

# Metro Area Residents' Attitudes about Climate Change and Related Land Use and Transportation Issues

April 12, 2011

Prepared for:  
Metro Council

**DHM**

Davis, Hibbitts & Midghall INC. | Opinion Research and Consultation



**What are their feelings?**

**Why do they feel that way?  
(Communications Considerations)**

# Research Methodologies

- **Focus Groups—Urban/Suburban, Rural, Youth, Business**
- **Scientific Random Sample Survey**

# Survey Results: Climate Change

**Keypad:** There is strong evidence that the earth's climate has warmed over the last few decades but different opinions about why. What do you believe is the primary reason for this rise in global temperatures?

Response Category	Summit	Public
It is primarily caused by human activities	86%	53%
It is primarily caused by natural conditions	5%	33%
Disagree that climate is changing (vol.)		3%
Don't know	9%	11%

**Keypad:** Oregon has a law that has set firm commitments on reducing greenhouse gas emissions, which many believe are responsible for causing climate change. The law requires that Oregon reduce its greenhouse gas emissions to 10% below what we produced as a state in 1990 by 2020 and 75% below 1990 levels in 2050. Knowing this, would you. . .?

Response Category	Summit	Public
Strongly support	69%	33%
Somewhat support	22%	25%
Neither support or oppose	4%	15%
Somewhat oppose	3%	8%
Strongly oppose	1%	15%
Don't know	--	4%

**Keypad:** How urgent of a priority, if at all, do you believe addressing climate change should be for your local government?

<b>Response Category</b>	<b>Summit</b>	<b>Public</b>
<b>Very urgent</b>	50%	<b>28%</b>
<b>Somewhat urgent</b>	40%	<b>39%</b>
<b>Not too urgent</b>	8%	<b>14%</b>
<b>Not at all urgent</b>	2%	<b>16%</b>
<b>Don't know</b>	--	<b>3%</b>

# Telephone Survey Validation

Results from PEW National Telephone Survey (n=1000)

**How important is it for Congress to pass legislation to address climate change?**

- **32% very important**
- **33% somewhat important**
- **13% not too important**
- **16% not at all important**
- **1% not needed**
- **4% Don't know**

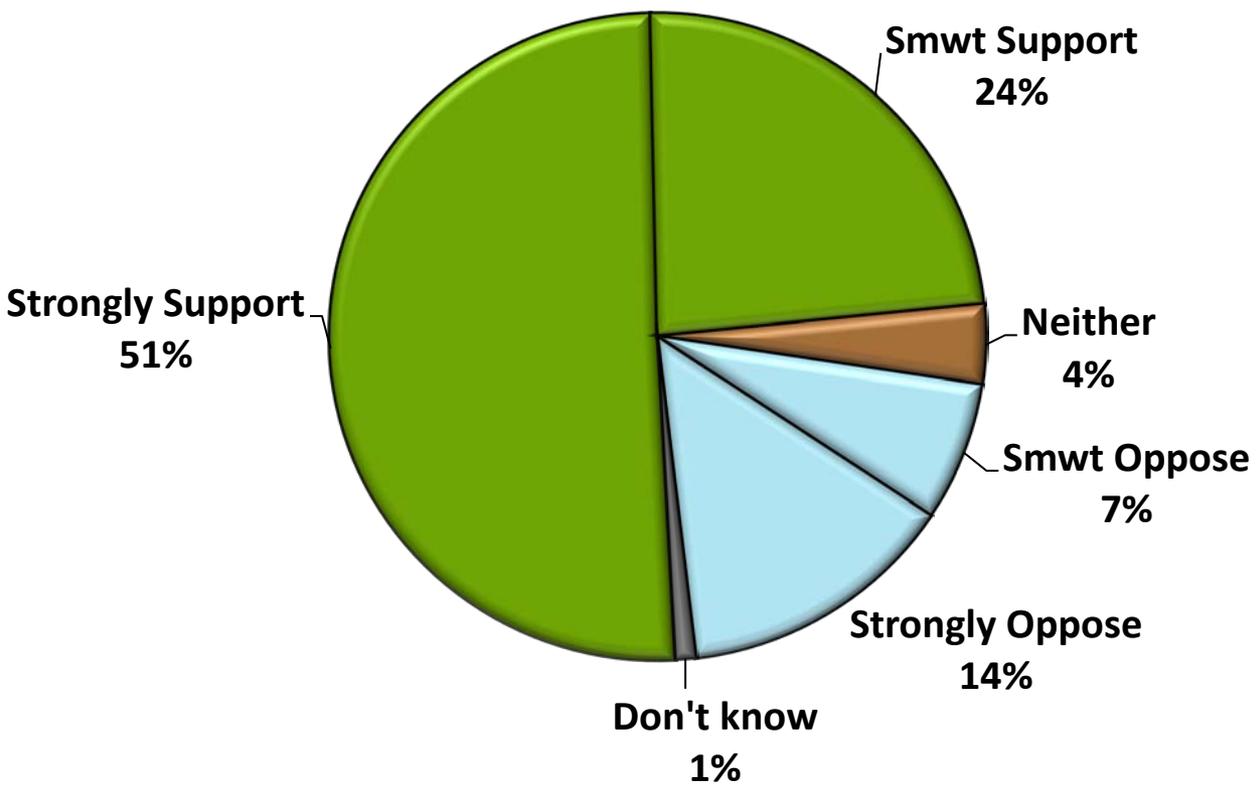
## **SURVEY RESULTS**

**Looking out into the future, over the next 25 years or so, please think about the kind of place you want the Portland metropolitan area to be to live, work, and play in.**

**For each of the following please tell me if you would strongly support, somewhat support, neither support or oppose, somewhat oppose, or strongly oppose your local government making it a priority?**

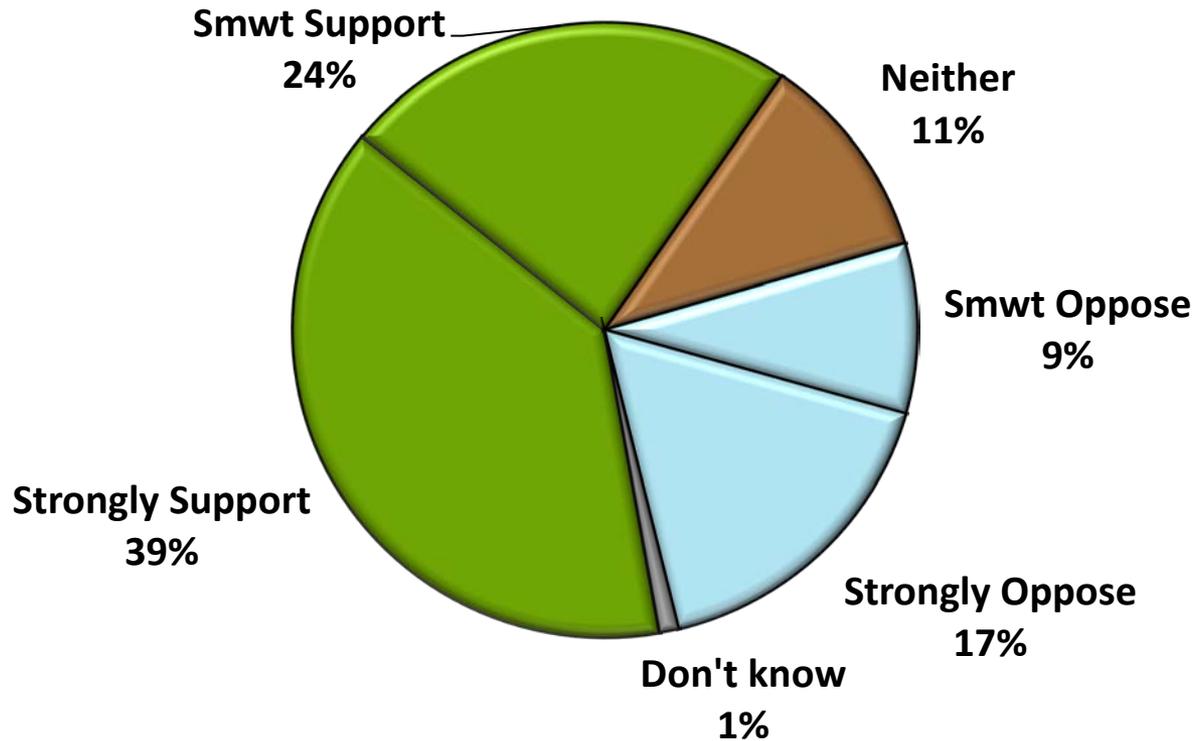
# Survey Results: Transportation

# Transportation: Encourage the development of more public transit



■ Strongly Support ■ Smwt Support ■ Neither ■ Smwt Oppose ■ Strongly Oppose ■ Don't know

# Transportation: Encourage more people to get around on bicycles



■ Strongly Support ■ Smwt Support ■ Neither ■ Smwt Oppose ■ Strongly Oppose ■ Don't know

# Survey Results: Land Use

## Results: Requiring more housing in areas that are well served by public transit?

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Summit	69%	23%	4%	2%	1%	--
Public	33%	35%	11%	9%	10%	2%

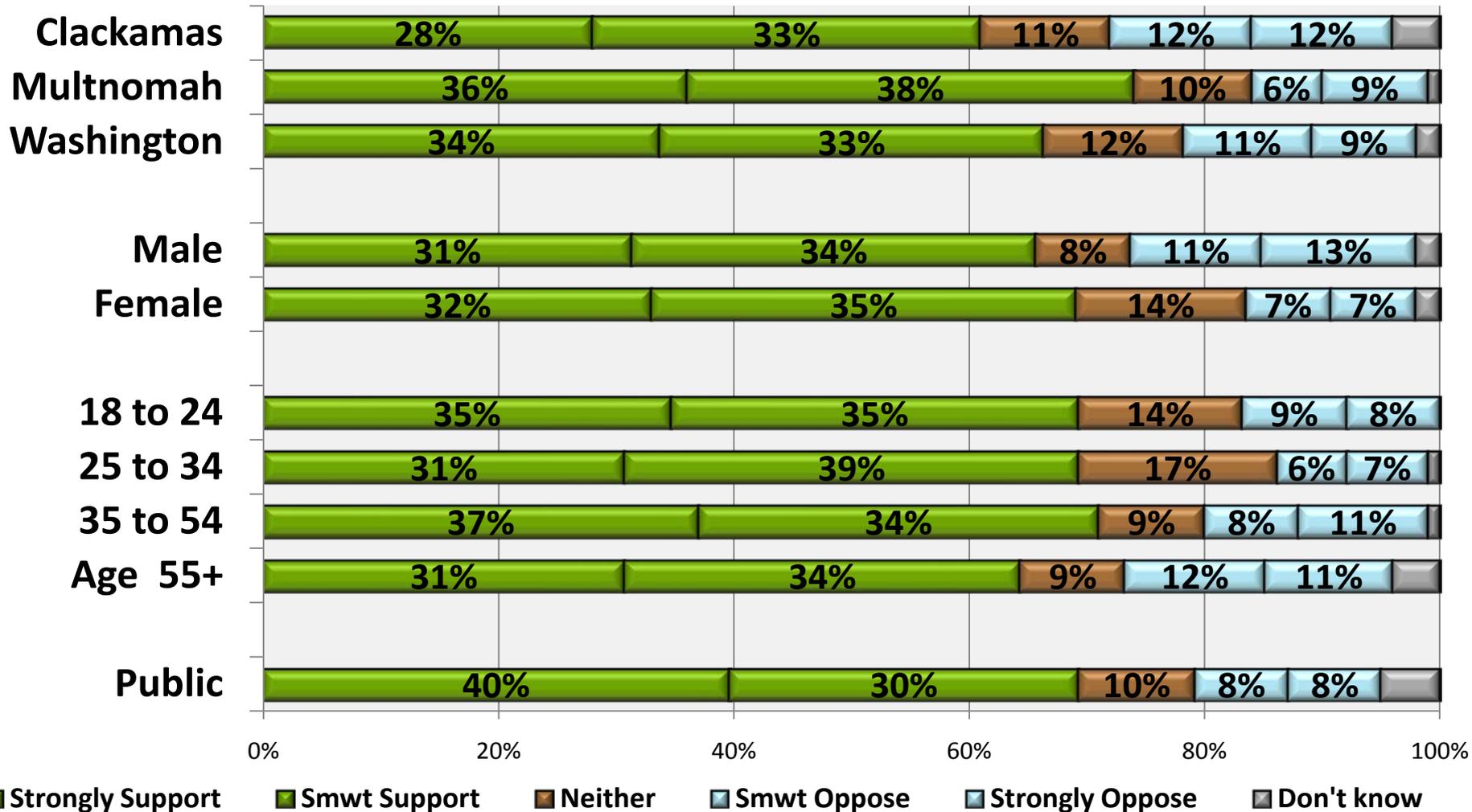
## Results: Requiring more housing near employment centers?

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Summit	65%	28%	5%	1%	1%	--
<b>Public</b>	<b>26%</b>	<b>32%</b>	<b>17%</b>	<b>11%</b>	<b>12%</b>	<b>2%</b>

# Results: Keeping a tight Urban Growth Boundary.

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Summit	71%	19%	4%	5%	1%	--
<b>Public</b>	<b>40%</b>	<b>30%</b>	<b>10%</b>	<b>8%</b>	<b>8%</b>	<b>5%</b>

# Tight Urban Growth Boundary:



# Telephone Survey Validation

## Results from National Telephone Survey (n=1,026)

- **58%** prefer to live in a neighborhood that has a mix of houses, stores, and other businesses that are easy to walk to
- **66%** think it's important to be within an easy walking distance of a mix of places near their homes

# Other Survey Findings

# **Strongly oppose raising taxes/charging fees to discourage some behaviors related to transportation?**

- **Raising the gas tax**
- **Charging higher tax rates for parking in commercial areas**
- **Replacing the gas tax for a tax on the number of miles driven**

## **Considerations**

- **Weak economy**
- **Amount/mechanism for collecting not specified**
- **How money used/monitoring not specified**

# Support of incentive programs to encourage people to drive less

# Offering incentive for people to enroll in car sharing programs that allow people to borrow cars from a fleet located near their home or work

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Public	31%	30%	13%	10%	14%	2%
Opt-In	39%	37%	15%	5%	3%	1%

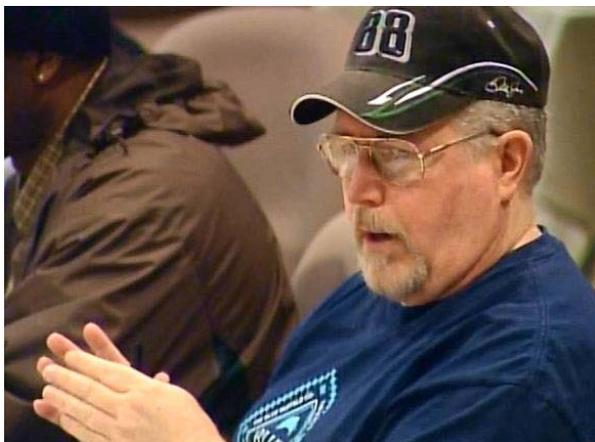
# Offering tax incentives to business that offer programs that encourage their workers to carpool

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Public	46%	34%	6%	7%	8%	1%
Opt-In	34%	41%	15%	6%	4%	1%

## Offering tax incentives to business that offer telecommuting and flexible work hours

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Public	45%	32%	8%	6%	8%	1%
Opt-In	43%	36%	12%	5%	3%	1%

**We've seen support for doing something about climate change and for certain kinds of transportation investments and land use. But, why?**



**The content analysis of the focus group written exercises and discussions revealed many different reasons:**

- **Economic**
- **Environmental**
- **Social**
- **Health**

**The survey and focus groups also suggest how best to communicate about more compact or dense development—  
Things to Consider:**

## 1) Avoid using problematic semantics and imagery

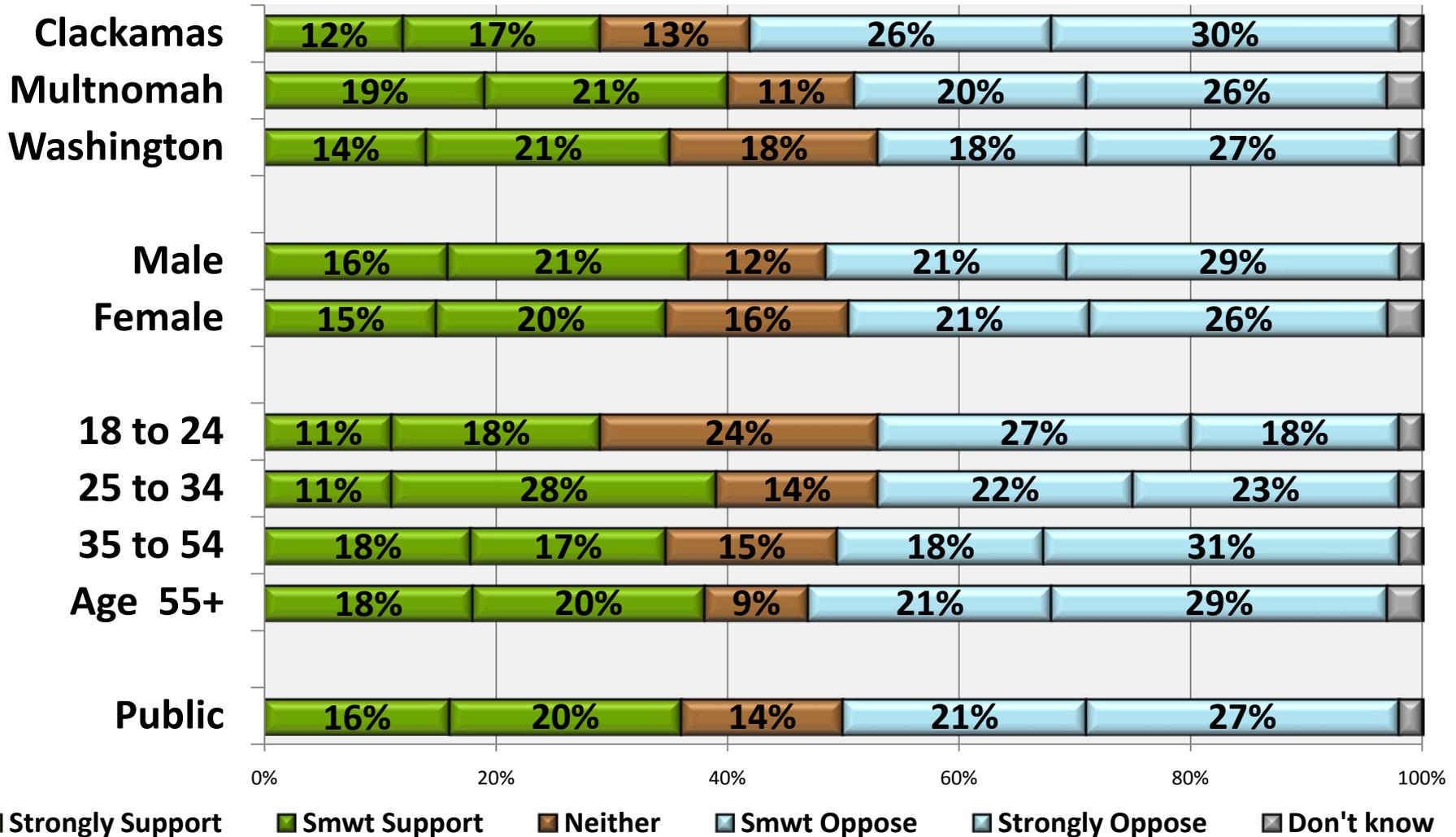
### Issues:

- “Compact neighborhoods”
- “Higher density development”

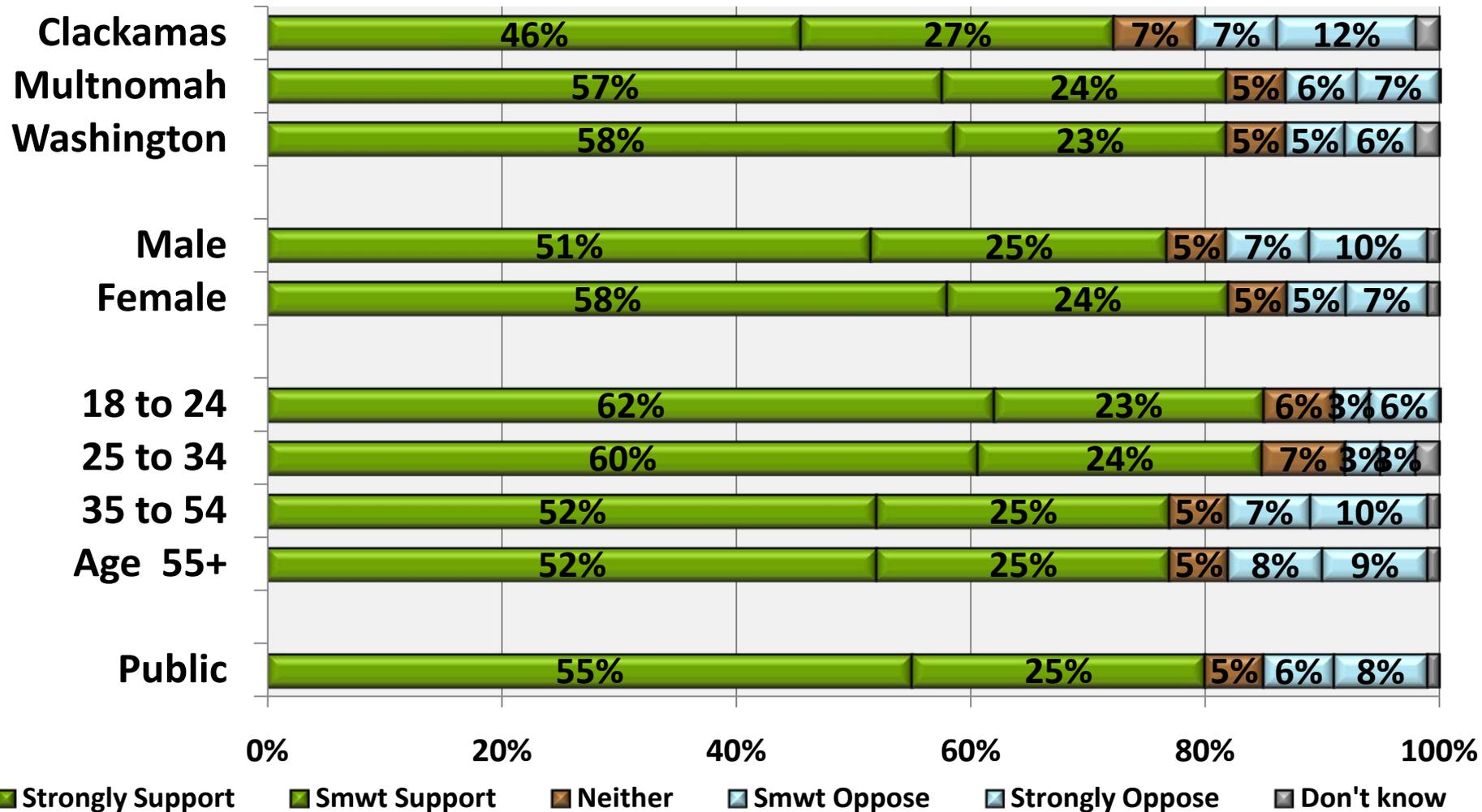
Looking out in the future, over the next 25 years or so, please think about the kind of place you want the Portland metropolitan area to be to live, work, and play in. For each of the following please tell me if you would strongly support, somewhat support, neither support or oppose, somewhat oppose, or strongly oppose your local government making it a priority?

<b>Response Category N=600</b>	<b>Strongly Support</b>	<b>Somewhat Support</b>	<b>Neither Support or Oppose</b>	<b>Somewhat Oppose</b>	<b>Strongly Oppose</b>	<b>Don't know</b>
<b>Building more compact neighborhoods</b>	<b>16%</b>	<b>20%</b>	<b>14%</b>	<b>21%</b>	<b>27%</b>	<b>2%</b>
<b>Building more neighborhoods where people can get where they need to go by walking, biking, or taking public transit</b>	<b>55%</b>	<b>25%</b>	<b>5%</b>	<b>6%</b>	<b>8%</b>	<b>1%</b>

# Building more compact neighborhoods



# Building more neighborhoods where people can get where they need to go by walking, biking, or taking public transit



## 2) Need to “upstream”-- link to land use and transportation proposals from issues that relate to core values and beliefs\*

### Issues:

- Preservation of farm land
- Building sense of community
- More active living-better health
- Less sitting in traffic congestion - less stress, more time for other things
- Better air quality, less cars using the road
- Same money-car related expenses, new infrastructure
- People should have options
- Help small neighborhood businesses
- Accommodate aging, less mobile population

\*What the issues are and the best ones to use will vary by location and population subgroup

**But, what about climate change?**

**Not as strong. Mention other at same time.**

## 3) Use positive semantics and imagery\*

### Issues:

- **“Prevent urban sprawl”**
- **Preservation of farm and forest land**
- **“Community health”**
- **“Choice”**
- **“Options”**
- **Examples that people have seen and like –  
Orenco Station, The Crossings, Portland  
neighborhoods (Sellwood, Mississippi, Lloyd  
Center/Irvington)**

**\*Will vary by location—know the best semantics and imagery for your area**

## 4) Need to specify, quantify, and qualify the nature of the development (pre-empt objections)

### Issues:

- **Parks & open space (counter backyards)**
- **Access to public transportation**
- **Specific services within walking distance**
- **Safety at intersections and cross-walks**
- **The number and location of additional units**

## 4) Need to specify, quantify, and qualify the nature of the development (pre-empt objections)

### Issues:

- The design of units
- Public safety features (e.g., sidewalks, street lighting, park safety, etc.)
- Consequences for classroom sizes
- Noise impact
- Parking
- Community gardens

# THANK YOU!

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