

# CLIMATE SMART COMMUNITIES SCENARIOS PROJECT



## Draft Climate Smart Strategy Public comment period snapshot

Over a 45-day period from **Sept. 15 to Oct. 30, 2014**, Metro asked residents of the Portland metropolitan region to look to the future. As the Climate Smart Communities Scenarios Project nears its December finish line for drafting an approach to reducing greenhouse gas emissions by the 2035 target set by the Oregon Legislature, it reached out to local stakeholders and the public once again as part of an ongoing three-year engagement effort.

To reach new audiences, Facebook advertising and a series of video clips promoting the public comment period were integrated with traditional methods of newspaper ads and email alerts. As a result, 2,350 people took the online survey, generating almost 12,000 comments. Social media views topped 43,000, and 90 people took the time to review drafts of the proposed strategy and offer their line-edits and recommendations for implementation.

A summary of what was heard follows highlighting key themes that emerged from responses to the questions: Would you support more investment in our transportation system? What should be considered when deciding how to implement strategies to reduce greenhouse gas emissions? What message would you most like to convey to policymakers as they finalize their recommendation on a draft Climate Smart Strategy? A full report on the results of the public comment period will be available after Nov. 12, 2014, at [oregonmetro.gov/draftapproach](http://oregonmetro.gov/draftapproach).

### What should leaders know?

The top three themes of the 1,800 messages survey respondents sent to policymakers are:

*Invest more in transit,  
walking & biking.*

*Have a bold vision  
for the future.*

*Spend tax dollars wisely.*

**2,350**  
SURVEY  
COMPLETIONS

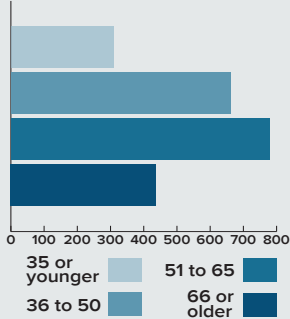
**11,581**  
ONLINE  
COMMENTS

**90**  
LETTERS  
& EMAILS

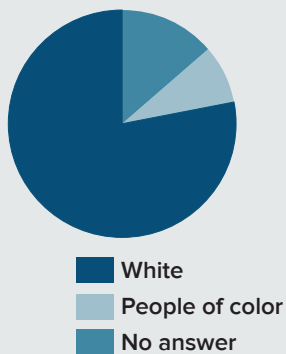
**43,311**  
SOCIAL MEDIA  
VIEWS

## Who we heard from

### AGE



### ETHNICITY



To learn more about the Climate Smart Scenarios project, visit [oregonmetro.gov/climatescenarios](http://oregonmetro.gov/climatescenarios)



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# Should your community and our region invest more?

When asked, “Should your community and our region invest more in seven strategies that reduce greenhouse gas emissions and build healthy, equitable communities,” survey respondents voiced broad support for more investment in the region’s transportation system. The key themes that emerged from their almost 12,000 comments were consistent with results of past stakeholder engagement efforts.



## TECHNOLOGY

- Improve traffic flow with cost-effective tools such as traffic signal timing, yellow turn arrows, etc.
- Use technology to support biking, walking, carpooling and transit



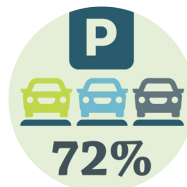
## STREETS & HIGHWAYS

- Make safety a priority
- Adequately maintain & repair existing roads
- Reduce congestion



## TRANSIT

- Provide frequent, reliable service to reduce travel times
- Expand network for greater access, especially in smaller communities
- Improve safety and access to transit



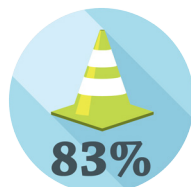
## PARKING POLICIES

Divergent opinions on parking:

- Provide more free parking
- Make it more expensive to park

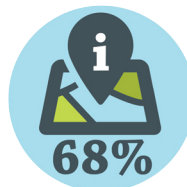
But shared concern about:

- Spill-over parking from new development



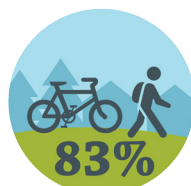
## MAINTENANCE & NEW IMPROVEMENTS

- Make the most of available funding and ensure users pay their fair share
- Maintain and widen roads to improve traffic flow
- Invest more in bike paths, sidewalks and transit



## INFO & INCENTIVES

- Invest more to inform travelers about travel options for getting around
- Fund system improvements over spending on education and marketing
- Offer incentives for using travel options through reward programs



## BIKING & WALKING

- Build a complete active transportation network of sidewalks and bike lanes connected to transit
- Improve safety for all modes of travel