



Metro Public Engagement

PREPARED FOR
Metro

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dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.

Research Objective and Approach

Davis, Hibbitts & Midghall, Inc. (DHM Research), in partnership with Metro, conducted an online survey among Opt In members to ensure Metro involvement activities are effective, reach diverse audiences and create opportunities to learn about and participate in decision-making.

- Conducted May 28 - June 10, 2013
- 1,877 completed surveys

Who Participated?

We heard from:

- Clackamas County: 263
- Multnomah County: 1150
- Washington County: 464

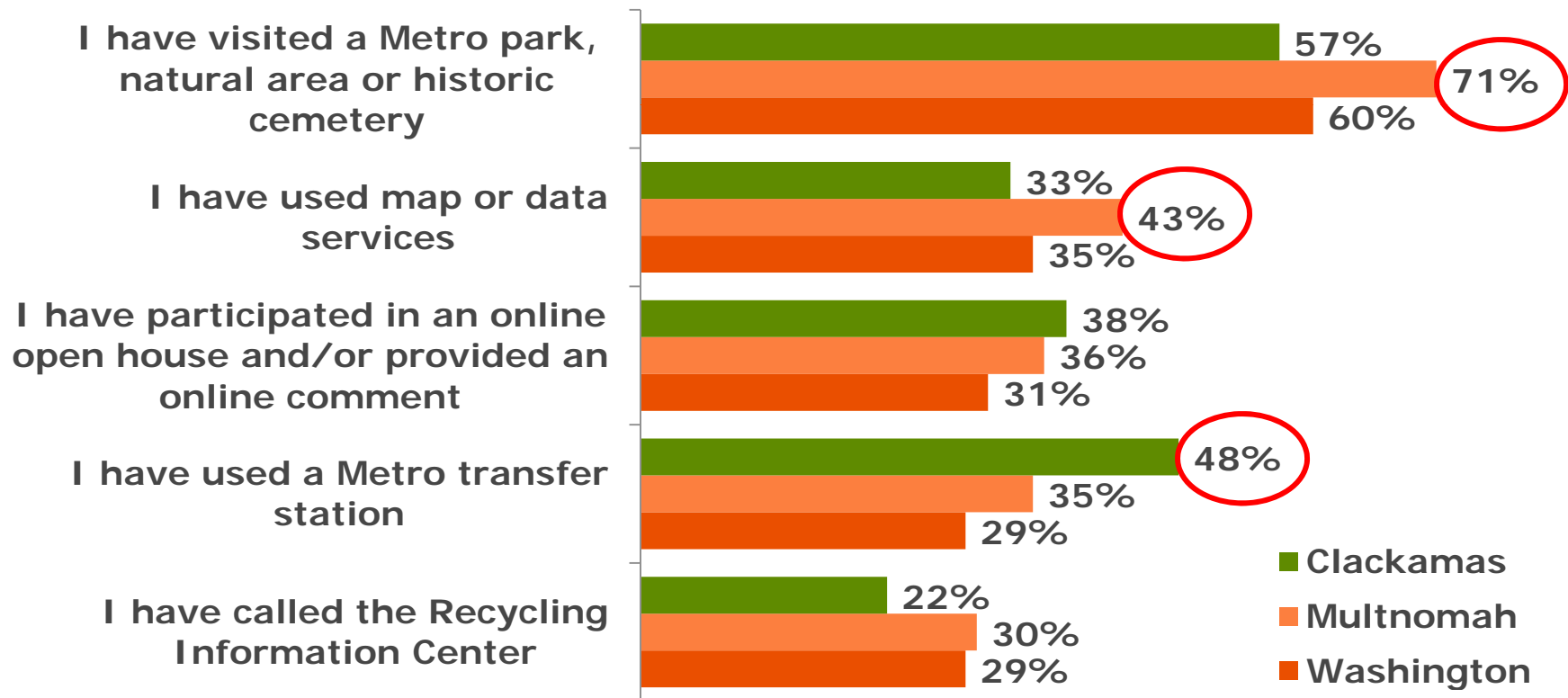
- Ages 18-34: 279
- Ages 35-54: 763
- Ages 55+: 835

- 300 or more in each income group (less than \$50k; \$50k-\$100k; \$100k+)

Key Findings

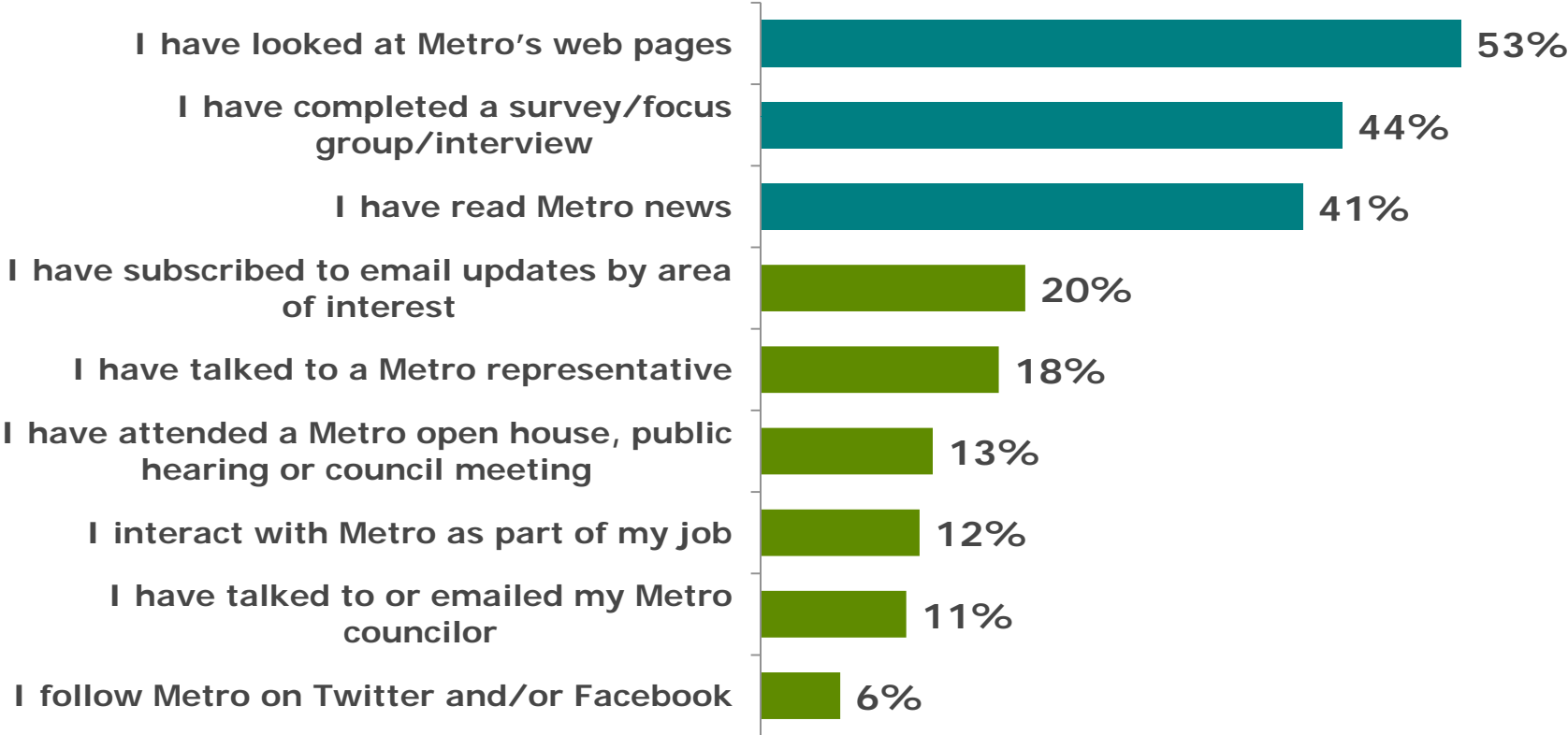
The majority of participants have interacted with Metro by visiting a Metro park, natural area, or historic cemetery

Metro Interaction Last 12 Months



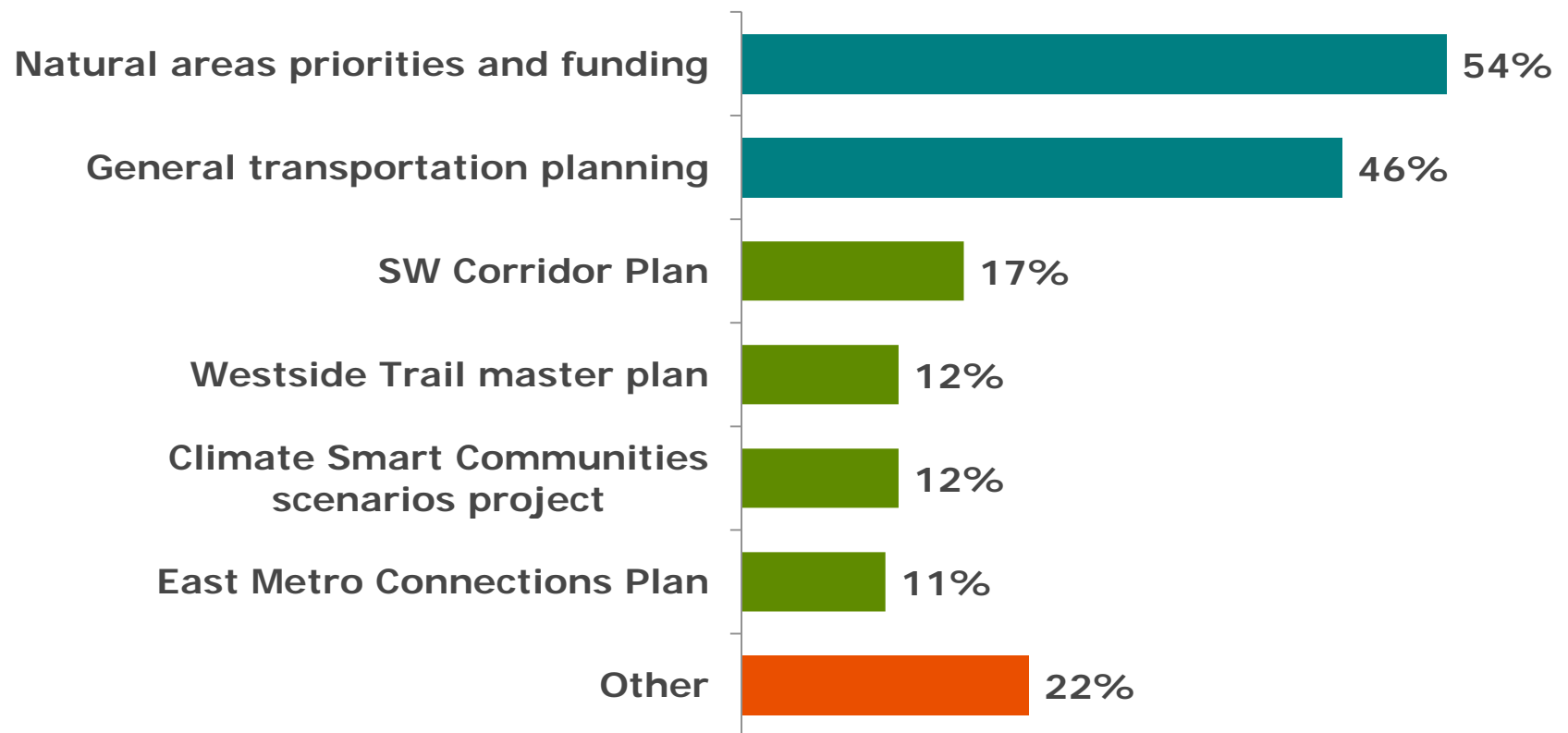
The main method of communication with Metro, other than through Opt In, is interaction with Metro's web pages

Metro Communication Last 12 Months



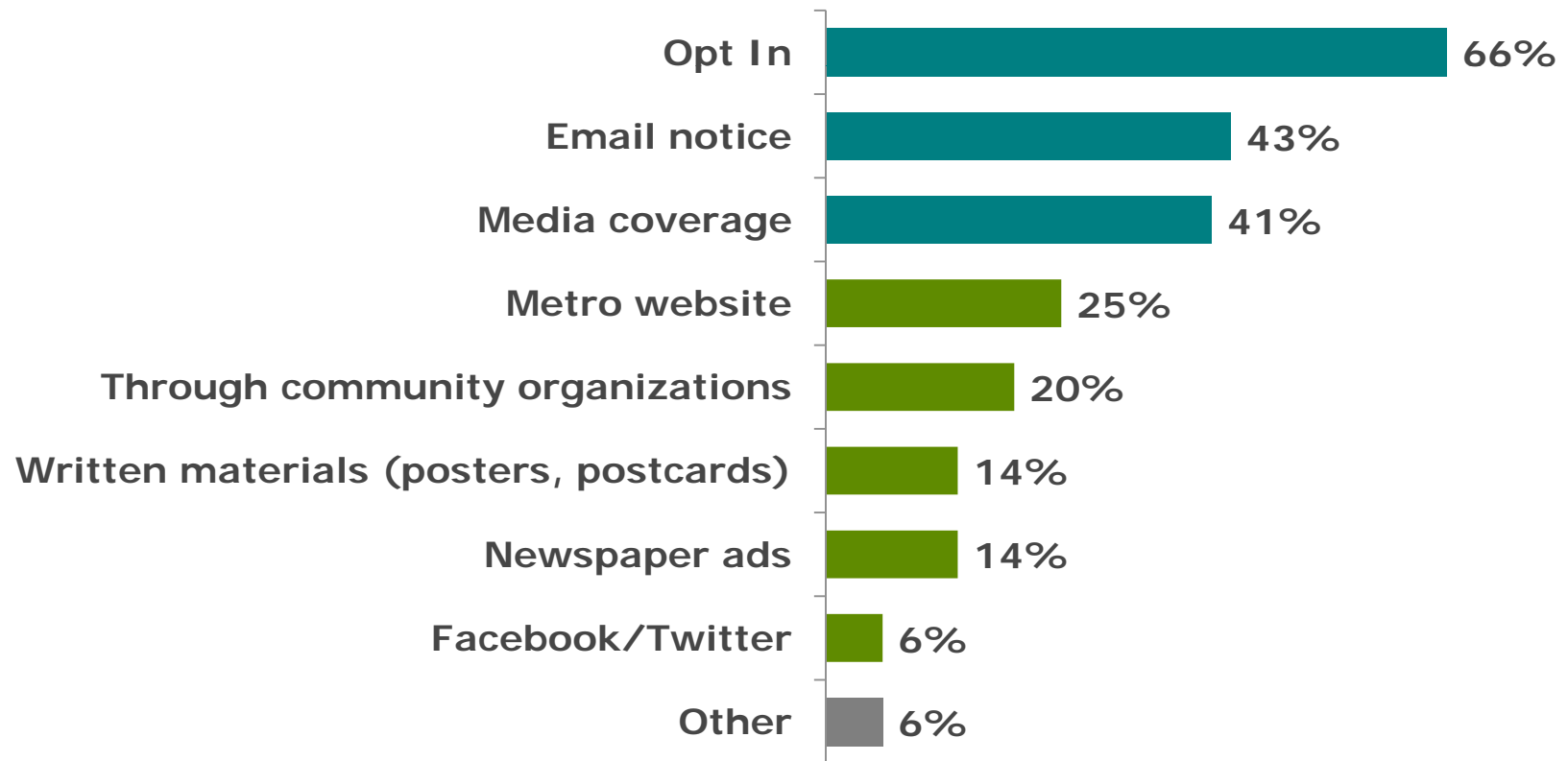
Nearly half of participants have communicated with Metro about natural areas priorities and funding or general transportation planning

Communication Topic



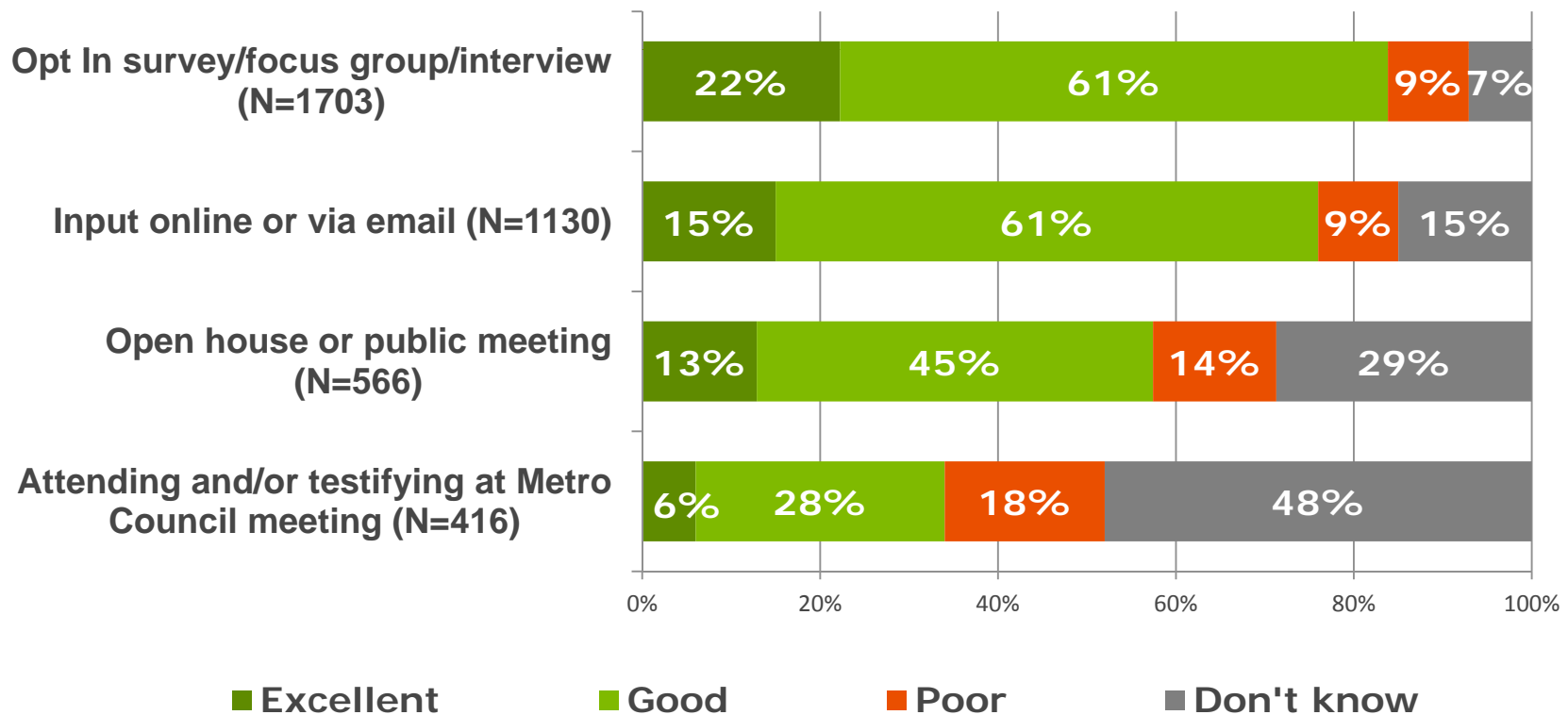
Most find out about engagement activities through Opt In, an email notice, or media coverage

Find Out About Engagement Opportunities Through...



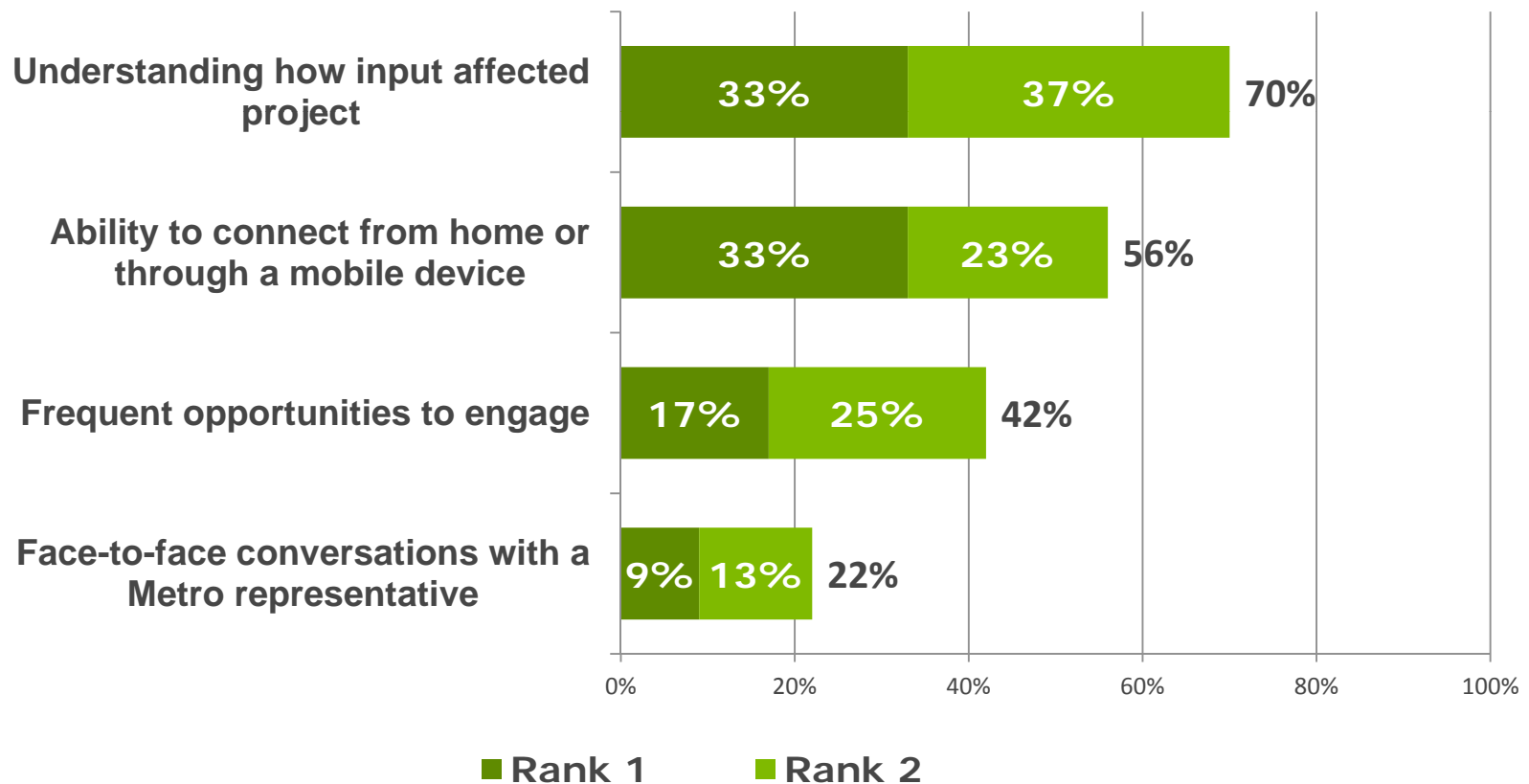
Opt In surveys and input online via email presented the most meaningful engagement opportunities

Effectiveness of Activity (Among Those who Participated)



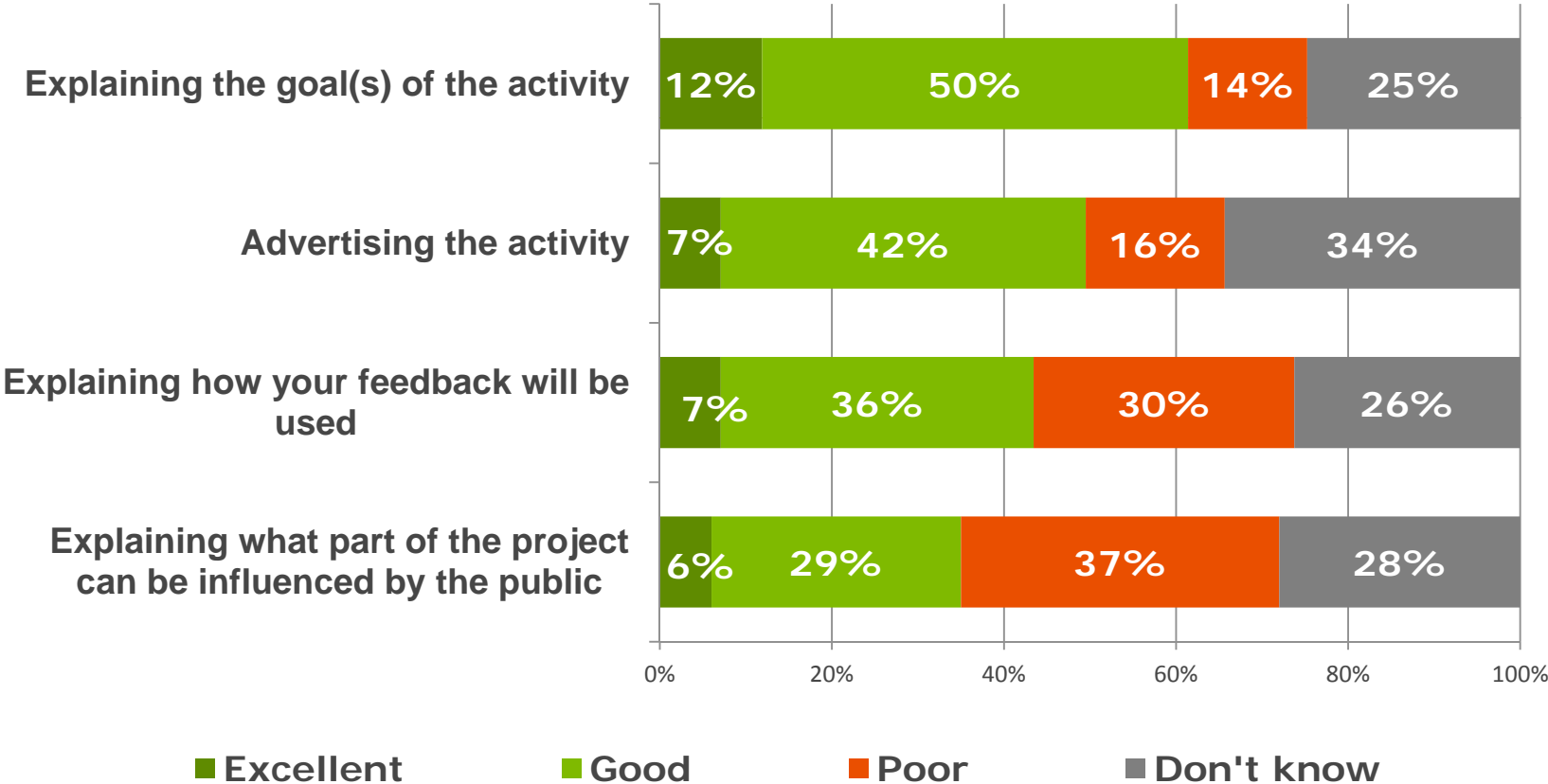
Most important factor when participants are engaging with Metro is understanding how input affected project

Most Important When Engaging with Metro



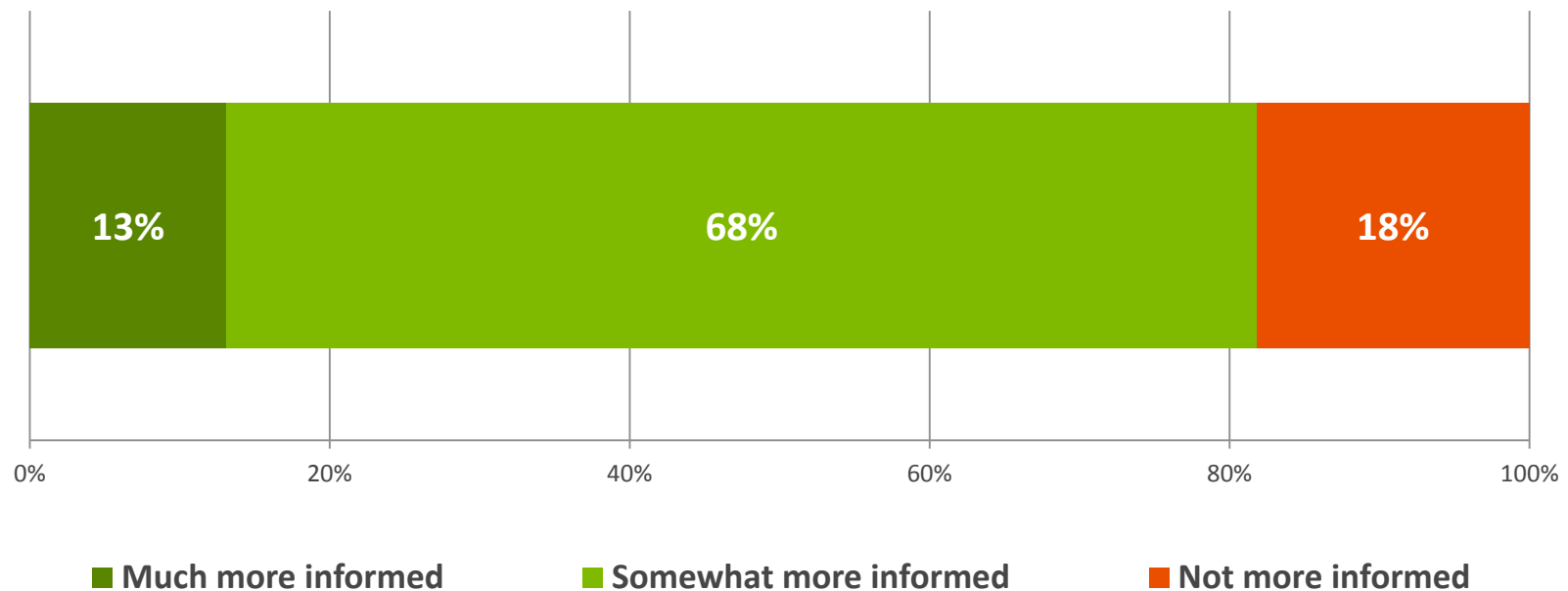
The majority feel Metro does an excellent or good job explaining the goals and advertising their engagement activities

How Well Does Metro Communicate Each?



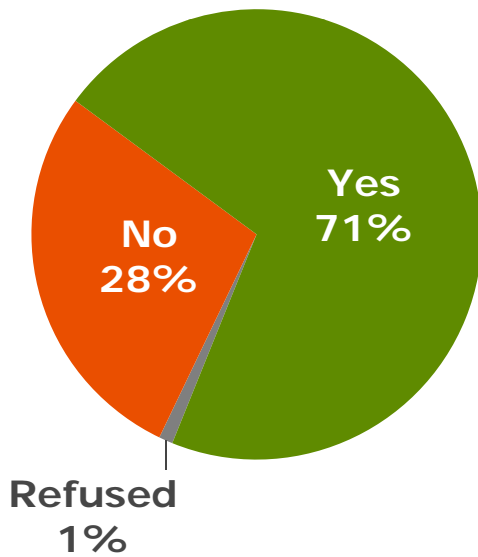
A strong majority felt Opt In has helped them become more informed about local governmental issues

Has Opt In helped you become more informed about issues your local governments are involved with or that affect your quality of life?

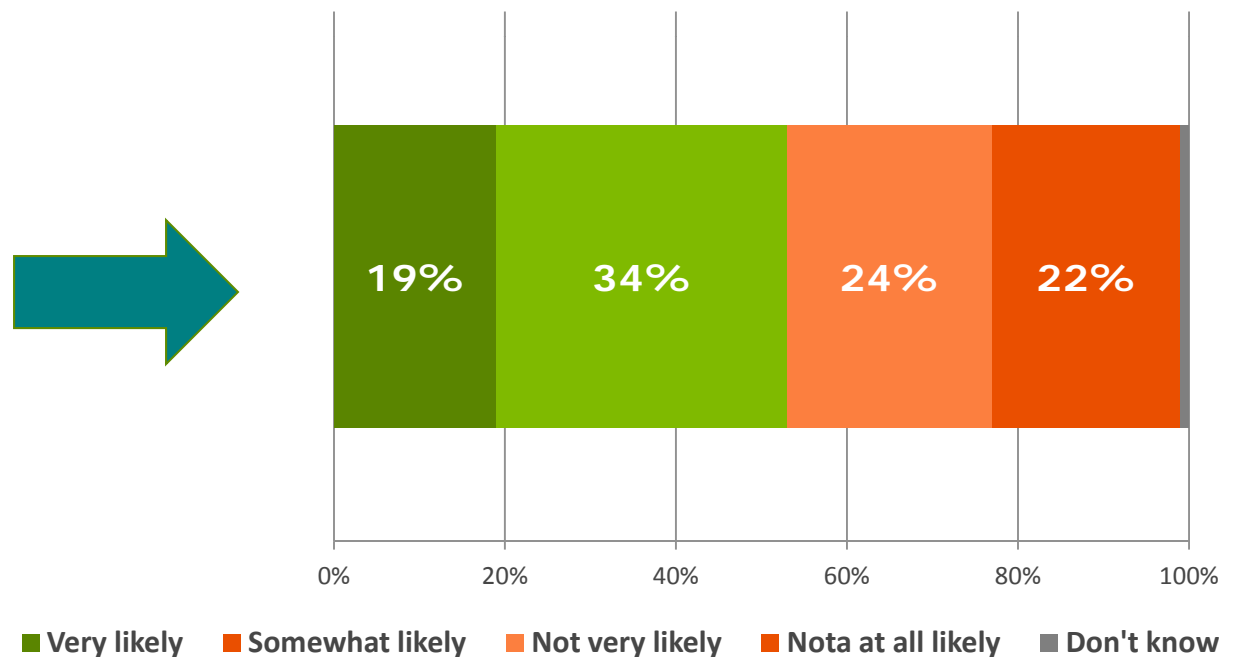


Participants were split on likelihood of using Opt In mobile app

Smartphone/Tablet Ownership



Likelihood to Use Opt In Mobile App





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