



Attitudes About Strategies to Address Greenhouse Gas Emissions

-An Opinion Research Review-

Prepared For:
Climate Smart Communities Scenarios Project
February 2014

General Perceptions

Top values about living in Oregon are closely tied to the environment. Residents want to preserve these quality of life values

What do you personally value about living in Oregon? (open-end responses)

- Natural beauty
- Clean air and water
- Outdoor recreation opportunities
- Sense of community/neighborliness
- Climate

Protection of environmental quality is considered a very important public service

Protection of water and air quality was ranked 3rd in importance out of 20 different public services (after K-12 education services and public safety like police and fire protection)

Importance around the environment can get lost with other pressing issues

Most Important Statewide and Local Issues (open-end responses)

- Public education
- Jobs/economy
- Government spending/taxation

Specifically, reducing greenhouse gas emissions is not a top of mind issue, unprompted

There is greater concern
for:

Air quality

Water quality

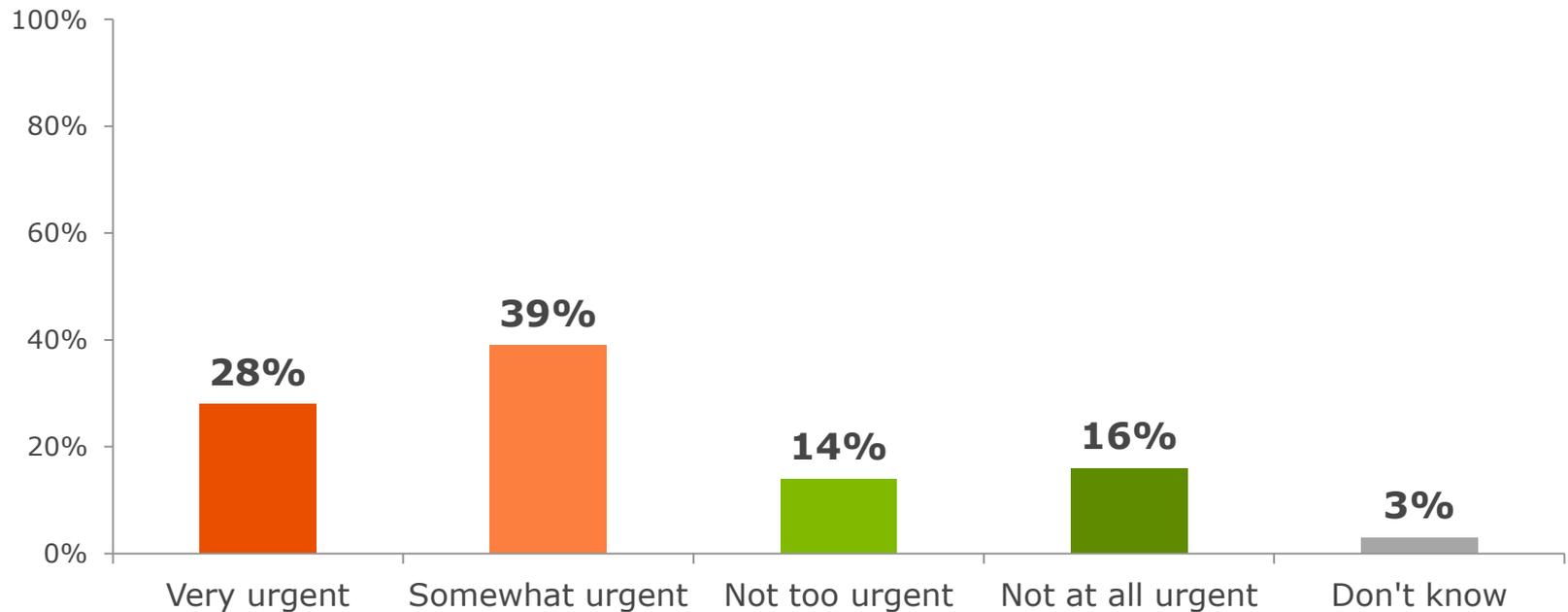
Forests

Wildlife habitat

Farmland

However, large majority of Oregonians agree reducing greenhouse gas is important for government to address

67% very/somewhat urgent
to address greenhouse gas emissions

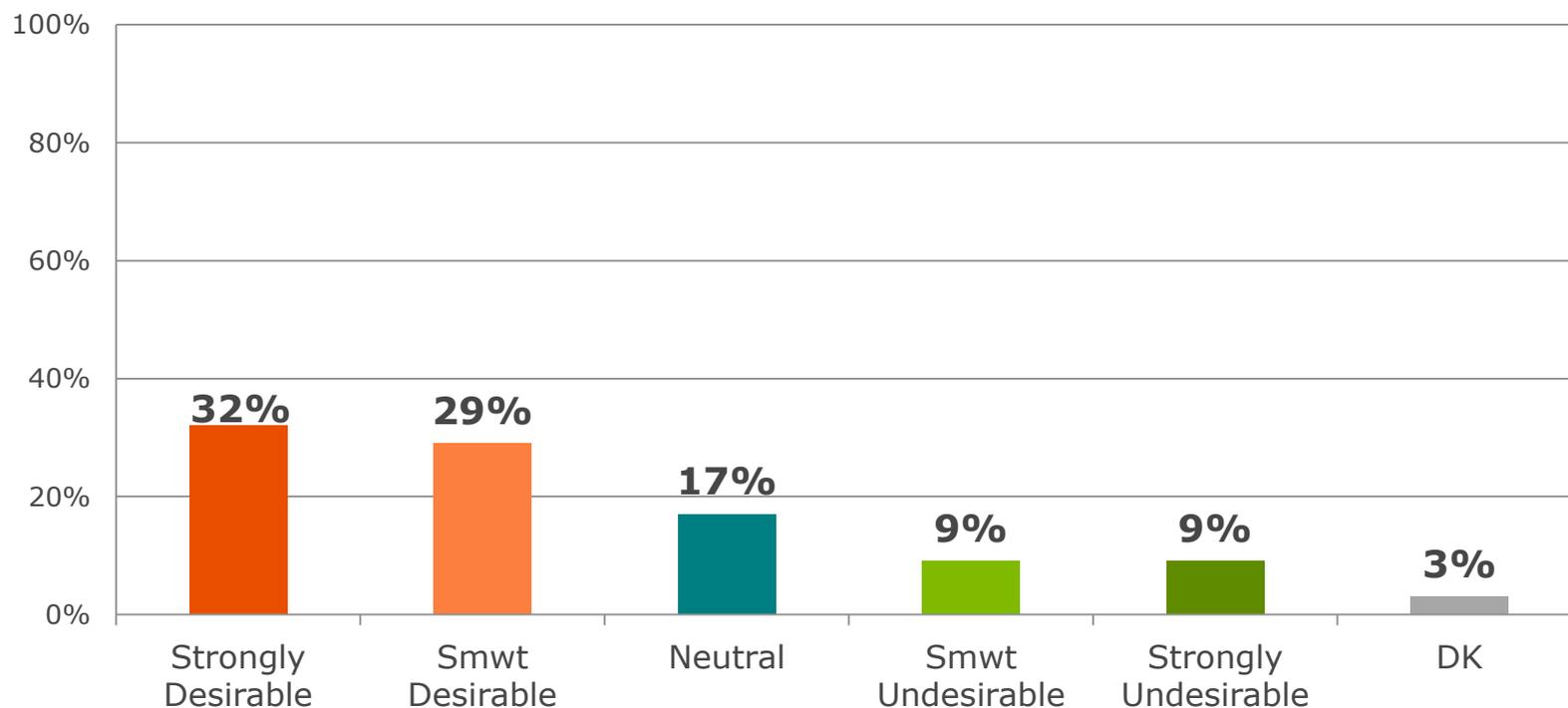


Source: Metro Climate Change, DHM Research; 2011

Finding validated in 2013 Oregon Values and Beliefs Study

61% strongly/somewhat desirable

There should be stronger government policies to reduce greenhouse gas emissions



2013 Oregon Values & Beliefs Study found Metro residents neutral or supportive of specific environmental actions related to the reduction of greenhouse emissions

| Response Category | Total | Metro | W. Valley | Central | Eastern | Southern |
|---|-------|------------|-----------|---------|---------|----------|
| A carbon emission tax established to discourage greenhouse gas emissions and used to invest in green jobs and technologies | | | | | | |
| Strongly Desirable \$\$ | 21% | 23% | 22% | 24% | 16% | 14% |
| Somewhat Desirable \$ | 29% | 29% | 31% | 27% | 27% | 26% |
| Neutral | 20% | 19% | 19% | 16% | 11% | 27% |
| Somewhat Undesirable | 10% | 10% | 10% | 12% | 9% | 12% |
| Strongly Undesirable | 16% | 15% | 14% | 17% | 30% | 21% |
| Don't know | 3% | 4% | 3% | 4% | 6% | 1% |
| A consumption tax to discourage waste and excess | | | | | | |
| Strongly Desirable \$\$ | 18% | 18% | 20% | 18% | 16% | 15% |
| Somewhat Desirable \$ | 30% | 29% | 32% | 22% | 22% | 34% |
| Neutral | 22% | 22% | 21% | 25% | 15% | 20% |
| Somewhat Undesirable | 13% | 13% | 11% | 11% | 13% | 17% |
| Strongly Undesirable | 13% | 12% | 12% | 18% | 28% | 12% |
| Don't know | 3% | 4% | 3% | 6% | 5% | 1% |

Source: Oregon Values and Beliefs, DHM Research; 2013

2013 Oregon Values & Beliefs Study found Metro residents neutral or supportive of specific environmental actions related to the reduction of greenhouse emissions (continued)

| Response Category | Total | Metro | W. Valley | Central | Eastern | Southern |
|---|-------|------------|-----------|---------|---------|----------|
| Increase investments in public transportation | | | | | | |
| Strongly Desirable \$\$ | 22% | 20% | 26% | 20% | 19% | 23% |
| Somewhat Desirable \$ | 34% | 36% | 33% | 33% | 27% | 37% |
| Neutral | 23% | 24% | 21% | 24% | 22% | 25% |
| Somewhat Undesirable | 10% | 8% | 12% | 9% | 12% | 9% |
| Strongly Undesirable | 7% | 8% | 6% | 10% | 16% | 5% |
| Don't know | 3% | 3% | 3% | 4% | 4% | 1% |
| Tax breaks for conservation like weatherization & efficiency | | | | | | |
| Somewhat desirable \$\$ | 26% | 24% | 29% | 23% | 32% | 29% |
| Somewhat Desirable \$ | 42% | 43% | 42% | 42% | 33% | 43% |
| Neutral | 19% | 20% | 19% | 17% | 19% | 19% |
| Somewhat Undesirable | 6% | 7% | 4% | 11% | 7% | 6% |
| Strongly Undesirable | 3% | 3% | 2% | 3% | 5% | 1% |
| Don't know | 3% | 3% | 3% | 4% | 3% | 1% |

Transportation

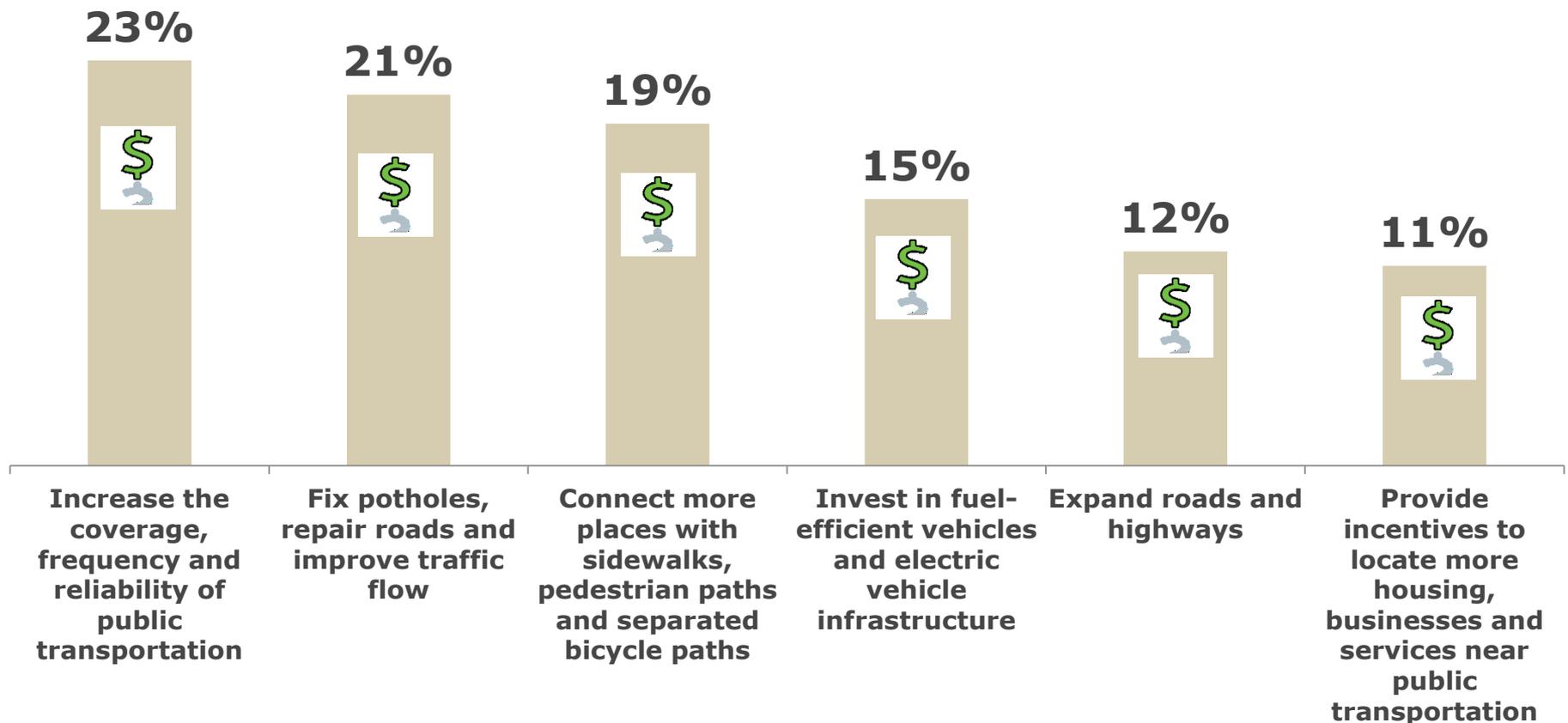
2013 Oregon Values & Beliefs Study found residents in the Metro region support investments in public transit

| Service | Very/Somewhat Important to Fund |
|---|---------------------------------|
| Road & highway maintenance | 71% |
| Public transportation like buses and trains | 59% |
| New roads & highways | 49% |

| Response Category | Total | Metro | W Valley | Central | Eastern | Southern |
|--|-------|-------|----------|---------|---------|----------|
| A. We should invest more in roads for cars | | | | | | |
| Feel strongly | 16% | 18% | 14% | 19% | 19% | 14% |
| Lean towards | 22% | 19% | 25% | 26% | 27% | 24% |
| B. We should invest in more in public transit | | | | | | |
| Lean towards | 30% | 31% | 30% | 29% | 26% | 28% |
| Feel strongly | 23% | 24% | 23% | 19% | 19% | 25% |
| Don't know | 8% | 8% | 9% | 7% | 9% | 8% |

Participants' highest priorities for spending are increasing the coverage, frequency, and reliability of public transportation, and on fixing potholes, repairing roads and improving traffic flow

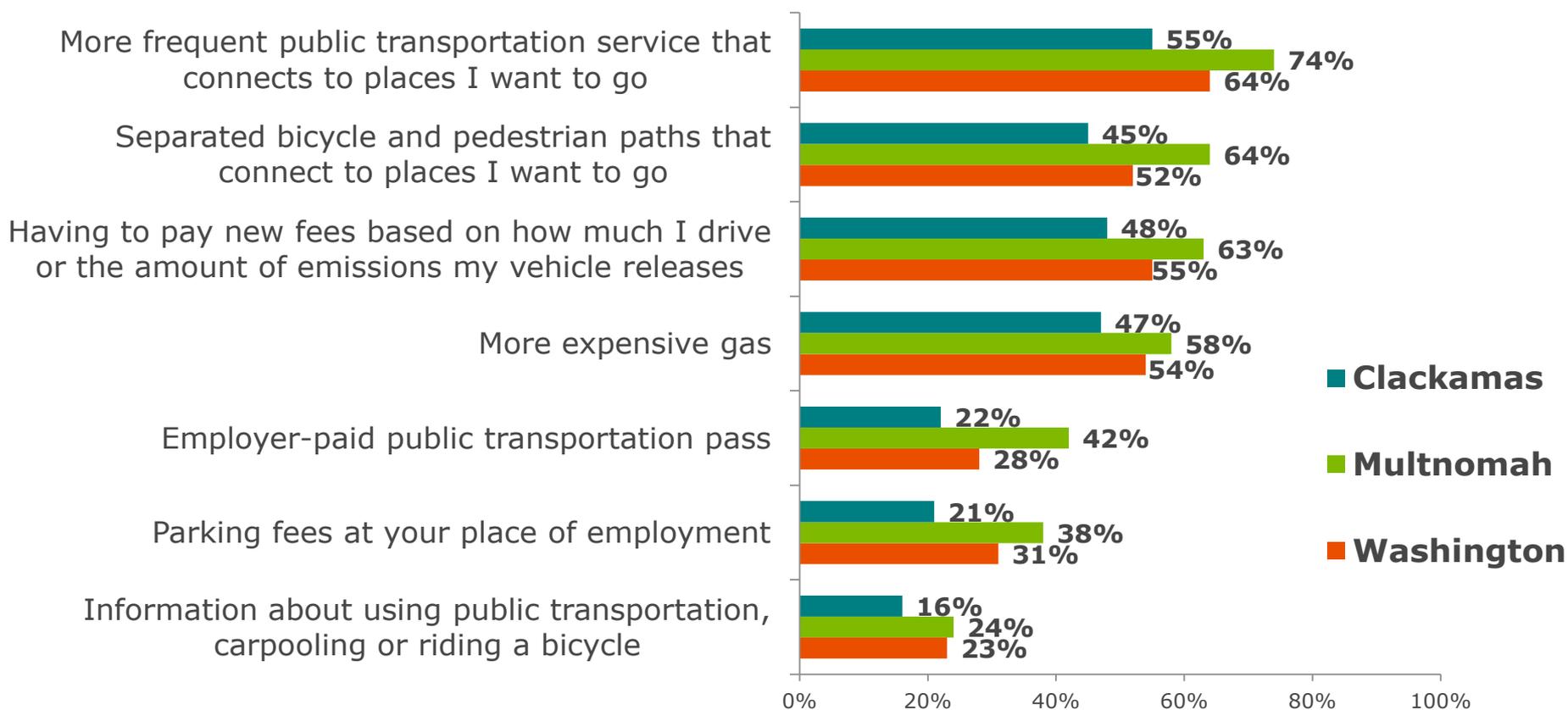
Percent Spending Allocated Over Next 10-20 Years



Source: Opt In Climate Smart Communities, DHM Research; 2013

Frequency and convenience is the low hanging fruit for public transit

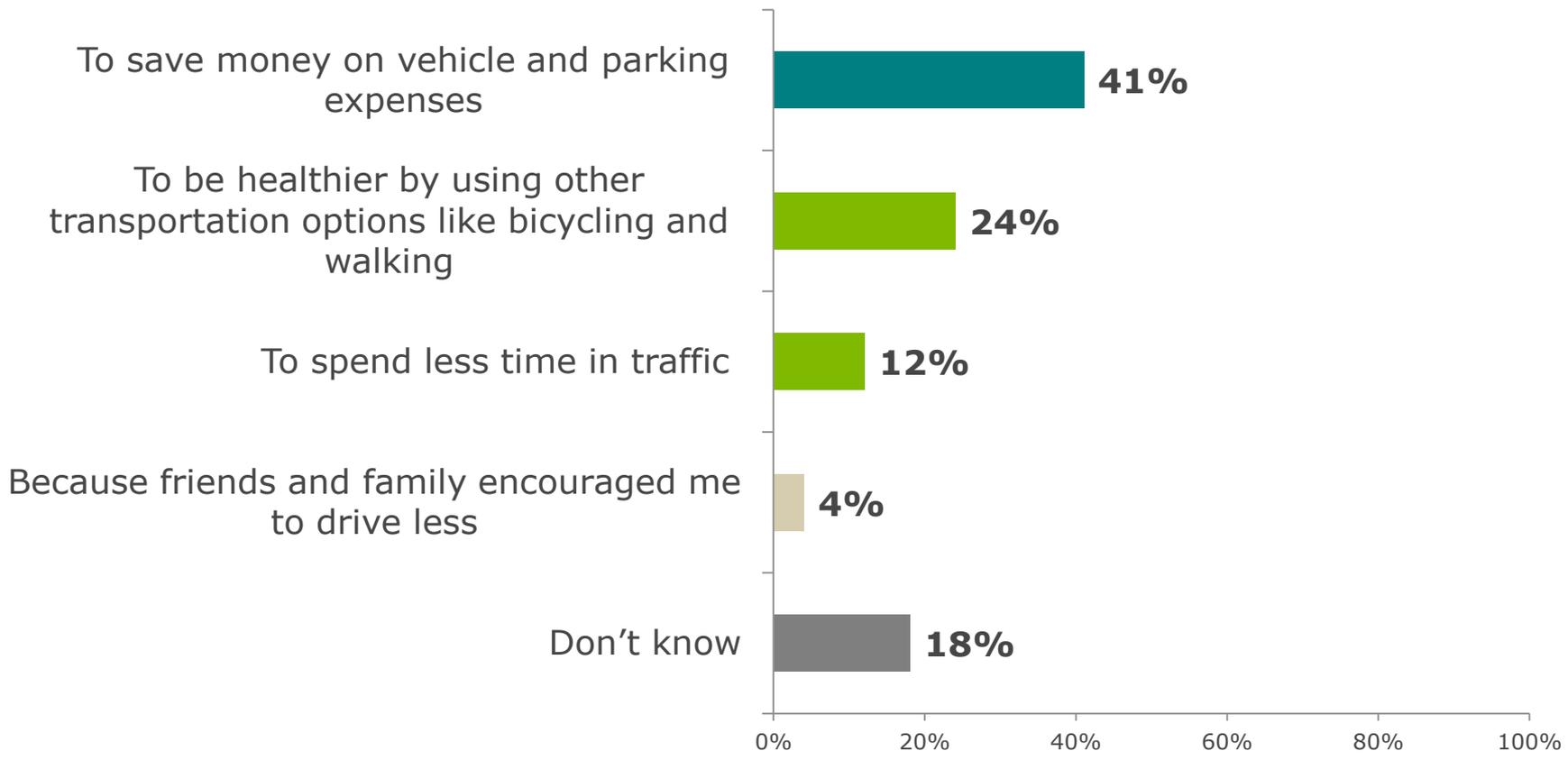
Impact on Reducing Amount You Drive (Great deal/Some)



Source: Opt In Climate Smart Communities, DHM Research; 2013

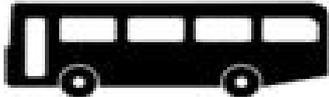
Residents self-report that saving money is their biggest motivator to reduce the amount of driving

Best reason to reduce the amount you drive:



Source: Metro RTO Study; 2012

Metro RTO study shows an increase in people walking, using transit, and biking as a form of transportation

| | <u>2010</u> | <u>2012</u> |
|---|-------------|-------------|
|  | 23% | 33% |
|  | 8% | 20% |
|  | 6% | 9% |

Source: Metro RTO Study; 2012

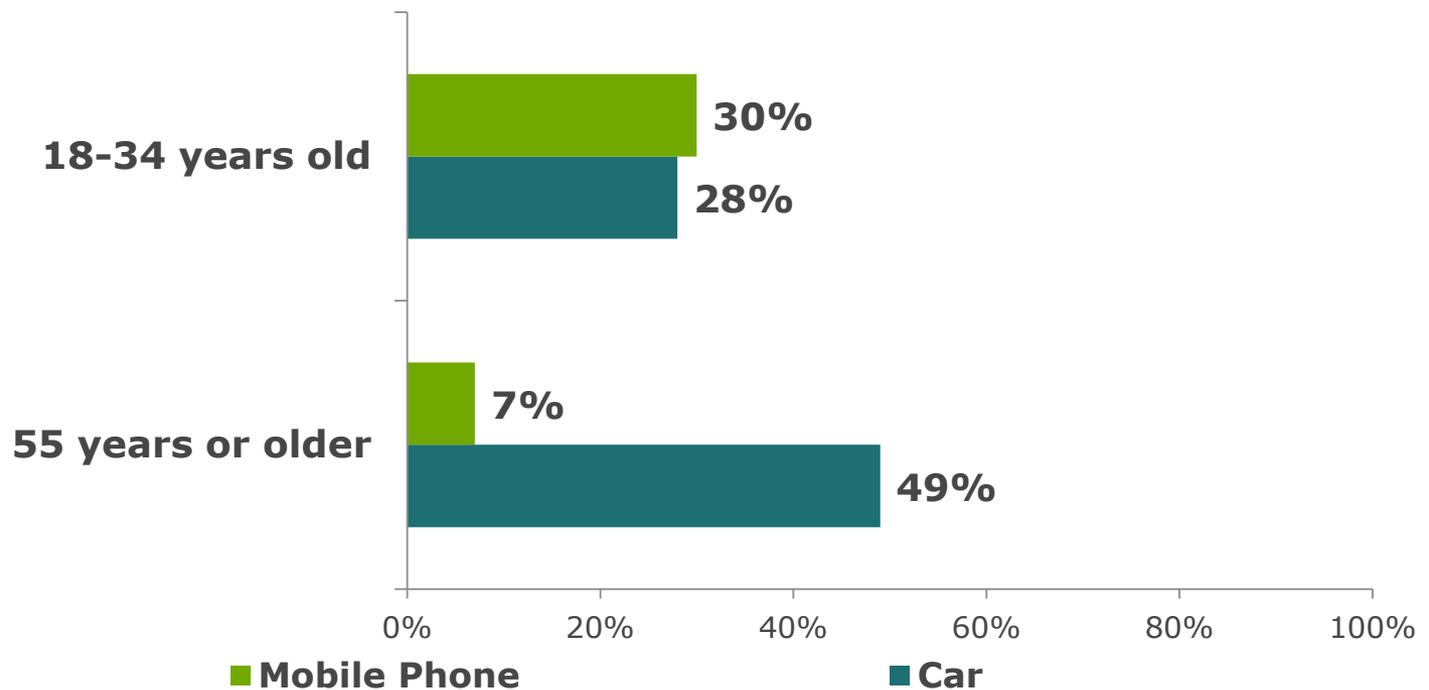
Millennials (born 1983-2000) are leading the change in transportation trends

Recent study by U.S. PIRG Education Fund found Millennials:

- Drove 23% fewer miles on average in 2009 than in 2001—the greatest decline in driving of any age group
- More open to non-driving forms of transportation
- More likely to live in urban and walkable neighborhoods
- First generation to fully embrace mobile Internet-connected technologies spawning new transportation options

Recent study by Zipcar shows declining importance of cars among Millennials

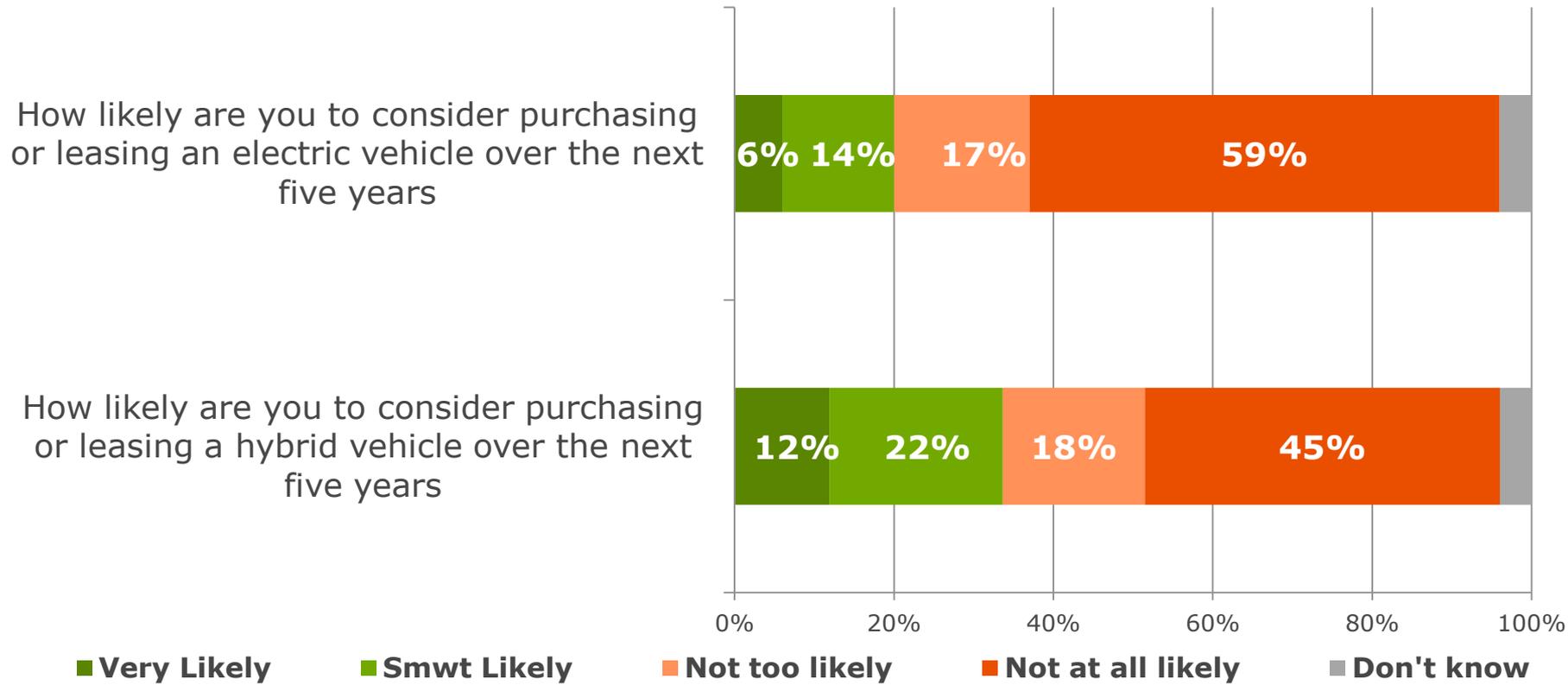
In your daily routine, losing which piece of technology would have the greatest negative impact on you?



Source: Zipcar; 2010

Residents tend to be more receptive to the idea of purchasing a hybrid vehicle than an electric vehicle

Likelihood To Purchase Electric/Hybrid Vehicles



Source: ODOT/DHM; 2013

Land Use

2013 Oregon Values & Beliefs Survey showed Metro area residents value farm land

| Response Category | Total | Metro | W Valley | Central | Eastern | Southern |
|--|-------|------------|----------|---------|---------|----------|
| A. New development should occur within existing cities and towns to save farmland and stop sprawl | | | | | | |
| Feel strongly | 36% | 40% | 34% | 34% | 35% | 34% |
| Lean towards | 30% | 29% | 33% | 29% | 28% | 26% |
| B. New development should be allowed to occur outside urban growth boundaries | | | | | | |
| Lean towards | 17% | 15% | 18% | 18% | 22% | 20% |
| Feel strongly | 9% | 8% | 8% | 13% | 8% | 10% |
| Don't know | 8% | 7% | 7% | 6% | 6% | 10% |

New population growth will be directed toward existing cities and towns, not into natural areas and farmlands

| Response Category | Total | Metro | W. Valley | Central | Eastern | Southern |
|----------------------|-------|------------|-----------|---------|---------|----------|
| Probability | | | | | | |
| Very likely | 22% | 22% | 19% | 26% | 26% | 23% |
| Somewhat likely | 38% | 36% | 41% | 33% | 40% | 37% |
| Neutral | 14% | 14% | 16% | 11% | 10% | 14% |
| Somewhat unlikely | 16% | 16% | 15% | 18% | 10% | 18% |
| Very unlikely | 6% | 7% | 5% | 4% | 6% | 5% |
| Don't know | 4% | 3% | 4% | 7% | 7% | 2% |
| Desirability | | | | | | |
| Very desirable | 31% | 37% | 29% | 24% | 24% | 22% |
| Somewhat desirable | 27% | 23% | 32% | 25% | 20% | 32% |
| Neutral | 21% | 21% | 20% | 23% | 26% | 22% |
| Somewhat undesirable | 10% | 8% | 9% | 14% | 13% | 14% |
| Very undesirable | 5% | 4% | 4% | 9% | 11% | 4% |
| Don't know | 4% | 4% | 3% | 4% | 7% | 3% |

The choice of language is important in describing land use actions

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?

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



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