



22500 Salamo Road
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<http://westlinnoregon.gov>

CITY COUNCIL MEETING NOTES

December 28, 2017

1. Call to Order - 12:31 p.m.

Council Present:

Mayor Russ Axelrod, Council President Brenda Perry, Councilor Teri Cummings, Councilor Bob Martin, and Councilor Richard Sakelik.

Staff Present:

City Manager Eileen Stein, City Recorder Kathy Mollusky, Citizen Engagement Coordinator Courtney Flynn.

Guests Present via phone:

Dee Frankfourth, Associate National Strategies Director, and Owen Wozniak, Project Manager, for the Trust for Public Land (TPL)

Dave Metz, Partner, and Miranda Everitt, Research Associate, for Fairbank, Maslin, Maullin, Metz & Associates (FM3)

2. General Obligation Bond Polling Data Collection – Supplemental Method

Ms. Frankfourth discussed the history and qualifications of TPL. They anticipated the phone calls for the bond polling data collection would be completed prior to the holiday. They suggest augmenting the phone calling with an online survey. They would like a brief note to be included in the online survey so the citizens would know it was a legitimate survey. Their goal is to provide a statistically valid survey for the City.

Mr. Metz explained the representative sample of voters they receive over the phone by age, geography, gender, etc. They have more phone numbers than email addresses. When there are over 10,000 voters in a community, they usually only use the phone call method. Response rates have been declining due to citizens converting from land lines to cell phones, citizens using caller identification (ID) and not picking up numbers they do not recognize, citizens being out of town or entertaining guests and not wanting to

be bothered during the holidays, etc. They thought they would have 400 complete by now; however, only have 269 completed. They need 131 more responses to be complete. They have called most phone numbers three times, with some receiving more due to additional voters in their house. They recommend adding email to the phone calls. They have over 3,000 emails. They will take the phone numbers and match with the emails in their database. The Uniform Resource Locator (URL) can only be used one time which prevents the link from being shared. Citizens who are out of town may be connected to their email and may be able to complete the survey; also, younger voters are more comfortable with email. They believe they can get the final 1/3 responses needed via email. It will still be a random sample and valid poll. It is an accurate measure of public opinion.

Councilor Martin asked if the emails might only be sent to a particular demographic since they only have 3,000 emails. If the change in sampling methods makes a difference in the outcome, could they fall back to the phone data?

Mr. Metz replied if they were only relying on the 3,000 emails, it would not be random. Because this is only one of the three methods they are using to reach out (land lines, cell phones and email), they are comfortable. They account for demographics. For instance, if the data skewed towards the younger demographics, they would statistically weigh for that and the data would reflect it.

Councilor Sakelik asked when they would be complete if they continued with the phone calling and how many of the 13,000 numbers have they called. He is not confident in the email because he thinks citizens would start the survey and then ask their friends for the answers. Is there a time limit on the link?

Mr. Metz replied it would probably take seven to eight more days of phone calls. They have called the numbers an average of three times, if they have not answered. They do not build in a timeline on the link because they want them to complete the survey. People may have to step away to take care of something and then can come back when available. It is possible people could go to other sources of information prior to answering the questions, but he believes that would be infrequent.

Council President Perry believes citizens like to pick their own time to complete and may spend more time on the email.

Councilor Martin asked if they send emails to all 3,000 and then match the demographics to get the rest.

Mr. Metz explained if they get too many from one demographic, they will wait until they get enough. They have 2/3 of the results, which is a 6% margin of error. With the emails, it will be 5% margin of error.

Councilor Martin believes that is a lot of work for 1% and asked why they don't just stop now. The City has 7,000 emails, if they used them rather than the commercially available ones, would that improve the results?

Mr. Metz replied it gives them more ability to look at the subgroups (i.e., men/women,

republican/democrat). They could only use the emails that match with the voter sample. The emails the City has are citizens who are more civically engaged which may introduce bias. This could be a supplement to what they are doing but not a replacement.

Mayor Axelrod asked if they decided to move forward with the online survey, could they continue the phone survey also.

Mr. Metz answered they are happy to follow Council direction. They have three options: (1) Continue phoning; (2) Stop phoning and just do email; or (3) Do both.

Councilor Cummings stated in Exhibit A of the contract, only phone interviews are mentioned. If you go to email, is there going to be an adjustment in pay?

Mr. Metz explained their costs are already higher than the contract, they have made more phone calls. They will hold true to the contract.

Council President Perry wanted to know if they continue to call people, when it turns into harassment. She is leaning towards email.

Mr. Metz said that is a dilemma in their business. If a resident has multiple voters in their house and no one picks up and they continue to call that number, they may receive more phone calls than the average.

Mayor Axelrod asked if when they call, there is a blank on the other end prior to the company answering. If there wasn't a time crunch, what would be the best way to move forward? Once they have the data, how long do you need to compile it, and how long do you normally allow to compile the data?

Mr. Metz replied that a blank moment is possible with the landline because the machine dials. When they call a wireless number, they have to dial. Adding email is the best way to move forward. They are scheduled to present to Council on January 8. They can compile the data on that day. He knows Council would prefer receiving the data in advance so they might want to consider a cutoff. They normally allow a couple of weeks to compile the data. They have already begun analyzing the 269 responses received.

Councilor Martin asked what use do we have for additional data?

Mr. Metz explained the data could be used to know how to structure the ballot question, what section of the community prioritizes which projects, how to communicate the issues, and near and long-term objectives.

Councilor Cummings asked if there was a difference in the wording and what if people have questions?

Mr. Metz replied the telephone questions are in the first person, they are framed as a conversation. Online, they are third person. The don't know response is not given on the phone and is only marked if the person replies that. Online, the don't know response is listed. The difference is modest. On the phone survey, they read the questions as written, they do not answer questions.

Mayor Axelrod would like to give the consultant as much time as they need. He suggests

both phone and online.

City Manager Stein stated February 12 is the date Council needs to adopt the resolution for the election. There needs to be time to do the ballot challenge. They have the entire month of January.

Council discussed future meeting dates.

Mr. Metz informed them they will resume calling on January 2 and could end on January 7.

Mayor Axelrod, Council President Perry, and Councilor Martin would prefer they continue calling and supplement online.

Councilor Cummings would like them to continue calling and push out one week. She agrees to supplement online if they continue with the phone calls.

Councilor Sakelik would like them to continue phoning only.

Council President Perry moved to continue with the phone survey and add the online survey and follow the rules to continue it to be statistically significant and follow the recommendations of the consultant to continue it from January 2 through January 7. Councilor Bob Martin seconded the motion.

Councilor Martin stated they have been calling the same people over and over again for the last 1%. He supports this motion to wrap it up or to stop here and go with the data they have.

Councilor Cummings asked if there is a clean way to identify people so they are not calling and emailing the same people.

Mr. Metz replied yes, they will not get two responses from the same people.

Councilor Cummings would like to continue with the phone calls and adding email. She does not want to switch to email only.

Councilor Sakelik would like to stop it now and move forward without the 1% due to the potential to harass.

Council President Perry said there is not a big difference. She wants to get to 400. She supports continuing to phone and supplement with email.

Ayes: Mayor Russ Axelrod, Council President Brenda Perry, Councilor Bob Martin, and Councilor Teri Cummings

Nays: Councilor Richard Sakelik

The motion carried 4 - 1

3. Adjourn – 1:36 p.m.