

 **Metro** | *Agenda*

Meeting: Public Engagement Review Committee  
Date: Monday, May 5, 2014  
Time: 5:30 to 7:30 p.m.  
Place: Metro Regional Center, room 370 A and B, 600 NE Grand Ave, Portland

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- 5 p.m. **Meet and greet with dinner**
- 5:30 p.m. **Welcome, announcements and introductions**  
*Patty Unfred*  
Welcome, introductions, updates, review agenda
- 5:45 p.m. **Community Engagement Guide update**  
*Cassie Salinas, Stephen Roberts*  
Case study: Language landing pages on Metro's new web site  
Case study: Guide as a model for Washington County  
Roll out and implementation plan
- 6:15 p.m. **Metro Diversity Action Plan update**  
*Patty Unfred, Valerie Cuevas*  
Committee member demographic survey  
Stakeholder mapping process
- 6:35 p.m. **Fall Community Summit**  
*Cliff Higgins, Heather Coston*  
Recap of spring engagement  
Review proposal and role of PERC  
Spanish language event
- 7:00 p.m. **Opt In public engagement survey**  
*Heather Coston*  
Review last year's survey and recommend any changes for survey this year
- 7:15 p.m. **Committee member announcements and updates**

**Metro Public Engagement Survey  
May 2013 - DHM Research**

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

Response Category	N=
Yes – I am much more informed	1
Yes – I am somewhat more informed	2
No – Opt In has not helped me become more informed	3
Other (please specify)	4

2. In what ways have you interacted with Metro in the last 12 months?(*select all that apply*)

Response Category	
I have called the Recycling Information Center	
I have visited a Metro park, natural area or historic cemetery	
I have used a Metro transfer station	
I have read Metro news	
I have applied for a job at Metro or a Metro facility	
I have applied for a grant	
I have used map or data services	
I have participated in a Metro planning project	
I have volunteered on a Metro project	
I have looked at Metro's web pages	
I have participated in the Drive Less. Save More. program	
other (please specify)	
I do not interact with Metro	

3. Other than your participation through Opt In, how have you communicated with Metro in the last 12 months? (*select all that apply*)

Response Category	
I have served on a Metro committee	
I have participated in an online open house and/or provided an online comment	
I follow Metro on Twitter and/or Facebook	
I have attended a Metro open house, public hearing or council meeting	
I have talked to or emailed my Metro councilor	
I have subscribed to email updates by area of interest	

I have completed a survey/focus group/interview	
I interact with Metro as part of my job	
I have talked to a Metro representative	
other (specify)	
none of the above	

4. For which of the following activities did you communicate with Metro? (select all that apply)

Response Category	
SW Corridor Plan	
East Metro Connections Plan	
General transportation planning	
Climate Smart Communities scenarios project	
Westside Trail master plan	
Natural areas priorities and funding	
Other ( please specify)	

5. What would help you get more involved in Metro engagement activities (open-ended)?
6. How do you typically find out about Metro engagement activities? (select all that apply)

Response Category	N=
Metro website	1
Newspaper ads	2
Media coverage	3
Facebook/Twitter	4
Posters	6
Blogs or websites of community organizations	7
Email notice	8
Opt In consultations	9
Other, please specify	10
Don't know	11

7. Metro strives to provide meaningful engagement opportunities. Please rate how well each of the following activities met that goal. If you have not participated in the engagement activity, choose "did not participate."

Response Category, N=	Exceeded expectations	Met expectations	Didn't meet expectations	Did not participate	Don't know
Attended an open house or public meeting	1	2	3	4	5
Completed an Opt In survey/focus group/interview	1	2	3	4	5
Provided input online or via email	1	2	3	4	5
Attended and/or testified at a Metro Council meeting	1	2	3	4	5

8. When you engage with Metro, what is most important to you? Please rank the following attributes with 1 being the most important, 2 being the second most important...etc.

Total	Most Important	2 <sup>nd</sup> Most Important	3 <sup>rd</sup> Most Important
Frequent opportunities to engage			
Face-to-face conversations with a Metro representative			
Ability to connect from home or through a mobile device			
Understanding how input affected project			
Other (specify)			

9. How well does Metro communicate about each of the following activities?

Response Category, N=	Exceed expectations	Meet expectations	Don't meet expectations	Don't know
Advertising the activity	1	2	3	5
Explaining the goal(s) of the activity	1	2	3	5
Explaining how your feedback will be used	1	2	3	5
Explaining what part of the project can be influenced by the public	1	2	3	5

10. Do you currently own a smartphone or tablet?

Response Category	
Yes	
No	
Refused	

11. If Opt In were to have a free mobile app that would notify you of survey opportunities and allow you to take surveys on your mobile device, how likely would you be to download and use this app?

Response Category	
Very likely	
Somewhat likely	
Not very likely	
Not at all likely	
Don't know	

12. Do you have any other feedback about how Metro can improve our public engagement activities? **(Open-End)**