

1.1 | Summary

Tri-county residents and those across the state show strong support for protection of the environment and often will prioritize this over the economy.

- However, climate change or greenhouse gas is not a top of mind issue for the public. Air and water quality are mentioned most when it comes to the environment.
 - Further messaging is needed for the public to connect better air and water quality to reducing greenhouse gas emissions.
- Oregonians are most optimistic about the future of Oregon because of the state's environmental values. Environmental awareness and protection is the number one reason Oregonians mention why Oregon will be a better place to live in 10 years.
- Furthermore, a majority contend that environmental protection should be given priority over economic growth.
- A majority of residents support a law to reduce greenhouse gas emissions to 10% below 1990 levels by 2020, of which, over half show "strong" support.
- A strong majority of Oregonians believe that climate change should be a very/somewhat urgent priority to address. However, unprompted, the specific mention of climate change or greenhouse gas emission is low and often in the single percentages.

While driving alone continues to be the most frequent mode of transportation in the region, alternative modes like walking, bicycling, and transit show an upward trend.

- Oregonians generally support more investment in public transit and consider these investments a higher priority over new roads. Overall support for public transit has been increasing over the past decade in the region and across Oregon.
 - Frequency and convenience is the low hanging fruit for increasing public transit use.
- The trend in alternative mode use may continue as younger generations adopt non-vehicle lifestyles. Millennials (people born between 1983 and 2000) are far more likely to be multi-modal than previous generations.
 - They are embracing alternatives like walking, bicycling, and transit use.
 - They are adopting car-sharing and ride-sharing.
 - Many are choosing not to own a vehicle or even get a driver's license.
 - Millennials also had the greatest decline in driving over the past decade of any age group.
- Saving money is the most significant motivator to reduce the amount of driving.
 - Personal health benefits are important but less so than saving money.

Metro residents prefer that new development occur within existing cities and towns to protect against sprawl.

- A majority of Metro residents show preference for development to occur within existing cities.
 - A lower level of support was seen for building more compact neighborhoods.
- There is strong support for developing neighborhoods that offered more eco-friendly modes of transport (walking, biking, or public transit).

1.2 | Fact Sheet

Greenhouse Gas Emission and Climate Change

- Oregonians mentioned environmental awareness (24%) as the number one reason Oregon will be a better place to live in 10 years, even ahead of a stronger economy and economic growth (18%). *Source: 2013 Oregon Values and Beliefs Study*
- 62% of Oregonians agreed that protection of the environment should be given priority even at the risk of slowing economic growth, while 30% wanted more emphasis in the economy. *Source: 2013 Oregon Values and Beliefs Study*
- 67% in the tri-county said climate change should be a very/somewhat urgent priority for their local government to address. *Source: 2011 Metro Climate Change Study*
- 58% in the tri-county would support a law to reduce emissions to 10% below 1990 levels by 2020, with one third (33%) supporting it "strongly." A common reason was to maintain and improve environmental conditions *Source: 2011 Metro Climate Change Study*

Transportation and Land Use

- Residents in the Metro region support investments in public transit (59%) more so than new roads and highways (49%). *2013 Metro Opt in Climate Change Study*
- When answering a forced choice question about investing in cars or public transportation, half of those living in the Metro Region (55%) agreed that we should invest more in public transit, while fewer than four in ten (37%) would rather invest more in roads for cars. *2013 Metro Opt in Climate Change Study*
- 69% believe more frequent public transportation that connects to their desired destination would have a great deal or some impact on reducing the amount they drive. *2013 Metro Opt in Climate Change Study*
- Metro Regional Transportation Options study found more people walked, bicycled, and used public transit for transportation between 2010 and 2012 (3% increase in bicycling, 10% increase in walking, 12% increase in public transportation). *Source: 2012 Metro RTO Study*
- 41% of Metro residents report that saving money is their biggest motivator to reduce the amount they drive. While not as important, personal health benefits were the biggest motivator for 24% of respondents. *Source: 2012 Metro RTO Study*
- 57% in the tri-county said they would walk or bike more often if there were more bike paths and sidewalks in their neighborhood. *Source: 2013 Metro Opt in Climate Change Study*
- 59% of Oregonians rated public transportation important to fund, while 49% felt that way about new roads and highways. *Source: 2013 Oregon Values and Beliefs Study*
- Over 40% of Oregonians were very or somewhat likely to consider purchasing a hybrid vehicle in the near future, and 19% would consider an electric vehicle. *Source: 2013 Road Usage Charging Study*
- 77% "strongly" supported developing neighborhoods that offered more eco-friendly modes of transport (walking, biking, or public transit). *Source: 2011 Opt In Climate Smart Communities Study*
- Presented with two opposing statements, 69% of Metro residents agree that new development should occur within existing cities and towns to save farmland and stop sprawl rather than allowing new development to occur outside of the urban growth boundary. *Source: 2013 Oregon Values and Beliefs Study*
- 60% of Metro residents desire new population growth to be directed toward existing cities and towns, not into natural areas and farmlands. *Source: 2013 Oregon Values and Beliefs Study*