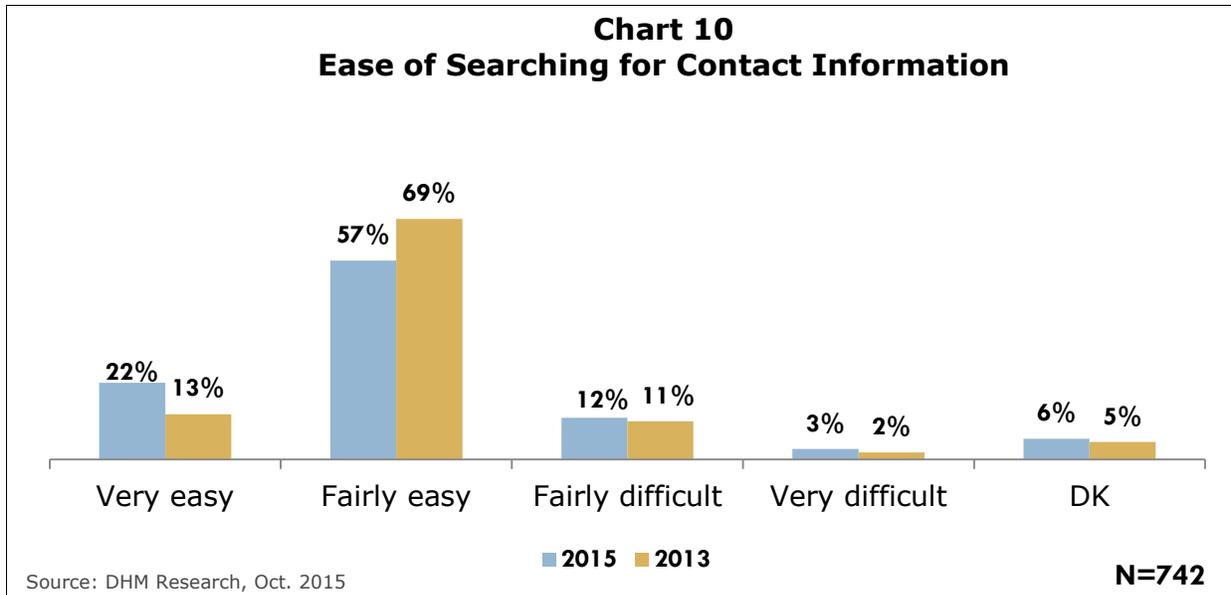
**Table 2**  
**Resources Oregonians Could Not Find On State Websites**

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).

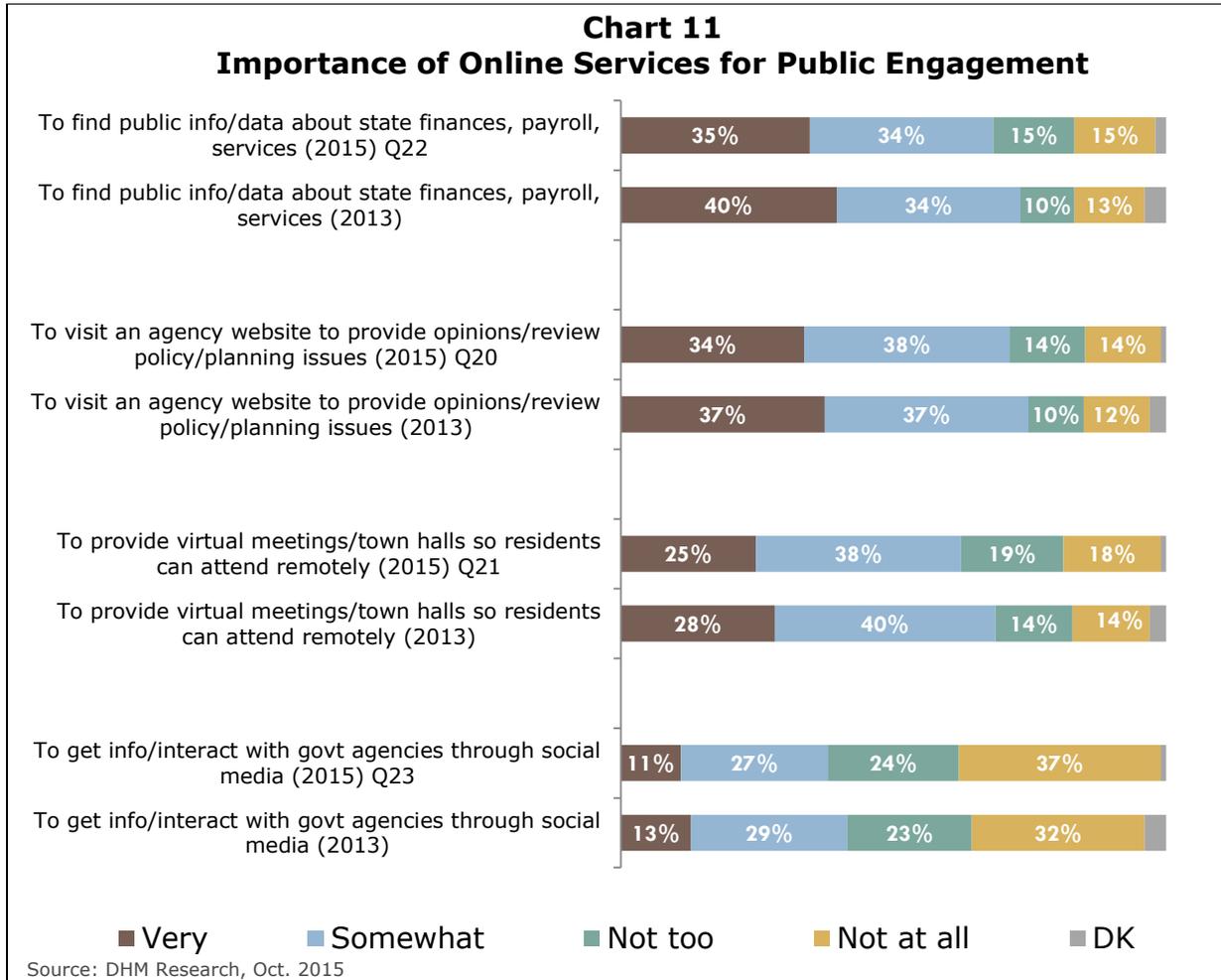


Most State of Oregon website users said searching for contact information was *fairly easy* (57%) and an additional 22% said it was *very easy*. About one in 10 (12%) struggled somewhat and reported that it was *fairly difficult* to find contact information. Only 3% said it was *very difficult* to do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



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*.

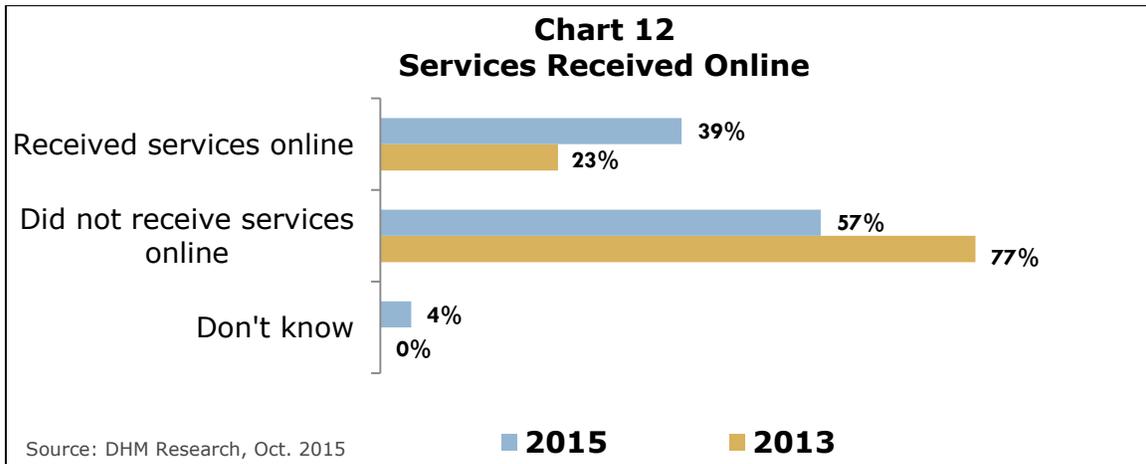
However, respondents also thought it was quite important *to have the ability to find public information and data about state finances, payroll, and services* (35% very important, 34% somewhat important).

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).**

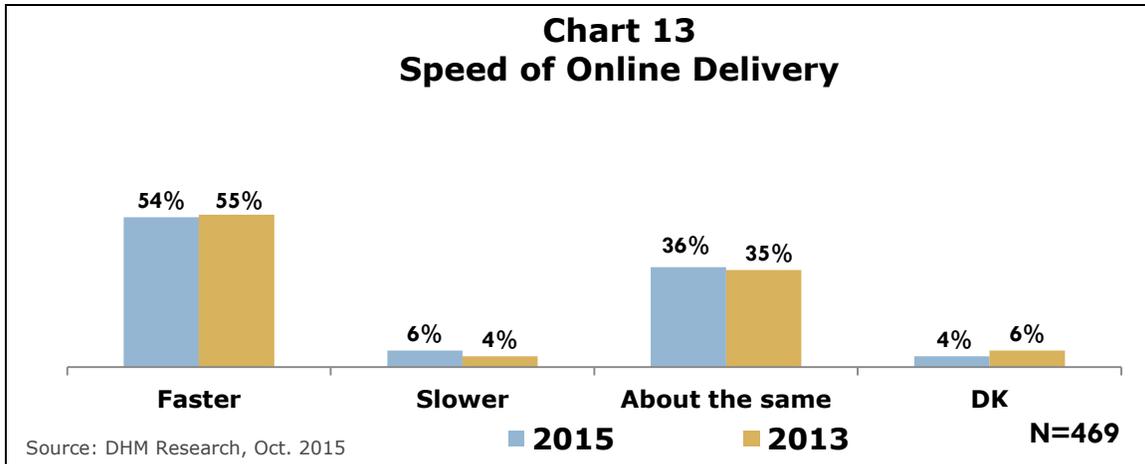


The number of respondents who *had received government services online* jumped sixteen percentage points since 2013. Although more than half (57%) of Oregonians still *have not received services online*, that number is down from 77% in 2013. Four percent (4%) weren't sure if they had or not.

**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).**

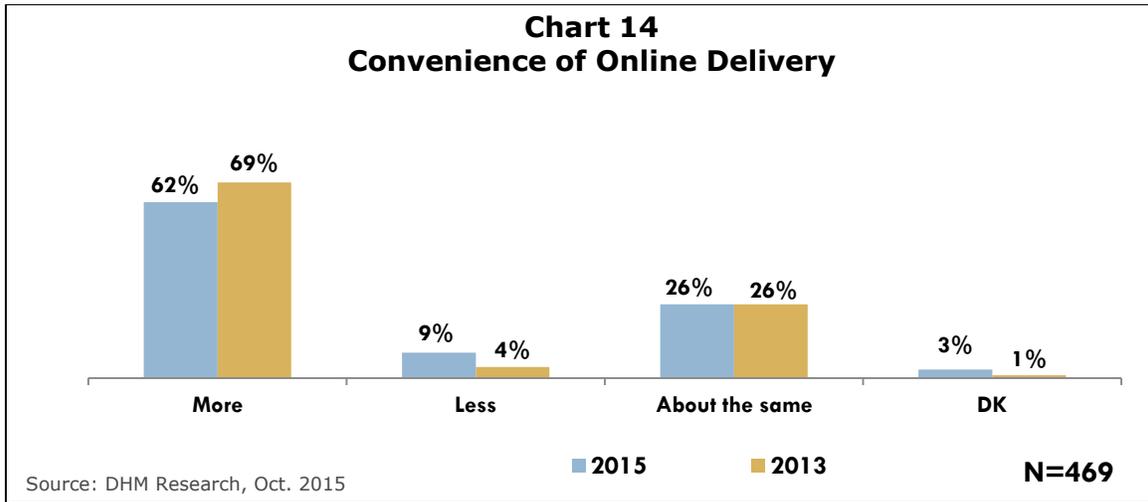


Most felt that the speed of online delivery was either *faster* (54%) or *about the same* (36%). In 2013, a few more respondents said that online delivery was *faster* (55%), but the difference is not statistically significant.

**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*.

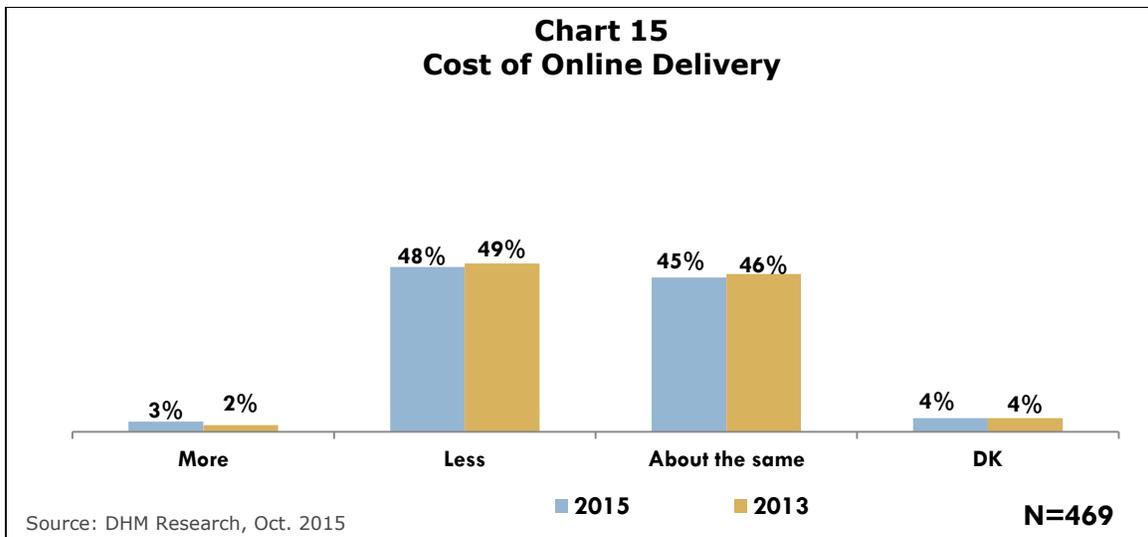
Respondents were asked whether the convenience of online delivery was less convenient, more convenient, or about the same (Q25).



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.

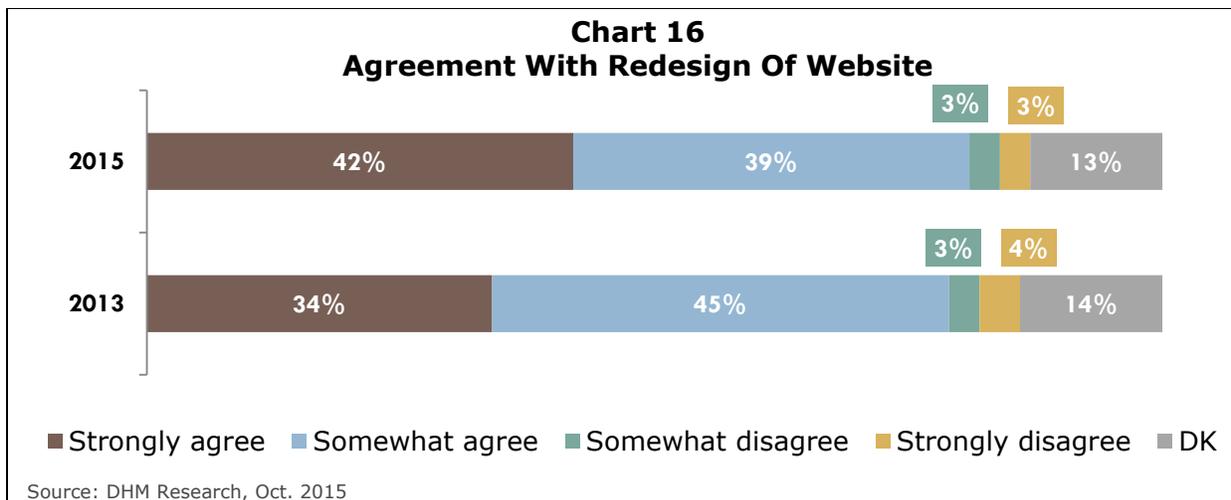
**Demographic Differences:** Over half of the youngest residents, ages 18-34 (58%), said online delivery was *less costly*. That differed statistically significantly from residents ages 35-54, 39% of whom said online delivery was *less costly* (most of the middle group, 53%, said it was about the same).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

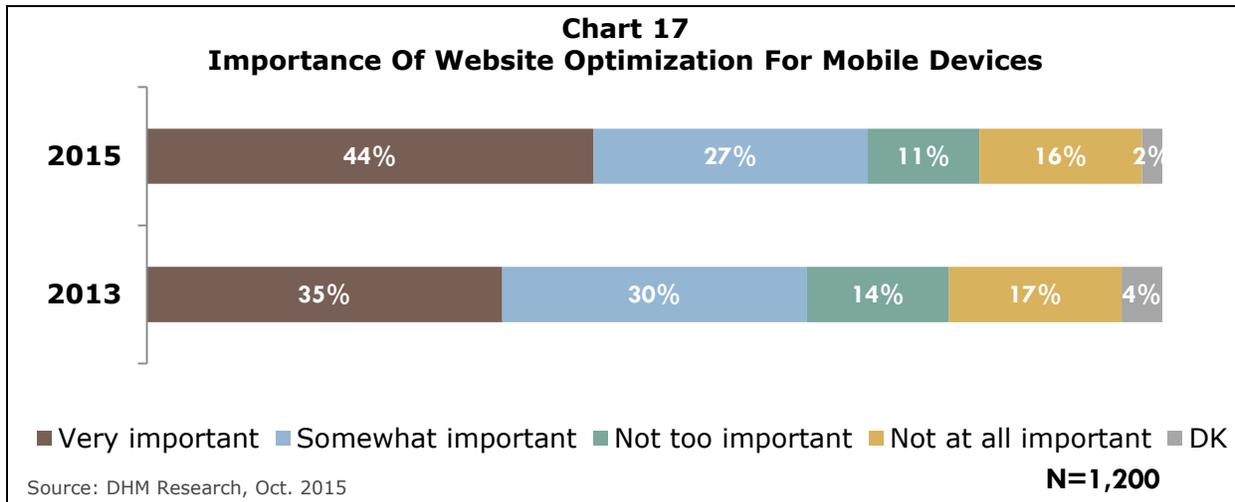
**Table 4**  
**Reasons Oregonians Disagree With Website Redesign**

<b>Response Category</b>	<b>2015 N=76</b>	<b>2013 N=87</b>
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.

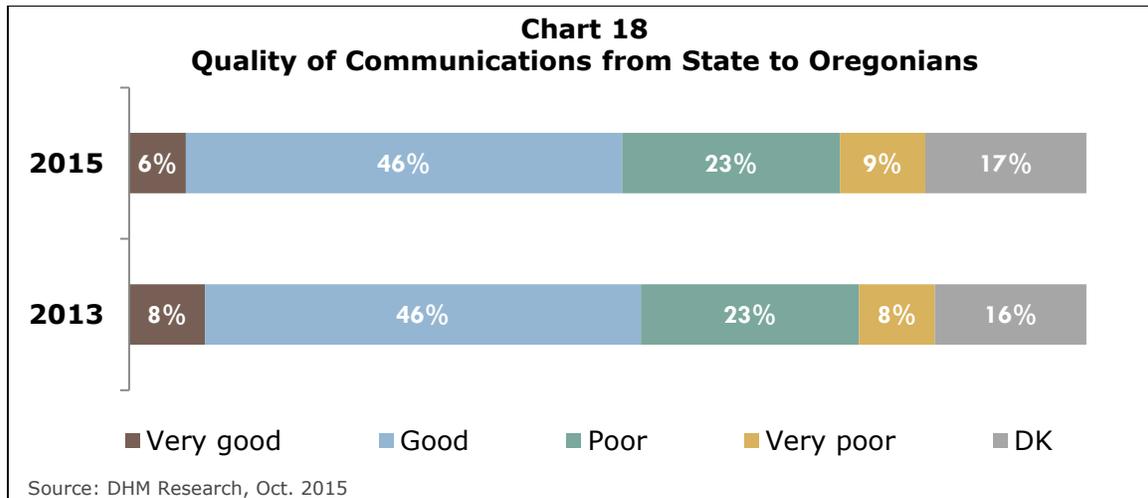
**Demographic Differences:** Again, the youngest residents showed their preference for new technologies. Eighty-five percent (85%) of those 18-34 said it was *very* or *somewhat important* that state websites be optimized for mobile devices. This was more than their older counterparts: 76% of those 35-54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

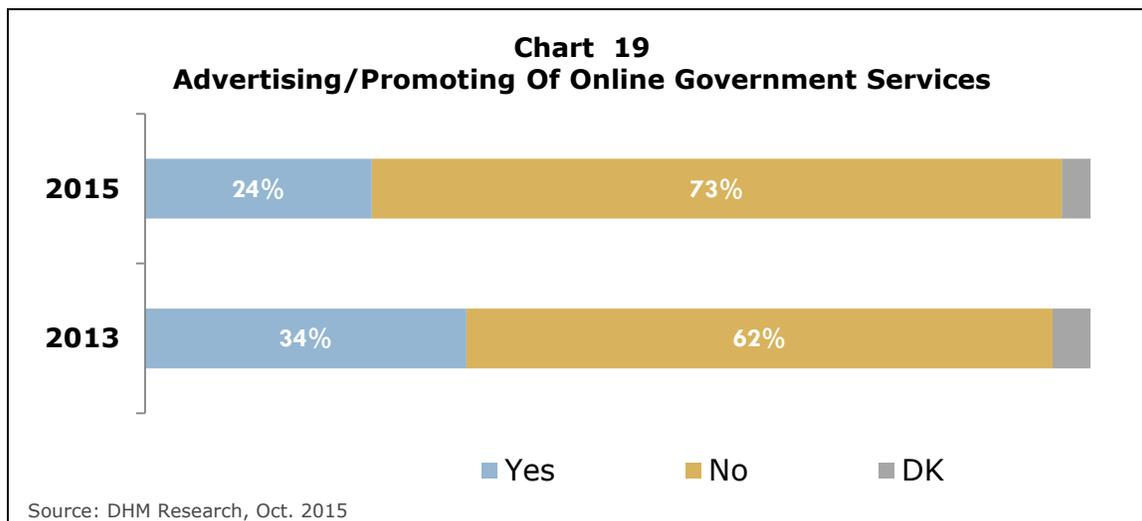
Respondents were asked how good of a job they felt the State of Oregon has done in communicating with Oregonians about what services are available online: very poor, poor, good, or very good (Q30).



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**

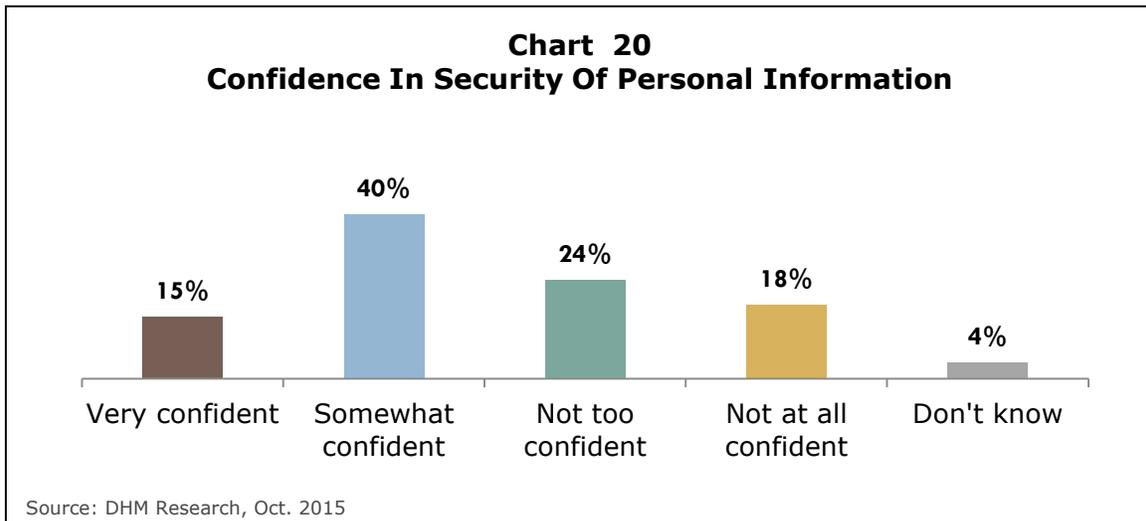
Response Category	2015 N=292	2013 N=413
Television/Radio	45%	73%
Internet	21%	16%
Billboards	10%	12%
Newspapers	10%	11%
Mail/Emails	6%	--
All other answers	5% or less	3% or less
Don't know	1%	5%

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.

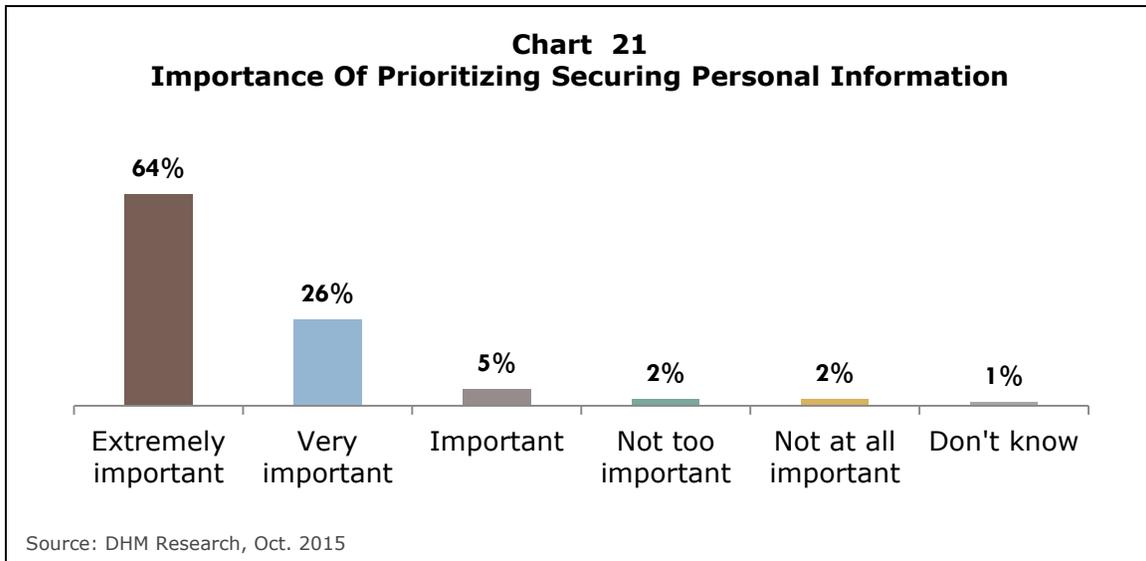
**Respondents were provided with a brief explanation of the types of personal information the State of Oregon collects and stores and then asked how confident they were that their personal information was stored securely (Q33).**



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.

- 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> Don't know	5%	5%

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

Response Category	2015 N=546	2013 N=482
Yes	47%	42%
No	24%	21%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%

<b>(DON'T READ)</b> Don't know	4%	6%
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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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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%
<b>(DON'T READ)</b> 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.

<b>Response Category</b>	<b>2015 N=1200</b>	<b>2013 N=1200</b>
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%
<b>(DON'T READ)</b> Refused	25%	16%

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

<b>Response Category</b>	<b>2015 N=1200</b>	<b>2013 N=1200</b>
Yes	14%	21%
No	86%	79%