

ROLE 3: DEFINE OR MEASURE PERFORMANCE

Practice 3b. Collect data: Collect performance measurement data.

Portland, Oregon, City Auditor (): Since 1991, the City Auditor's Office has conducted an annual citizen survey, the results of which are reported in the City's annual *Service Efforts and Accomplishments Report* (SEA Report, see 5b). The citizen survey covers satisfaction with major City services and perceptions of "livability," traffic congestion, feelings of safety walking in neighborhoods and downtown, and other community conditions. This is an annual mail survey, with well-established procedures to determine targeted sample sizes of responses by geographic district, and conduct later analyses to see if adjustments are in order based on differential responses by district or major demographic groups. No adjustments were made to the 2003 survey results, because while there were differential response rates, prior year and current year analyses indicated that possible adjustments were not considered likely to make significant differences in results. In 2003, the Auditor's Office mailed 13,700 questionnaires asking over 70 questions, and, with the help of a reminder mailing, received 5,374 responses from city residents, for a response rate of 39 percent. This sample size produced results considered precise within ± 1 percent for the city as a whole, and within ± 4 percent for the eight geographic districts for which there were smaller samples, both at a 95 percent confidence level. The survey questionnaire, a description of survey methodology, and tables of survey results, citywide and by district, are included in an appendix to the 2003 SEA Report. In addition to the annual citizen survey, the Auditor's Office annually collects performance data from six comparator cities for selected performance measures, and reports these comparisons with Portland results in the SEA Report. Most of the inter-city information is obtained from the annual budgets, Comprehensive Annual Financial Reports, and other internal records. The Auditor's Office also contacts personnel in each city to clarify and verify certain data. In 2003, the Auditor's Office conducted its first survey of businesses to obtain business owners' and managers' perceptions of Portland conditions and City services that may affect their business, with results published in May 2003. It was done as a mail survey modeled on the citizen survey. Questionnaires were mailed to 4,800 businesses drawn randomly from the City's Bureau of Licenses business license database. 2,037 businesses responded, for a response rate of 42 percent and a margin of error of ± 2 percent (citywide, at 95 percent confidence level). The City Auditor intends to do the business survey regularly to complement the citizen survey.

The following reports are available as "publications" from the City Auditor's website (www.portlandonline.com/auditor) or as "audit reports" from the Audit Services Division home page (www.portlandonline.com/auditor/auditservices):

- *Service Efforts and Accomplishments 2002-03*, November 2003, as well as previous years' *Service Efforts and Accomplishments* reports, each with ten years of citizen survey results
- *Business Survey: City of Portland: 2003*, May 2003.