dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.

PREPARED FOR:

METRO

Climate Smart Communities

March 2014

1 | INTRODUCTION & METHODOLOGY

Between March 20 and March 23, 2014, Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of Tri-County residents about reducing vehicle emissions. The objective of the survey was to assess general opinions and preferences for specific goals to reduce vehicle emissions in the region.

Research Methodology: The telephone survey consisted of 600 Portland Metropolitan region residents, 200 each in Multnomah, Clackamas, and Washington counties, and took approximately 14 minutes to administer. This is a sufficient sample size to assess residents' opinions generally and to review findings by multiple subgroups, including age, gender, and geographic area of the region. In reporting for the full region, statistical weighting techniques were used to represent each county based on that county's population distribution across the region. For instance, Multnomah County is given the largest weight since it has the most number of residents.

Residents were contacted through Random Digit Dialing (RDD), targeted, and wireless (cell phone) sample. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by age and gender within county based on the total population of residents ages 18 and older for a representative sample.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

For a sample size of 600, the margin of error would fall within +/-2.4% and +/-4.0% at the 95% confidence level. The reason for the difference lies in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able--on a statistical basis--to approximate the larger population.

DHM Research Background: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy making. www.dhmresearch.com

2 | EXECUTIVE SUMMARY

Over 90% of residents rate the quality of life in the Portland Metropolitan region as good or very good.
- 94% rate the quality of life in the region as "very good" (34%) or "good" (60%).
- Residents mention the quality of education (10%), jobs and unemployment (10%), and funding for education (9%) as the biggest issues to improve quality of in the region.
- No issue is mentioned by more than 10%, except when combining issues related to education concerns. Jobs and the economy, which has been a large concern over the past few years, seem to be less of a concern today. This may be one indicator that residents in the Portland region feel better about their own situations. Other DHM Research studies in the past year show residents in Portland give much higher ratings for general direction of the city/state than the rest of Oregon.

There is greater concern in the region for transportation generally than there is for greenhouse gas or air pollution.
- 42% rate transportation as a concerning issue.
- 32% are concerned about greenhouse gas in the atmosphere and 27% are concerned about air pollution.

A majority of residents feel the goal to reduce vehicle emissions is a step in the right direction. However, some worry it may take away from other priorities for important public services.
- 66% feel that the goal to reduce greenhouse gas emissions is a step in the right direction and that more can be done to reduce emissions in the region.
  - Democrats (77%) are more likely than both Republicans (51%) and Independents (60%) to feel this is a step in the right direction.
- 31% feel that the goal may take us away from other priorities and that we are spending too much time and effort on reducing emissions in the region.
  - Republicans (46%) and Independents (37%) are more likely than Democrats (20%) to feel this may take away from other priorities.

Similar to transportation improvements, residents want a balanced approach to reducing vehicle emissions. Both road maintenance and public transit are top priorities.
- In regards to reducing vehicle emissions, 29% feel expanding public transit and making it more frequent, convenient, accessible, and affordable would have the greatest impact on making the region a great place to live for themselves or their family.
- 22% feel using technology to improve vehicle flow and safety and 18% feel widening roads and building new connections would have the greatest impact.
- Other goals have lower ratings:
  - Providing incentives and information to encourage carpooling, walking, bicycling, and public transit (13%).
  - Connecting more places with sidewalks, walking, and bicycle paths (11%).
  - Managing parking in high demand areas (4%).

- Residents give similar priorities for roads and public transportation when asked to allocate $100 of existing funds across 4 transportation strategies:
  - 36% of the overall budget is allocated to roads and highways including maintenance, new connections, and technology to improve vehicle flow and safety.
  - 28% goes to public transportation including making transit more frequent, convenient, accessible and affordable.

Expanding public transit, maintaining roads, and using technology to improve vehicle flow and safety are all preferred over widening roads and building new connections.
- When asked to choose between two different strategies, residents show clear preference among these strategies:
  - Expand public transit and make it more frequent, convenient, accessible, and affordable (62%) over widen roads and build new connections (35%)
  - Maintain and keep our current roads in good condition (60%) over widen roads and build new connections (38%).
  - Use technology to improve vehicle flow and safety (57%) over widen roads and build new connections (38%).
  - Expand public transit and make it more frequent, convenient, accessible, and affordable (58%) over connect more places with sidewalks, walking, and bicycle paths (37%).
- Residents are generally split between:
  - Technology to improve vehicle flow and safety (51%) and incentives and information to encourage carpooling, walking, bicycling, and public transit (45%).

Residents are most willing to pay additional taxes or fees to fund road maintenance and expand public transit.
- 42% are "very willing" to pay more in taxes or fees to maintain and keep our current transportation system in good condition (83% very/somewhat willing).
- 35% are "very willing" to pay more in taxes or fees to expand public transit and make it more frequent, convenient, accessible and affordable (72% very/somewhat willing).
- Overall, a majority of residents are willing (very/somewhat) to pay more for all other goals, however, they are less likely to be "very willing" to pay for:
  - Technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals (25% very willing)
  - Connect more places with sidewalks, walking, and bicycle paths (24%)
  - Widen roads and build new connections to improve vehicle flow and safety (23%)
  - Provide incentives and information to encourage carpooling, walking, bicycling, and public transit (19%)
- It's worth noting that residents make a clear distinction between existing transportation systems and new systems – this goes for roads and public transportation alike. Maintenance is often given a higher priority over anything new.

3 | KEY FINDINGS

3.1 | GENERAL MOOD AND PRIORITIES

Residents were asked to rate the quality of life in the Portland Metropolitan region (Q1).

Chart 1
Quality of Life

Source: DHM Research, Mar. 2014
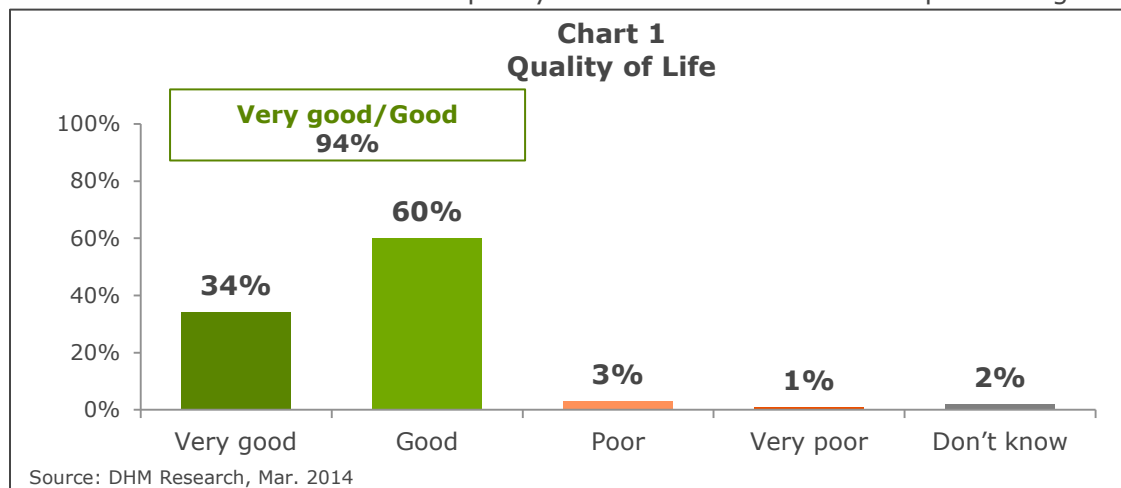
Almost all (94%) felt that the quality of life in the Portland Metropolitan region was "very good" (34%) or "good" (60%). Overall, only 4% rated the quality of life as "poor" or "very poor."

Demographic Differences: All demographic subgroups rated the quality of life in the region as "good" or "very good" (91% - 97%). However, those in Washington County (41%) were more likely than residents of Clackamas (31%) and Multnomah (30%) counties to rate the quality of life as "very good." Residents age 35 and older (37%) and Democrats (44%) were also more likely than those younger (26%) and Republicans and Independents (29%) to feel the quality of life in the region was "very good."

Residents were asked, unprompted, to identify the two most important things they would like their local government officials to do that would improve the quality of life in the region (Q2).

Table 1
Most Important Issues

Response Category	N=600
Education quality	10%
Jobs/unemployment	10%
Funding for education	9%
Road maintenance	9%
Less taxes	8%
Help the poor/homeless	7%
Improve transit	7%
Eliminate wasteful spending	5%
Environmental improvement	4%
All other responses	3% or less
None/nothing	6%
Don't know	14%

Source: DHM Research, Mar. 2014

Most important issues mentioned in the region were the quality of education (10%), jobs and unemployment (10%), and funding for education (9%). Issues related to Metro's goal to reduce vehicle emissions included road maintenance (9%), improving transit (7%), and environmental improvement (4%).

Residents were read a list of issues facing the region and were asked to rate their level of concern on a 0 through 10 scale (0=not at all concerned; 10=very concerned) (Q3-Q6).

Chart 2
Level of Concern
(Ratings 8-10)

Issue	Ratings 8-10	Mean
Economy and jobs including underemployment and job training	54%	7.4
Transportation including traffic congestion and price of gas	42%	6.8
Greenhouse gas in the atmosphere including changes in climate	32%	5.7
Air pollution including smog	27%	5.6

Source: DHM Research, Mar. 2014
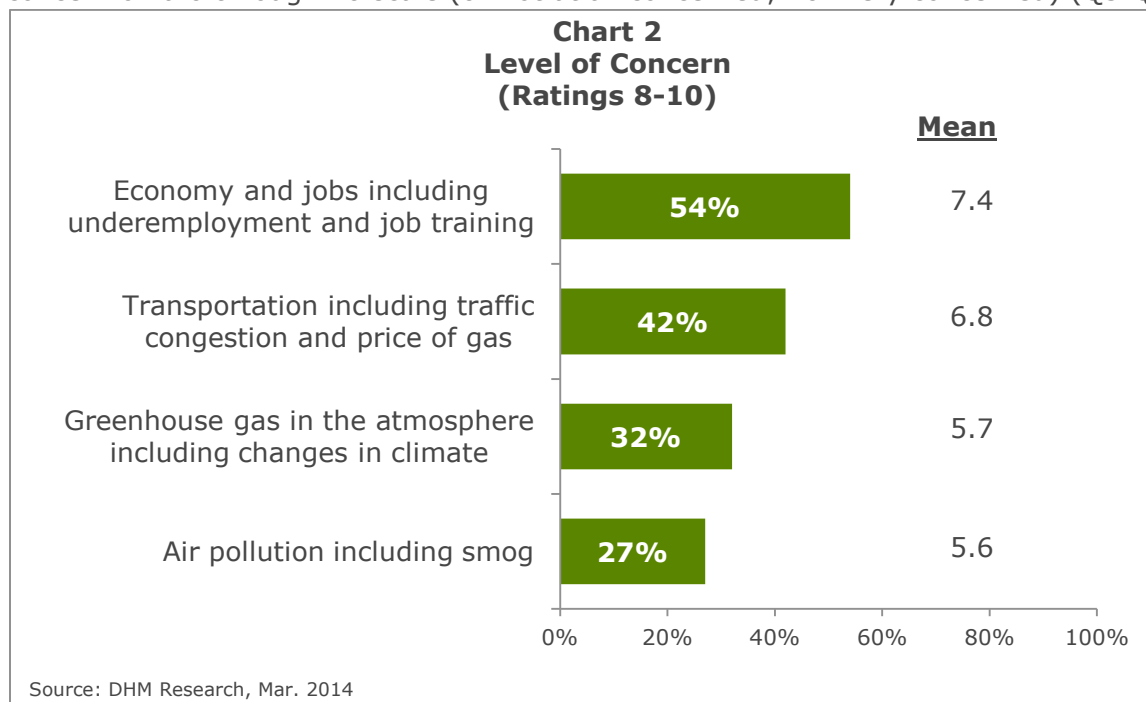
Concern was greatest for the economy and jobs (54%, 8-10 rating) and transportation issues, including congestion and the price of gas (42%). Less concern was shown for greenhouse gas in the atmosphere (32%) and air pollution (27%), both of which received similar ratings.

Demographic Differences: Subgroup differences were seen in level of concern for each of these issues. The following subgroup differences are between those that rated each issue at the top end of the scale (ratings of 8-10).

Economy and jobs
Residents of Multnomah County (59%) were more likely than those from Washington County (47%) to rate this at the top end of the scale. Residents ages 35-54 (59%) were also more likely than those ages 18-34 (48%) to rate this highly.

Transportation
Residents ages 35 and older (46%) were more likely than younger residents (33%) to be concerned with transportation issues in the region.
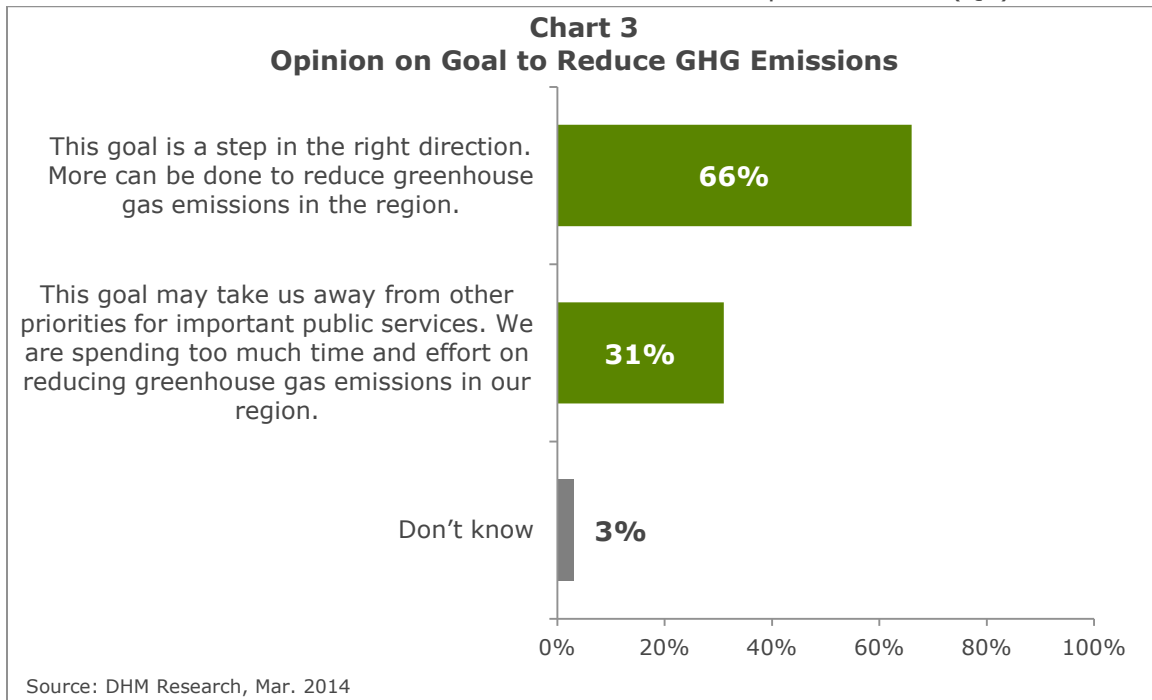
Greenhouse gas in the atmosphere
Residents age 35 and older (37%) were more likely than younger residents (22%) to be concerned with greenhouse gas in the atmosphere. Democrats (45%) were also more likely than both Republicans (10%) and Independents (27%) to find this issue concerning.

Air pollution
Similar to greenhouse gas in the atmosphere, Democrats (33%) were more likely than both Republicans (12%) and Independents (24%) to find this issue concerning.

Residents were read a statement explaining Oregon's goal to reduce greenhouse gas emissions and the mandate on Metro to reduce vehicle emissions by 2035. They were then read two statements and asked which came closest to their point of view (Q7).

Chart 3
Opinion on Goal to Reduce GHG Emissions

This goal is a step in the right direction. More can be done to reduce greenhouse gas emissions in the region.	66%
This goal may take us away from other priorities for important public services. We are spending too much time and effort on reducing greenhouse gas emissions in our region.	31%
Don't know	3%

Source: DHM Research, Mar. 2014

Two-thirds (66%) felt that the goal to reduce vehicle emissions was a step in the right direction. Three in ten (31%) felt that this goal may take use away from other priorities for important public services.

Demographic Differences: A majority of all demographic subgroups felt this goal was a step in the right direction; however, Democrats (77%) were more likely than both Republicans (51%) and Independents (60%) to feel the goal was a step in the right direction. Conversely, Republicans (46%) and Independents (37%) were more likely than Democrats (20%) to feel the goal may take away from other priorities.

Residents were read six specific strategies to help reduce vehicle emissions and were asked which one they believed would have the <u>most</u> impact on making the region a great place to live for themselves and their family (Q8).

Chart 4
Preferred Goal to Reduce Vehicle Emissions

Strategy	Percent
Expand public transit and make it more frequent, convenient, accessible, and affordable	29%
Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	22%
Widen roads and build new connections to improve vehicle flow and safety	18%
Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	13%
Connect more places with sidewalks, walking, and bicycle paths	11%
Manage parking in high demand areas by offering preferred carpool parking, shared parking between businesses, and paid parking in downtowns and main street	4%
Don't know	4%

Source: DHM Research, Mar. 2014

The most preferred goal for reducing vehicle emissions was expanding public transit and making it more frequent, convenient, accessible, and affordable (29%). This was followed by using technology to improve vehicle flow and safety (22%) and widening roads and building new connections (18%). Less preferred options included providing incentives and information (13%), connecting more places with sidewalks, walking, and bicycle paths (11%), and managing parking in high demand areas (4%).

<u>Demographic Differences</u>: Residents from Multnomah County (35%) were more likely than those from Clackamas County (23%) to prefer **expanding public transit**. Democrats (39%) were also more likely than Republicans (14%) and Independents (26%) to prefer this strategy.

Republicans (30%) were more likely than Democrats (19%) to prefer **using technology to improve vehicle flow and safety**.

Residents from Clackamas County were more likely than those from Multnomah County (14%) to prefer **widening roads and building new connections**. Republicans (32%)

were more likely than Democrats (12%) and Independents (19%) to prefer this strategy as well.

Notably, residents who felt the goals to reduce vehicle emissions are a step in the right direction (33%) were most likely to prefer expanding public transit, while those who felt it may take away from other priorities were most likely to prefer widening roads and building new connections (28%).

Residents were then asked why they felt that way (Q9).

Table 2
Reason to Support Goal

Expand public transit…	N=176
Public transit is important	23%
Make public transportation accessible	13%
We need cheaper transportation options	12%
Reduce traffic congestion	8%
Less cars on the road	7%
All other responses	6% or less
Nothing/none	1%
Don't know	1%

Source: DHM Research, Mar. 2014

The top reason residents believed that expanding public transit and making it more frequent, convenient, accessible, and affordable would have the largest impact on making the region a great place to live for them and their family was the general importance of transit service (23%). Other reasons included the need to make transit more accessible (13%) and the need for cheaper transportation options in the region (12%).

Table 3
Reason to Support Goal

Use technology to improve…	N=131
Reduce traffic congestion	19%
We need better traffic signals	17%
Technology will help	11%
Best solution-general	6%
Safety is important	6%
All other responses	5% or less
Nothing/none	2%
Don't know	2%

Source: DHM Research, Mar. 2014

The top reason residents believed that using technology to improve vehicle flow and safety on roads would have the largest impact on making the region a great place to live for them and their family was the desire to reduce traffic congestion (19%) and the need for improved traffic signals (17%).

Table 4
Reason to Support Goal

Widen roads/Build new connections...	N=106
Reduce traffic congestion	35%
Expanding of highway/roads	15%
Improve road maintenance	13%
Prefer driving cars	9%
Safety is important	7%
All other responses	4% or less
Don't know	2%

Source: DHM Research, Mar. 2014

The top reason residents believed widening roads and building new connections to improve vehicle flow and safety would have the largest impact on making the region a great place to live for them and their family was the desire to reduce traffic congestion (35%). Other reasons included the need to expand roads and highways (15%) and improve road maintenance (13%).

Table 5
Reason to Support Goal

Provide incentives...	N=76
Incentives for carpooling/walking/biking	20%
Reduce traffic congestion	16%
Promote carpooling	13%
All other responses	9% or less
Nothing/none	3%
Don't know	1%

Source: DHM Research, Mar. 2014

The top reason residents believed providing incentives and information to encourage carpooling, walking, bicycling, and public transit would have the largest impact on making the region a great place to live for them and their family was the general idea that incentives would be effective (20%), would reduce traffic congestion (16%), and promote carpooling (13%).

Table 6
Reason to Support Goal

Connect more places with sidewalks...	N=64
Favorable towards bicycling/walking	37%
Need more sidewalks	21%
Safety is important	16%
All other responses	5% or less
Nothing/none	5%

Source: DHM Research, Mar. 2014

The top reason residents believed connecting more places with sidewalks, walking, and bicycle paths would have the largest impact on making the region a great place to live for them and their family was that they were generally in favor of these modes as of transportation (37%). Other reasons included the need for more sidewalks (21%) and the importance of making these modes of transportation safe (16%).

Table 7
Reason to Support Goal

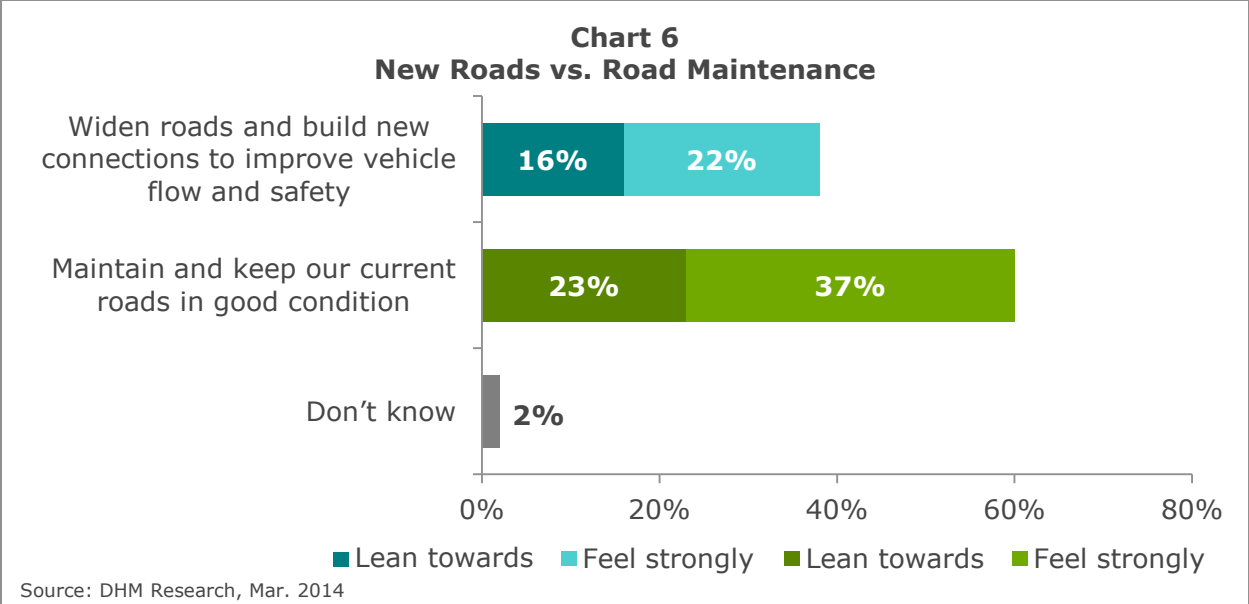| Manage parking in high demand areas...	N=21
Access to parking	37%
All other responses	9% or less
Don't know	0%

Source: DHM Research, Mar. 2014

Few residents chose managed parking as their preferred goal. The main reason residents chose this goal was because they believed it would increase access to parking (37%).

Residents were told that in the Portland Metropolitan region, transportation is responsible for about 25% of the greenhouse gas emissions. They were then read several pairs of goals and asked which they felt would make the region a better place to live for themselves or their family (Q10-Q14).
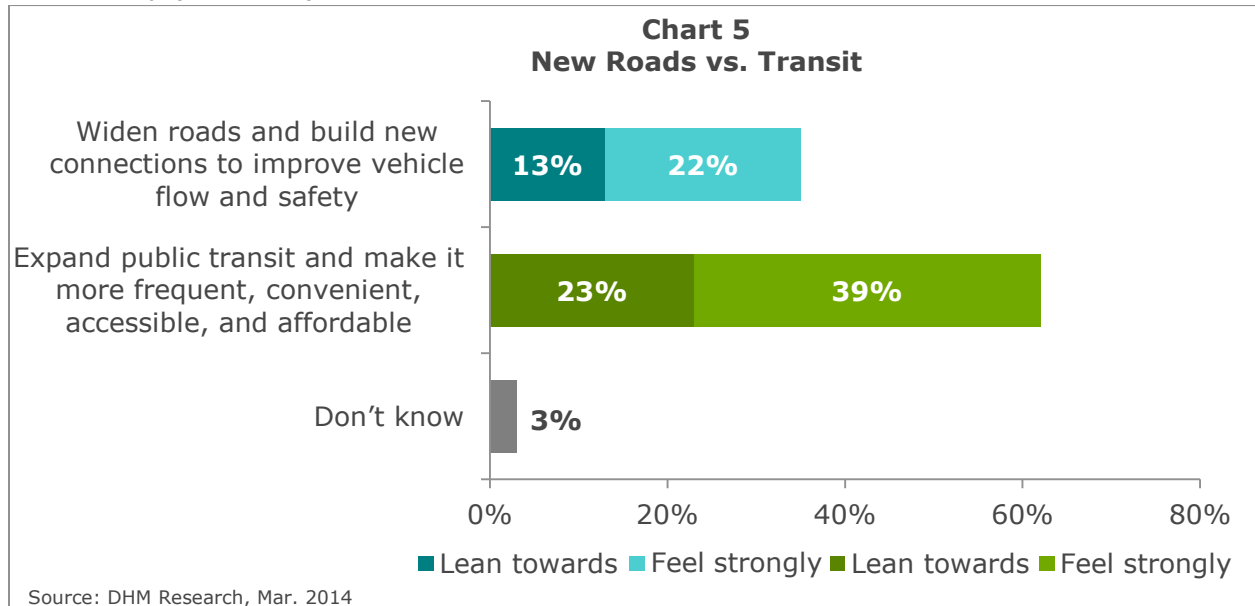
Chart 5
New Roads vs. Transit

Source: DHM Research, Mar. 2014

When asked their preference between widening roads and building new connections to improve vehicle flow and safety (35%) and expanding public transit and making it more frequent, convenient, accessible, and affordable (62%), residents leaned towards public transit.

Demographic Differences: A majority of all demographic subgroups preferred public transit over widening roads with the exception of Republicans. Democrats (72%) were more likely than Republicans (40%) and Independents (60%) to prefer **expanding public transit**. Conversely, Republicans (58%) were more likely than both Democrats (26%) and Independents (36%) to prefer **widening roads and building new connections**.

Chart 6
New Roads vs. Road Maintenance

Widen roads and build new connections to improve vehicle flow and safety	**16%** **22%**	
Maintain and keep our current roads in good condition	**23%** **37%**	
Don't know	**2%**	

0%   20%   40%   60%   80%

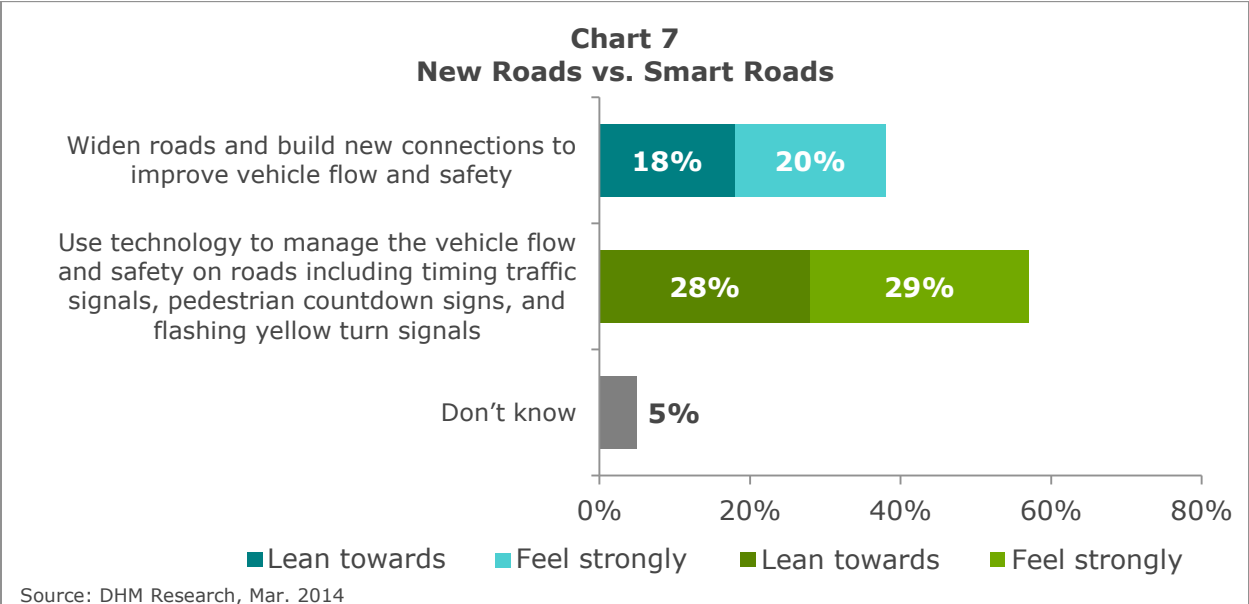■ Lean towards ■ Feel strongly ■ Lean towards ■ Feel strongly

Source: DHM Research, Mar. 2014

When asked their preference between widening roads and building new connections to improve vehicle flow and safety (38%) and maintaining our current roads (60%), residents leaned towards maintenance.

Demographic Differences: Though a majority of all demographic subgroups preferred maintaining our current roads and keeping them in good condition, residents from Multnomah County (66%) were more likely than those from Clackamas (58%) and Washington (52%) counties to **prefer maintenance**. Conversely, residents from Clackamas (41%) and Washington (44%) counties were more likely than those from Multnomah County (31%) to **prefer widening roads and building new connections**.

Chart 7
New Roads vs. Smart Roads

Widen roads and build new connections to improve vehicle flow and safety	**18%** **20%**	
Use technology to manage the vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	**28%** **29%**	
Don't know	**5%**	

0%   20%   40%   60%   80%

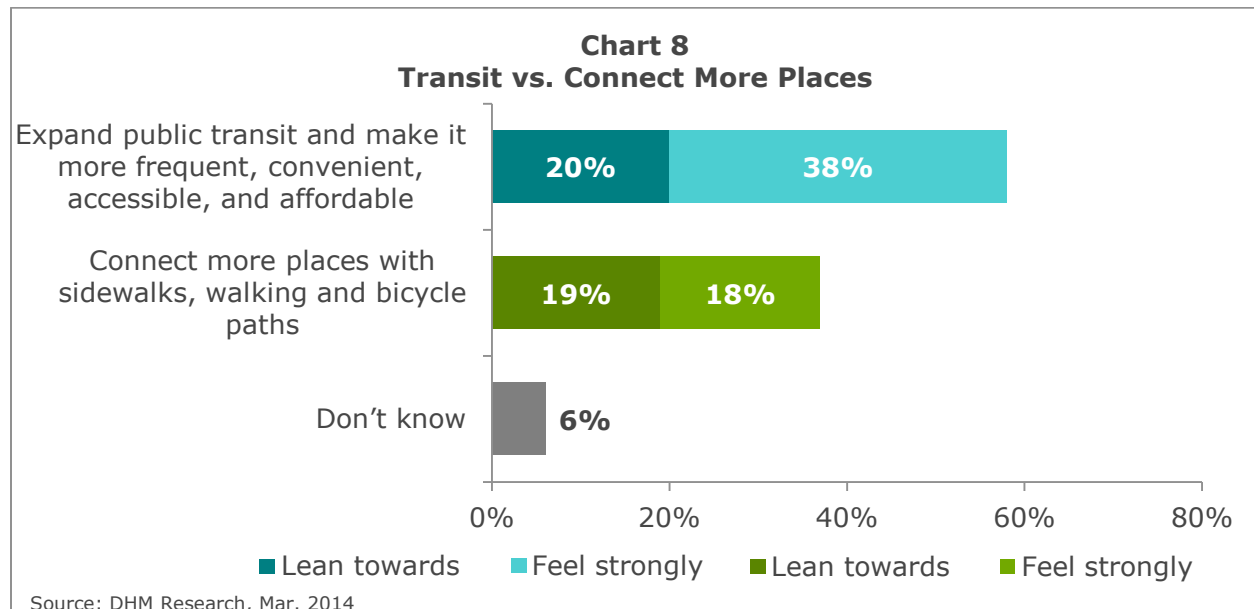■ Lean towards ■ Feel strongly ■ Lean towards ■ Feel strongly
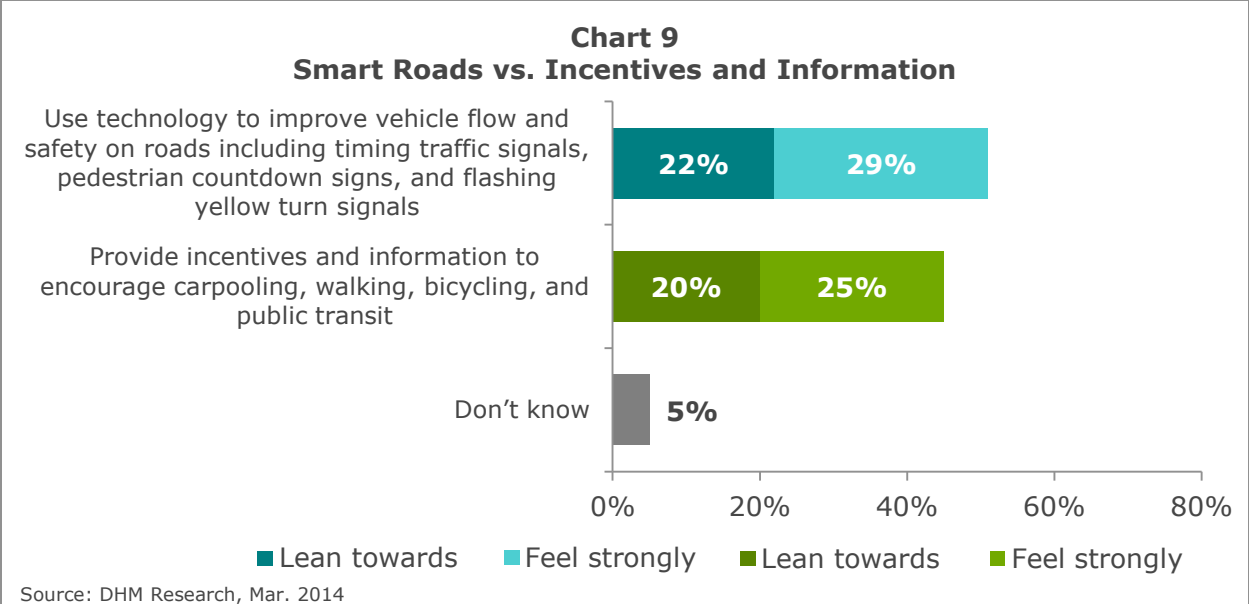
Source: DHM Research, Mar. 2014

When asked their preference between widening roads and building new connections to improve vehicle flow and safety (38%) and using technology to improve vehicle flow and safety (57%), residents leaned towards technology.

Demographic Differences: Though a majority of all demographic subgroups preferred using technology to improve vehicle flow and safety, Democrats (66%) were more likely than Republicans (54%) and Independents (49%) to **prefer technology**. Conversely, Republicans (45%) and Independents (46%) were more likely than Democrats (29%) to **prefer widening roads and building new connections**.

Chart 8
Transit vs. Connect More Places

Expand public transit and make it more frequent, convenient, accessible, and affordable: 20% (Lean towards), 38% (Feel strongly)

Connect more places with sidewalks, walking and bicycle paths: 19% (Lean towards), 18% (Feel strongly)

Don't know: 6%

Legend: ■ Lean towards ■ Feel strongly ■ Lean towards ■ Feel strongly

Source: DHM Research, Mar. 2014

When asked their preference between expanding public transit and making it more frequent, convenient, accessible and affordable (58%) and connecting more places with sidewalks, walking, and bicycle paths (37%), residents leaned towards transit expansion.
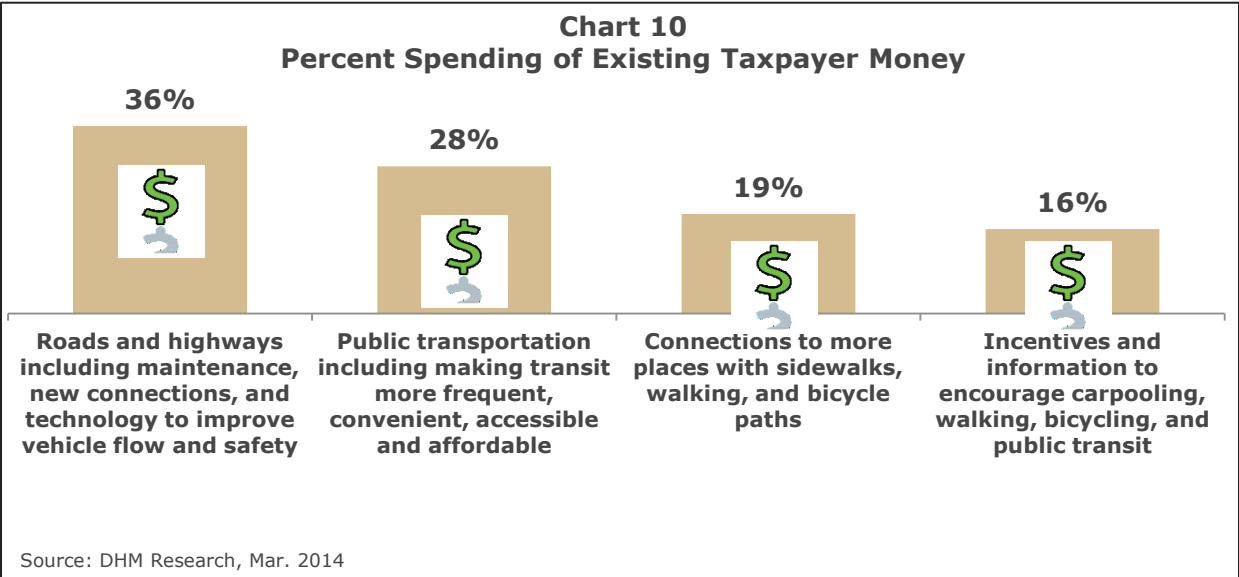
Demographic Differences: A majority of all demographic subgroups preferred expanding public transit. However, Democrats (62%) and Independents (60%) were more likely than Republicans (45%) to **prefer expanding public transit**. Conversely, Republicans (48%) were more likely than both Democrats (33%) and Independents (35%) to prefer **sidewalks, walking, and bicycle paths**.

Chart 9
Smart Roads vs. Incentives and Information

Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	**22%** **29%**
Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	**20%** **25%**
Don't know	**5%**

0%   20%   40%   60%   80%

■ Lean towards   ■ Feel strongly   ■ Lean towards   ■ Feel strongly

Source: DHM Research, Mar. 2014

When asked their preference between using technology to improve vehicle flow and safety (51%) and providing incentives and information to encourage carpooling, walking, bicycling, and public transit (45%), residents leaned slightly towards technology.

Demographic Differences: Residents age 55 and older (58%) were more likely than those ages 18-34 (42%) to **prefer technology**. Men (55%) and Republicans (66%) were also more likely than women (46%) and Democrats (48%) and Independents (49%) to prefer technology. Conversely, residents ages 18-34 (55%) and Democrats (47%) and Independents (46%) were more likely than those older (35-54: 44%; 55+: 35%) and Republicans (31%) to **prefer incentives and information**.

Residents were asked to build a budget based on how they would like to see existing taxpayer money spent on four transportation priorities (Q15).

Chart 10
Percent Spending of Existing Taxpayer Money

36%	28%	19%	16%
Roads and highways including maintenance, new connections, and technology to improve vehicle flow and safety	Public transportation including making transit more frequent, convenient, accessible and affordable	Connections to more places with sidewalks, walking, and bicycle paths	Incentives and information to encourage carpooling, walking, bicycling, and public transit

Source: DHM Research, Mar. 2014

Overall, roads and highways (36%) garnered the most funding among residents followed by public transit (28%). Both connecting more places with sidewalks, walking, and bicycle paths (19%) and incentives and information (16%) were lower priorities.

Demographic Differences: While roads and highways was the top priority across all counties, other demographic differences existed.

Roads and highways including maintenance, new connections, and technology to improve vehicle flow and safety
Residents age 55 and older (40%) were more likely than those ages 18-34 (30%) to place higher priority on roads and highways. Republicans (45%) were also more likely than Democrats (32%) and Independents (38%) to make this a priority.

Public transportation including making transit more frequent, convenient, accessible and affordable
Residents in Multnomah County (31%) were more likely than those in Washington County (25%) to place higher priority on public transportation. Democrats (31%) and Independents (29%) were also more likely than Republicans (21%) to make this a priority.

Connections to more places with sidewalks, walking, and bicycle paths
Residents ages 18-34 (23%) were more likely than those older (35-54: 18%; 55+: 16%) to prioritize connecting more places. Democrats (20%) were also more likely than Republicans (17%) to make this a priority.

Incentives and information to encourage carpooling, walking, bicycling, and public transit
No significant subgroup differences exist in prioritization of incentives and information.

Residents were read a list of transportation goals and were asked to rate how willing they would be to pay more in taxes to fund each (Q16-Q21).

**Chart 11
Willingness to Pay**

Transportation goal	Very willing	Smwht willing	Not too willing	Not at all willing	Don't know
Maintain and keep our current transportation system in good condition	42%	41%	5%	9%	
Expand public transit and make it more frequent, convenient, accessible and affordable	35%	37%	10%	15%	
Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	25%	49%	10%	14%	
Connect more places with sidewalks, walking, and bicycle paths	24%	42%	15%	16%	
Widen roads and build new connections to improve vehicle flow and safety	23%	44%	16%	16%	
Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	19%	38%	18%	23%	

Source: DHM Research, Mar. 2014

A majority of residents said they would be willing (very/somewhat) to spend more in taxes or fees to support each transportation goal. Four in ten (42%) said they would be "very willing" to pay more to **maintain and keep our current transportation system in good condition** (83% very/somewhat). One-third (35%) of residents said they would be "very willing" to pay more to **expand public transit and make it more frequent, convenient, accessible and affordable** (72% very/somewhat).

Overall, a majority of residents are willing (very/somewhat) to pay more for all other goals, however, they are less likely to be "very willing" to pay more to **use technology to improve vehicle flow and safety on roads** (25%), **connect more places with sidewalks, walking, and bicycle paths** (24%), and **widen roads and build new connections** (23%). **Providing incentives and information** was the transportation goal that residents were least willing to support with additional funds (19% very willing).

Demographic Differences: No significant differences by county exist. In general younger residents, ages 18-34, and Democrats are more likely than their counterparts to say they are willing to pay more in taxes or fees to fund these transportation goals.

4 | ANNOTATED QUESTIONNAIRE

Metro Climate Smart Communities
March 2014; N=600; General Population
Multnomah N=200, Clackamas N=200, Washington N=200
14 minutes (25-30 questions); margin of error +/- 4.0%
DHM Research

Hi, my name is ____ and I'm with an opinion research firm in Portland. I'm not selling anything. I'm calling about important issues in the Portland Metropolitan region. The survey will only take 10 minutes and it is completely confidential and anonymous.

Warm-up & General Issues

1. Overall, do you feel the quality of life in the Portland Metropolitan region is very good, good, poor, or very poor?

Response Category	N=600
Very good	34%
Good	60%
Poor	3%
Very poor	1%
Don't know	2%

2. What are the two most important things you would like your local government officials to do that would improve the quality of life in the region? **(OPEN. Probe for specific issues)**

Response Category	N=600
Education quality	10%
Jobs/unemployment	10%
Funding for education	9%
Road maintenance	9%
Less taxes	8%
Help the poor/homeless	7%
Improve transit	7%
Eliminate wasteful spending	5%
Environmental improvement	4%
All other responses	3% or less
None/nothing	6%
Don't know	14%

I'd like to read a list of issues facing the region. Using a scale of 0 to 10, where 0 means you are not at all concerned, and 10 means that you are very concerned, please rate the following issues. You can use any number between 0 and 10. **[ROTATE]**

Response Category	Mean	Top Box (8-10)	Don't know
3. Economy and jobs including underemployment and job training	7.4	54%	1%
4. Transportation including traffic congestion and price of gas	6.8	42%	0%
5. Greenhouse gas in the atmosphere including changes in climate	5.7	32%	1%
6. Air pollution including smog	5.6	27%	0%

Goal to Reduce Tailpipe Emissions

Oregon has set a goal to reduce its greenhouse gas emissions from all sources over the next 35 years. To help meet this goal, the Oregon Legislature required our regional government to develop and implement a plan to reduce vehicle emissions from cars and small trucks by 2035, or over the next 20 years. Some ideas to reduce emissions from cars and small trucks include more connected sidewalks, bicycle paths, and public transit to provide more options for people to get around. Other ideas include timed traffic signals, flashing yellow turn signals, and widening roads to help with vehicle flow. The state has been working on cleaner fuels and more fuel-efficient vehicles with other states and the Federal government, which will also help.

7. I'd like to read two statements about reducing greenhouse gas emissions. Please tell me which ONE of the following comes closer to your point of view?

Response Category	N=600
This goal is a step in the right direction. More can be done to reduce greenhouse gas emissions in the region.	66%
This goal may take us away from other priorities for important public services. We are spending too much time and effort on reducing greenhouse gas emissions in our region.	31%
Don't know	3%

Specific Strategies

8. I'd like to read some goals to help reduce vehicle emissions. Please tell me which ONE goal you believe would have the most impact on making the region a great place to live for you and your family? **[ROTATE]**

Response Category	N=600
a. Widen roads and build new connections to improve vehicle flow and safety	18%
b. Expand public transit and make it more frequent, convenient, accessible, and affordable	29%
c. Connect more places with sidewalks, walking, and bicycle paths	11%
d. Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	22%
e. Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	13%
f. Manage parking in high demand areas by offering preferred carpool parking, shared parking between businesses, and paid parking in downtowns and main street	4%
Don't know	4%

9. (SKIP IF Q8=g)And why do you feel that way? **(OPEN, Probe for specifics)**

A. Widen roads/Build new connections…	N=106
Reduce traffic congestion	35%
Expanding of highway/roads	15%
Improve road maintenance	13%
Prefer driving cars	9%
Safety is important	7%
All other responses	4% or less
Don't know	2%
B. Expand public transit…	**N=176**
Public transit is important	23%
Make public transportation accessible	13%
We need cheaper transportation options	12%
Reduce traffic congestion	8%
Less cars on the road	7%
All other responses	6% or less
Nothing/none	1%
Don't know	1%
C. Connect more places with sidewalks…	**N=64**
Favorable towards bicycling/walking	37%
Need more sidewalks	21%
Safety is important	16%
All other responses	5% or less
Nothing/none	5%
Don't know	4%
D. Use technology to improve…	**N=131**
Reduce traffic congestion	19%
We need better traffic signals	17%
Technology will help	11%

Best solution-general	6%
Safety is important	6%
All other responses	5% or less
Nothing/none	2%
Don't know	2%
E. Provide incentives...	**N=76**
Incentives for carpooling/walking/biking	20%
Reduce traffic congestion	16%
Promote carpooling	13%
All other responses	9% or less
Nothing/none	3%
Don't know	1%
F. Manage parking in high demand areas...	**N=21**
Access to parking	37%
All other responses	9% or less
Don't know	0%

In the Portland Metropolitan region, transportation is responsible for about 25% of the greenhouse gas emissions, mostly coming from cars, small trucks and SUVs. I'd like to get your opinion on some goals to reduce vehicle emissions and keep the Portland region as a great place to live. I will read two goals. Please tell me which one goal you feel will make the Portland region a better place to live for you and your family.
ROTATE Q10-Q 14
ROTATE STATEMENTS A &B

10. ** **[Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]**

Response Category	N=600
A. Widen roads and build new connections to improve vehicle flow and safety	
Feel strongly	22%
Lean somewhat towards	13%
B. Expand public transit and make it more frequent, convenient, accessible, and affordable	
Lean somewhat towards	23%
Feel strongly	39%
Don't know	3%

11. ** **[Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]**

Response Category	N=600
A. Widen roads and build new connections to improve vehicle flow and safety	
Feel strongly	22%
Lean somewhat towards	16%
B. Maintain and keep our current roads in good condition	
Lean somewhat towards	23%
Feel strongly	37%
Don't know	2%

12. ** **[Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]**

Response Category	N=600
A. Widen roads and build new connections to improve vehicle flow and safety	
Feel strongly	20%
Lean somewhat towards	18%
B. Use technology to manage the vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	
Lean somewhat towards	28%
Feel strongly	29%
Don't know	5%

13. ** **[Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]**

Response Category	N=600
A. Expand public transit and make it more frequent, convenient, accessible, and affordable	
Feel strongly	38%
Lean somewhat towards	20%
B. Connect more places with sidewalks, walking and bicycle paths	
Lean somewhat towards	19%
Feel strongly	18%
Don't know	6%

14. ** **[Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]**

Response Category	N=600
A. Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	
Feel strongly	29%
Lean somewhat towards	22%
B. Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	
Lean somewhat towards	20%
Feel strongly	25%
Don't know	5%

15. Next, I'd like for you to build a budget based on how you would like to see existing taxpayer money spent on the following four transportation priorities. Your total budget is $100 dollars. After I'm finished reading the list of priorities, please tell me how much you feel should go to each item. You can assign any amount to a single item—from $0 to $100 – but the total of all four priorities will need to be $100. Remember to allocate the money in the way you feel most closely matches your personal values and beliefs. **[READ LIST, THEN ASK]** What dollar amount would you spend on:

Response Category	N=600
Roads and highways including maintenance, new connections, and technology to improve vehicle flow and safety	$36.20
Public transportation including making transit more frequent, convenient, accessible and affordable	$28.40
Connections to more places with sidewalks, walking, and bicycle paths	$19.20
Incentives and information to encourage carpooling, walking, bicycling, and public transit	$16.30
TOTAL	$100

Thank you for hanging in there with me. I know the money exercise is not easy to do over the phone. Now I have a few more easy questions.

I'm going to read a list of transportation goals. For each please tell me if you would be very willing, somewhat willing, not too willing, or not at all willing to pay more in taxes or fees to fund each goal. **[ROTATE]**

Response Category	Very	Smwht	Not too	Not at all	DK
16. Maintain and keep our current transportation system in good condition	42%	41%	5%	9%	2%
17. Widen roads and build new connections to improve vehicle flow and safety	23%	44%	16%	16%	2%
18. Expand public transit and make it more frequent, convenient, accessible and affordable	35%	37%	10%	15%	2%
19. Connect more places with sidewalks, walking, and bicycle paths	24%	42%	15%	16%	2%
20. Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	25%	49%	10%	14%	2%
21. Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	19%	38%	18%	23%	2%

DEMOGRAPHICS
The following questions make sure we have a valid sample of the community. It's important that I collect answers to each question. Please keep in mind your responses are confidential.

22. Which of the following forms of transportation do you use at least once a week? Keep in mind this is for trips to work, school, or run errands, and not for exercise. Accept Mulitple responses

Response Category	N=600
Vehicle	85%
Public transportation	30%
Bicycle	14%
Walk	46%
Carsharing service, for example Zipcar, or Car2Go	4%
Other (motorcycle, skateboard, etc.)	5%
Don't know	2%

23. **[IF Q22=1]** On average, how many miles would you say you drive in a typical day? Your best estimate is fine.

Response Category	N=511
0-10	47%
11-20	21%
21-40	16%
41+	12%
Don't know	2%
Mean	22.5

24. Including yourself, how many people live in your household?

Response Category	N=600
1	18%
2	29%
3	17%
4+	34%
Don't know	2%
Mean	3.0

25. **[IF Q 24>1]** And, how many of them are under the age of 18?

Response Category	N=481
0	57%
1	16%
2	15%
3+	9%
Don't know	0%
Mean	0.9

26. In what year were you born? **[COLLECT NUMERIC RESPONSE – CODE INTO CATEGORIES BELOW] Move to beginning**

Response Category	N=600
18-24	16%
25-34	16%
35-54	38%
55-64	12%
65+	18%
Refused	0%

27. What is the highest level of education you have completed?

Response Category	N=600
Less than high school	3%
High school diploma	18%
Some college	29%
College degree	31%
Graduate/professional school	16%
Refused	2%

28. How many years have you lived in the Portland Metro region? (Record year)

Response Category	N=600
Less than 5	6%
5-10	11%
11-20	26%
21+	56%
Refused	2%

29. Which of the following best describes your ethnicity? [DO NOT READ LIST]

Response Category	N=600
African	0%
African American/Black	4%
American Indian/Native American or Alaskan Native	1%
Asian or Pacific Islander	5%
Hispanic/Latino	9%
Slavic	0%
White/Caucasian	75%
Middle Eastern	1%
Refused	4%

30. Are you currently registered to vote?

Response Category	N=600
Yes	91%
No	6%
Don't know	3%

31. **[IF Q30=1]** When it comes to politics, do you consider yourself more as a Democrat, Republican, Independent or some other party?

Response Category	N=578
Democrat	41%
Republican	16%
Independent / other party	36%
Refused	6%

32. Gender **(BY OBSERVATION) Move to beginning**

Response Category	N=600
Male	48%
Female	52%

33. County **(FROM SAMPLE)Move to beginning**

Response Category	N=600
Multnomah	46%
Washington	31%
Clackamas	23%

34. Zip **(FROM SAMPLE)**