“Portland, where young people go to retire.”
Naked Bike Ride
Who’s Joined Opt In?

20,000+ Members

4,000+ under age 35
2,700+ age 65 plus
2,000+ communities of color
2,000+ low income (< $35K)
Cub #7 — nicknamed "Little Bit" — is the smallest of the litter. She's had some health issues and though she's doing better now, she's still much smaller than her two sisters.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kamali</td>
<td>Name for a spirit that protects babies from death, from the Shona people of Zimbabwe and surrounding nations.</td>
</tr>
<tr>
<td>Mara</td>
<td>After the Maasai Mara National Reserve in Kenya, known to locals as &quot;the Mara.&quot;</td>
</tr>
</tbody>
</table>
Case Study

How Gateway Green “crowd funded” $120,000
Opt In Costs

Opt In costs per contact compared to traditional outreach activities

- $4.50 Opt In online survey
- $25 15-minute online survey
- $50 15-minute phone survey
- $400 Open house
Opt In Timeline

- Opt In launch: 1/2011
- Oregon Zoo Survey; 4,500 completes: 5/2011
- Partnership with Portland Center for Performing Arts adds 1,300 members to panel: 1/2012
- Natural Areas Public Engagement; 5,000+ completes and 1,700 new members: 9/2012
- Westside Voices launch: 4/2013

Today 20,000+ Members

- 3/2011: 2,000 total members
- 8/2011: 5,000 total members
- 3/2012: 10,000+ total members
- 9/2011: 4,500 completes
- 3/2012: 10,000+ total members