



General Opinions and Preferences to Reduce Vehicle Emissions

Prepared For:
MPAC and JPACT
March 2014

Methodology

- **Telephone survey of 600 residents**
 - 200 each in Multnomah, Clackamas, Washington
- Conducted March 20-23, 2014
- Margin of error between +/- 2.4% and +/- 4.0%

- **3 focus groups – 22 total participants**
- Randomly selected from Tri-County
- Conducted February 22, 2014

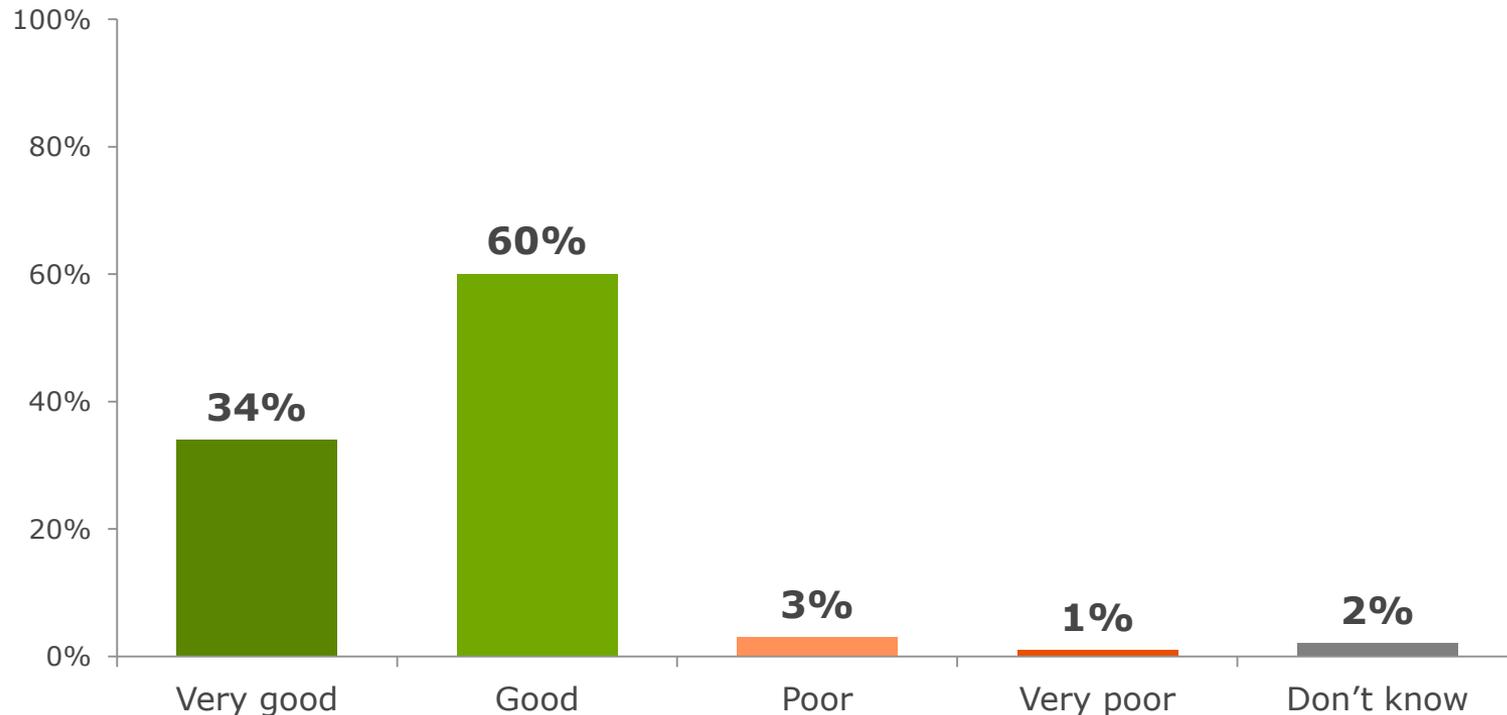
Demographic Comparison

	Census	Survey
Clackamas	23%	23%
Multnomah	46%	46%
Washington	31%	31%
Age		
18-34	32%	32%
35-54	38%	38%
55+	30%	30%
Gender		
Male	49%	48%
Female	51%	52%

Key Findings

Over 90% rate the quality of life in the Portland Metropolitan region as very good or good.

94% very good/good Quality of life in the Portland Metropolitan Region



Top-of-mind issues local officials could address to improve the quality of life in the region include:

- **Education quality**
- **Jobs/unemployment**
- **Funding for education**
- **Road maintenance**

(open-ended comments from residents)

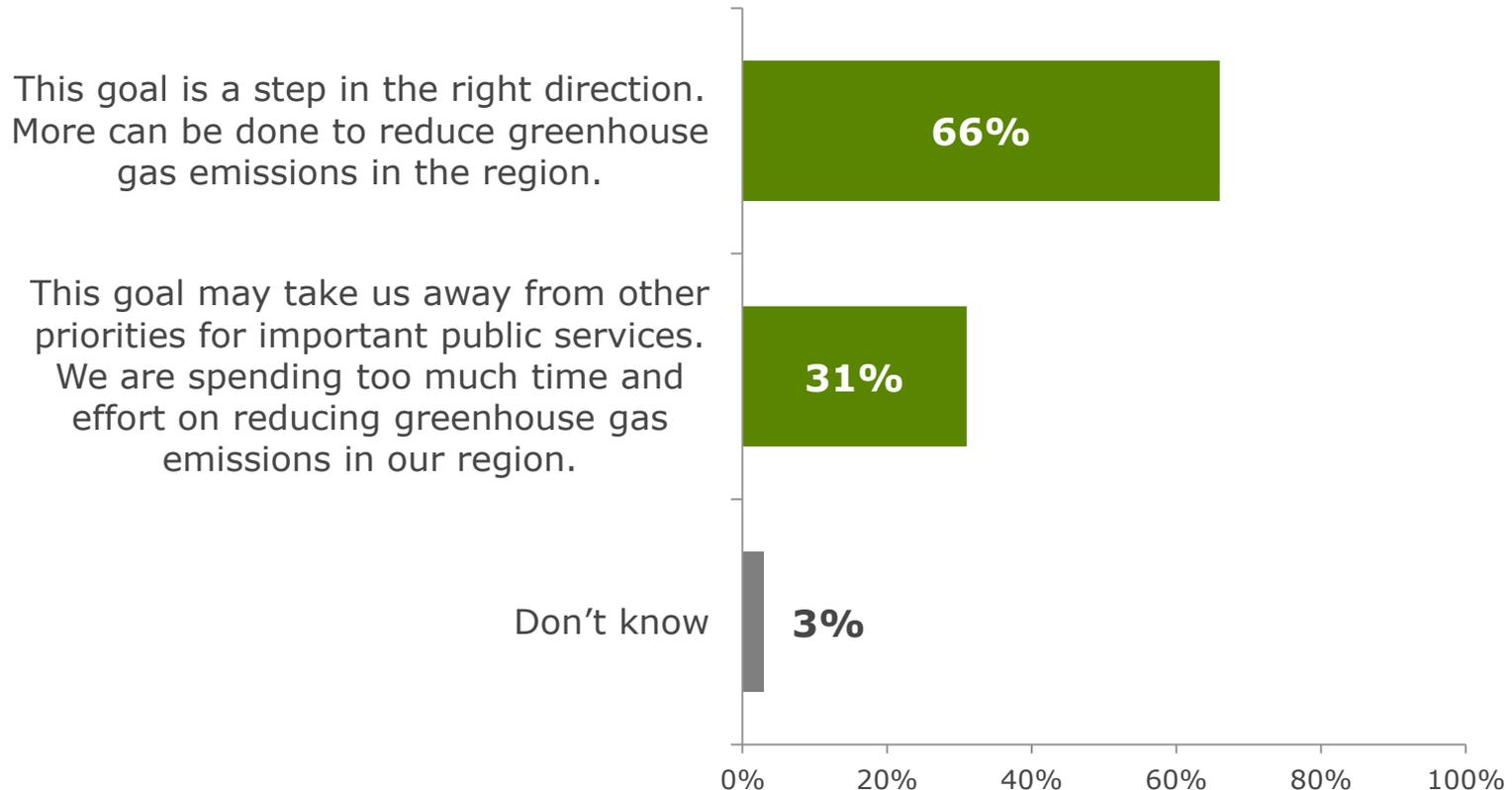
Issues related to the goal of reducing vehicle emissions include maintenance, transit, and environmental improvement.

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?

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%

A majority feel the goal to reduce vehicle emissions is a step in the right direction.

Goal to Reduce Vehicle Emissions



Ways that Portland Region can meet its obligation to reduce tailpipe emissions (Focus Groups)

Transit accessibility, coverage and frequency and fuel efficient vehicles were common themes.

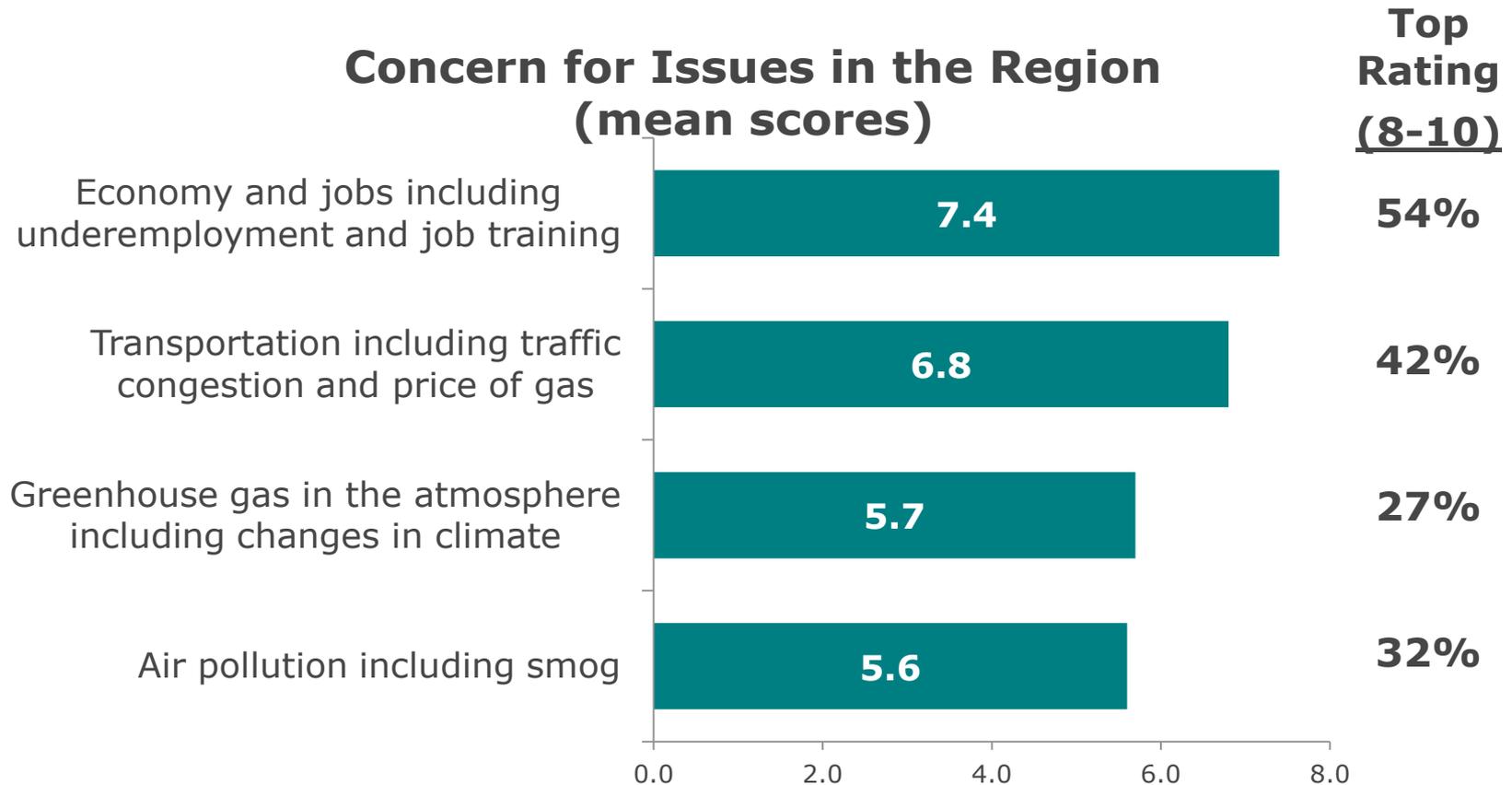
"Where I live, the bus only runs once an hour. So, if they improved the transit and maybe put in more, then it will open up jobs." - Clackamas

"I think we would have great results if we went and added more to the bus system...because the bus system is very efficient." - Multnomah

If electric vehicles were made more viable and easier to obtain, I think a lot more people would use them." - Washington

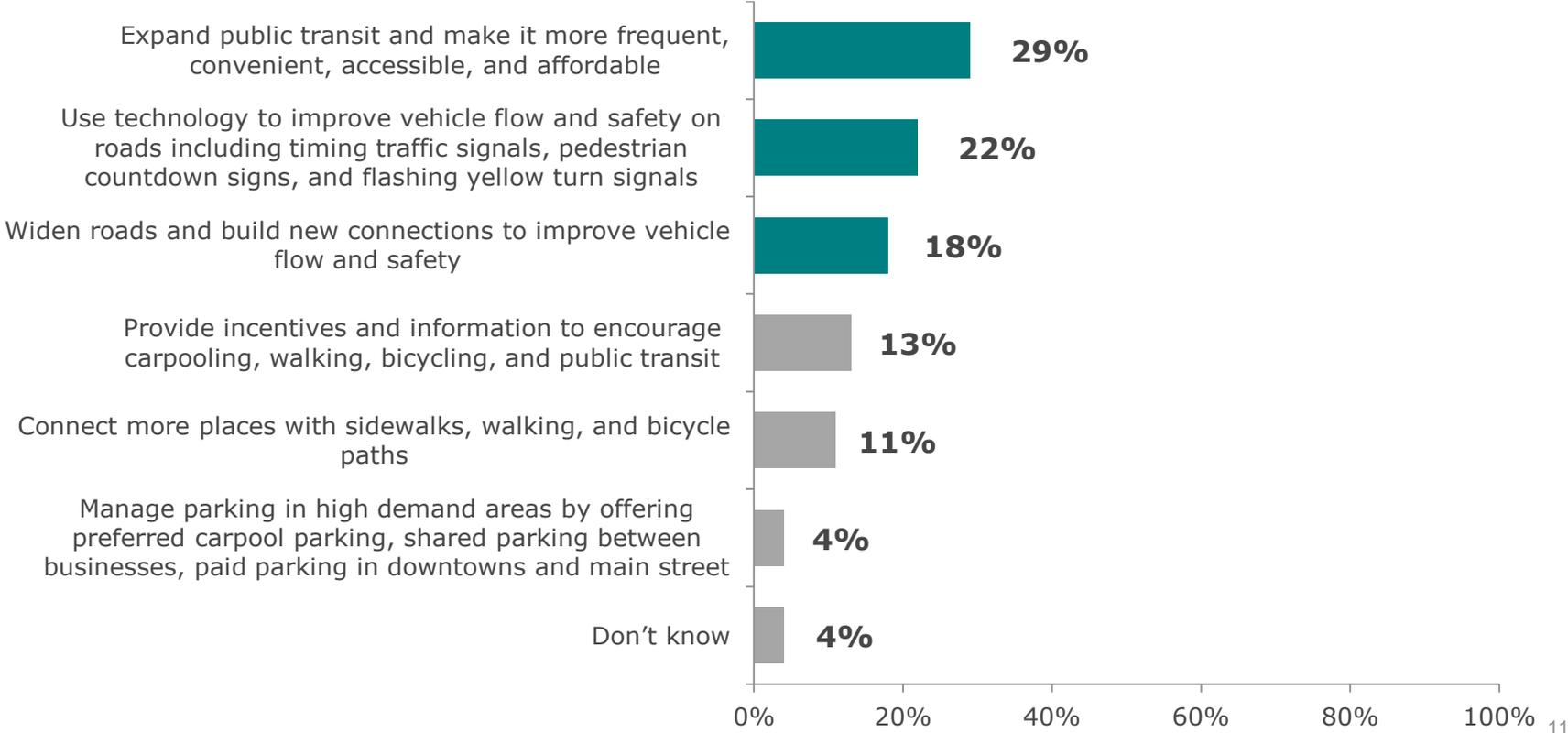
"The state and city police vehicle should be electric or hybrid." - Multnomah

There is greater concern in the region for transportation generally than there is for greenhouse gas or air pollution.



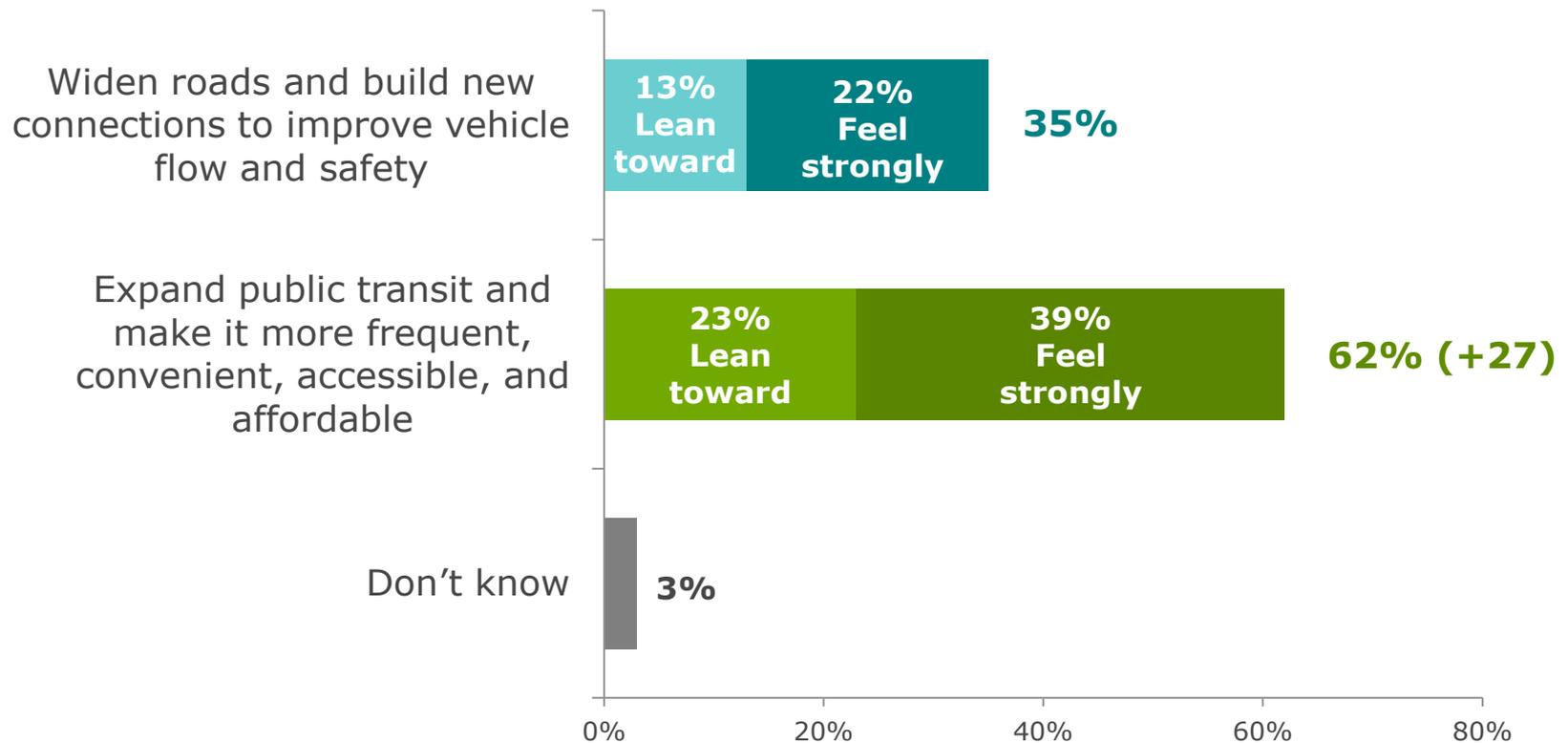
With the goal of making the region a great place to live, both public transit and road maintenance are top transportation priorities.

Goal With the Most Impact on Making the Region a Great Place to Live for You and Your Family



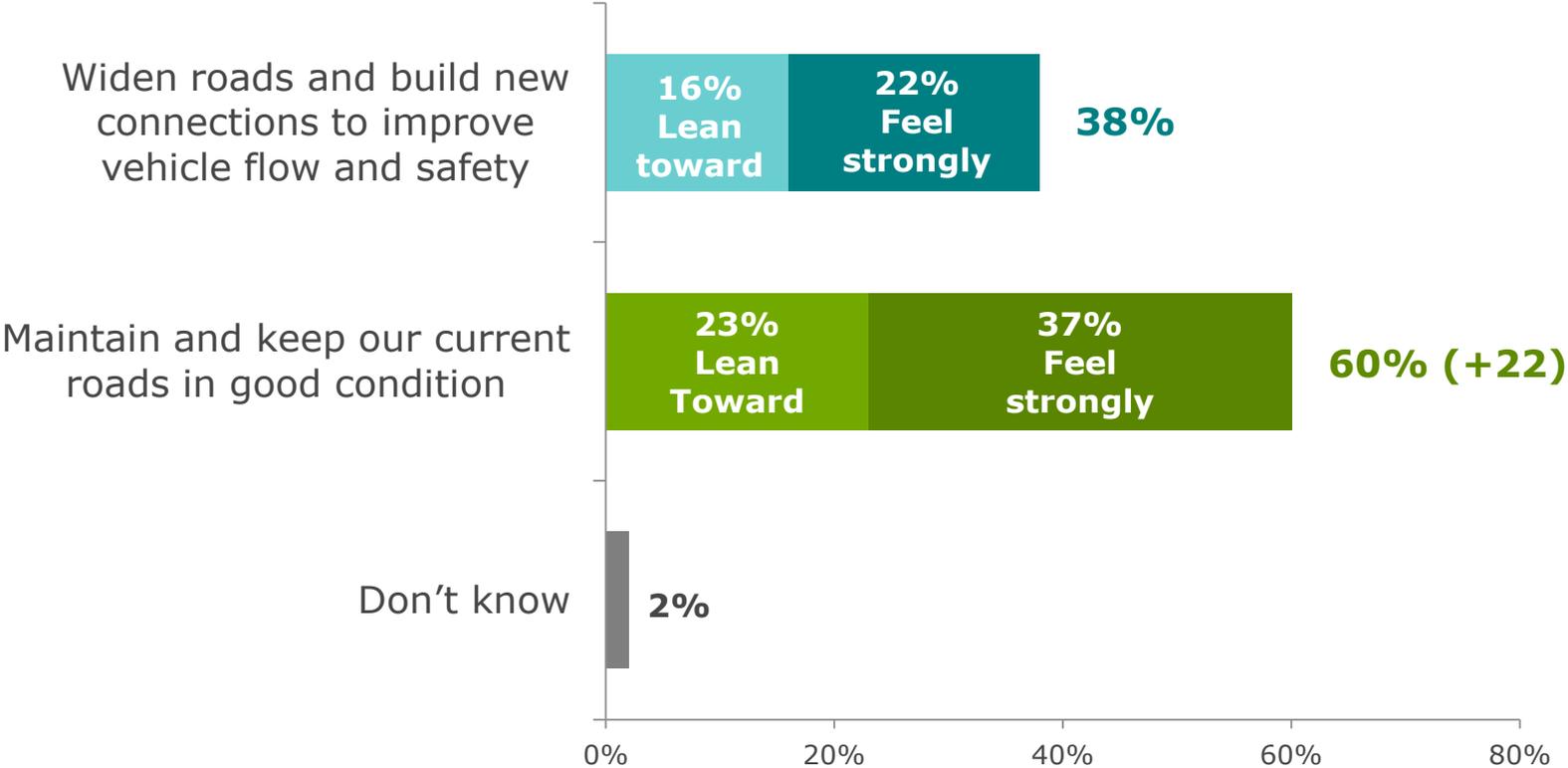
Expanding public transit and making it more frequent, convenient, accessible, and affordable is preferred over widening roads and building new connections.

Strategy Preference



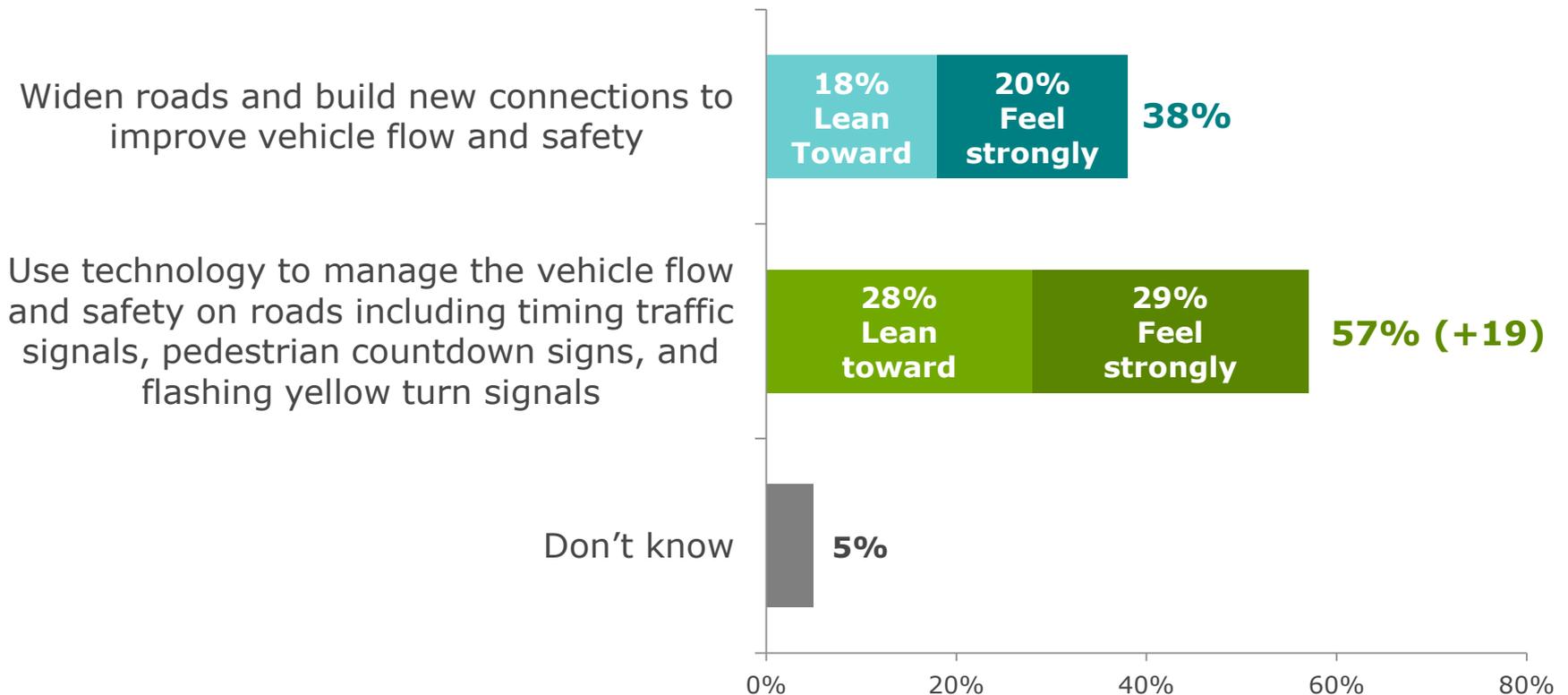
Maintaining and keeping our current roads in good condition is preferred over widening roads and building new connections.

Strategy Preference



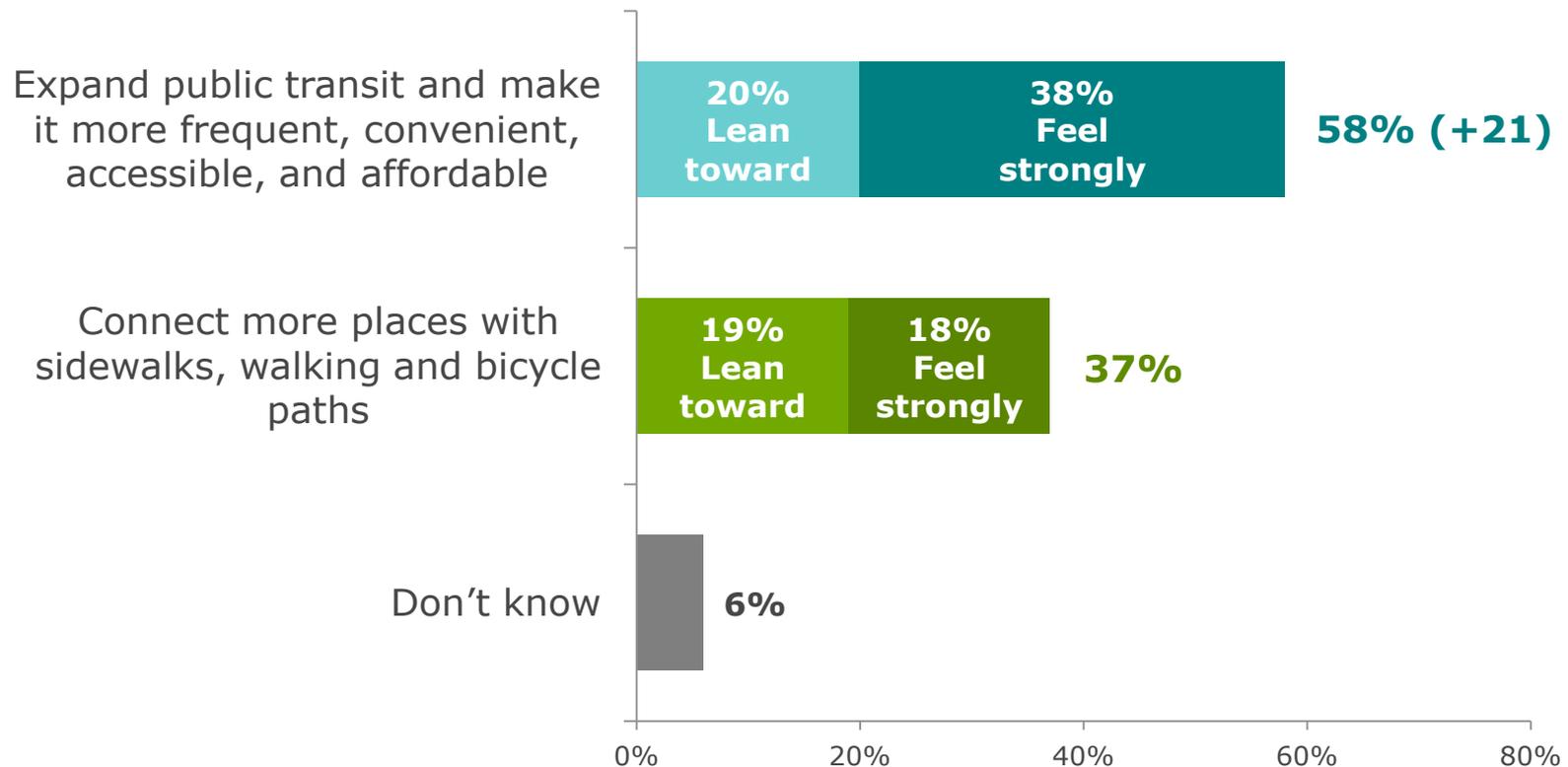
Using technology to improve vehicle flow and safety is preferred over widening roads and building new connections.

Strategy Preference



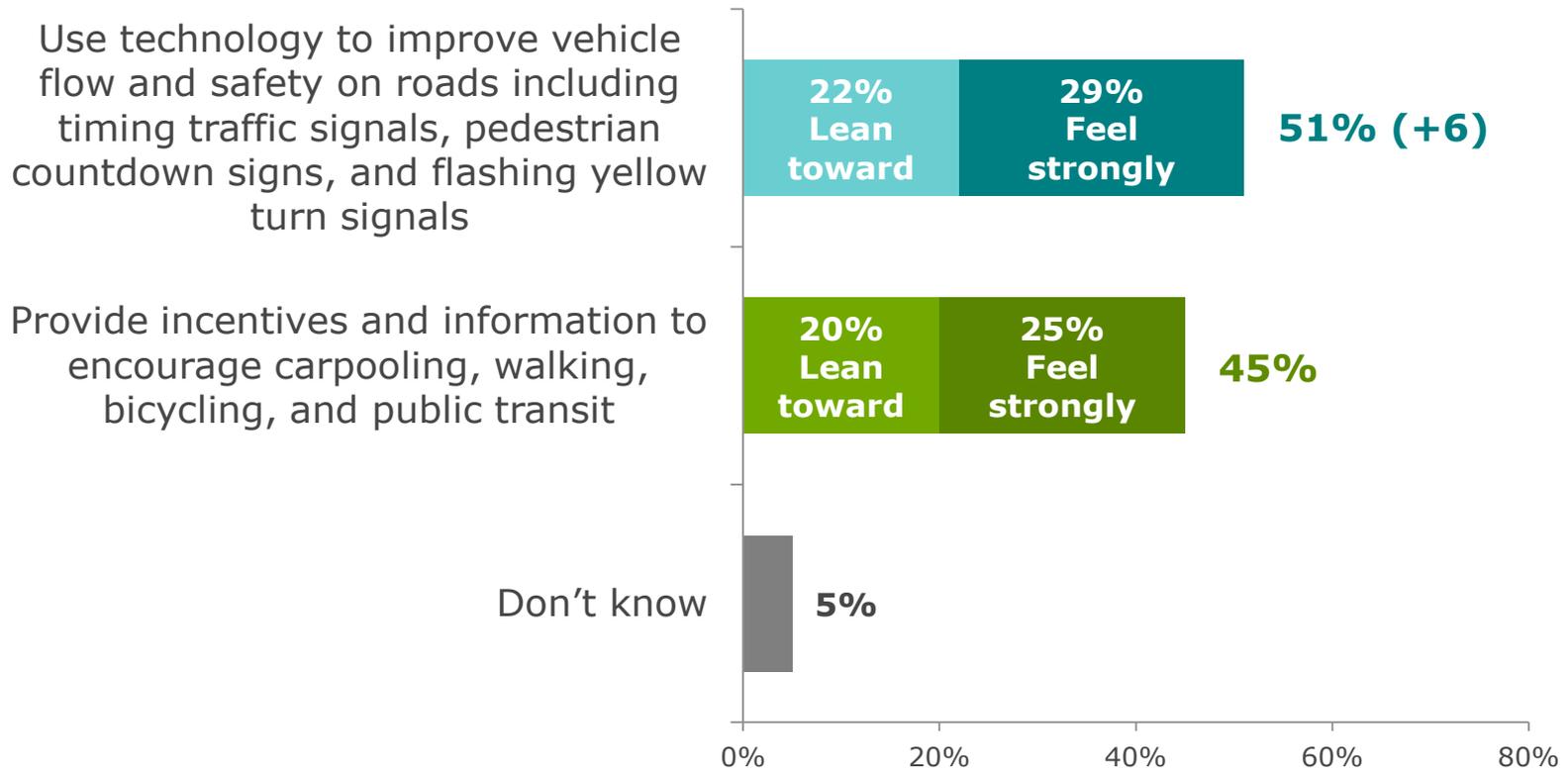
Expanding public transit and making it more frequent, convenient, accessible, and affordable is preferred over connecting more places with sidewalks, walking, and bicycle paths.

Strategy Preference



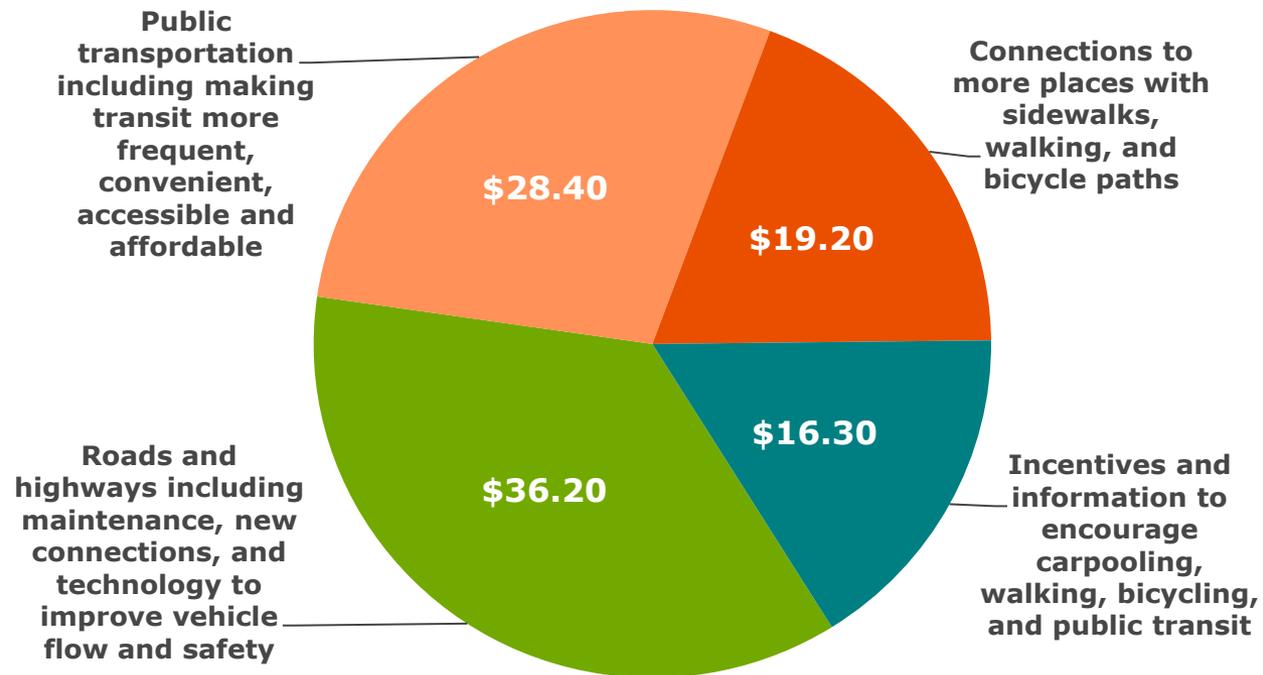
Residents are generally split over technology to improve vehicle flow and safety and incentives and information to encourage carpooling, walking, bicycling, and public transit.

Strategy Preference



Residents give higher priority for roads and public transportation when asked to allocate \$100 of existing funds across 4 transportation strategies.

Allocation of Existing Funds



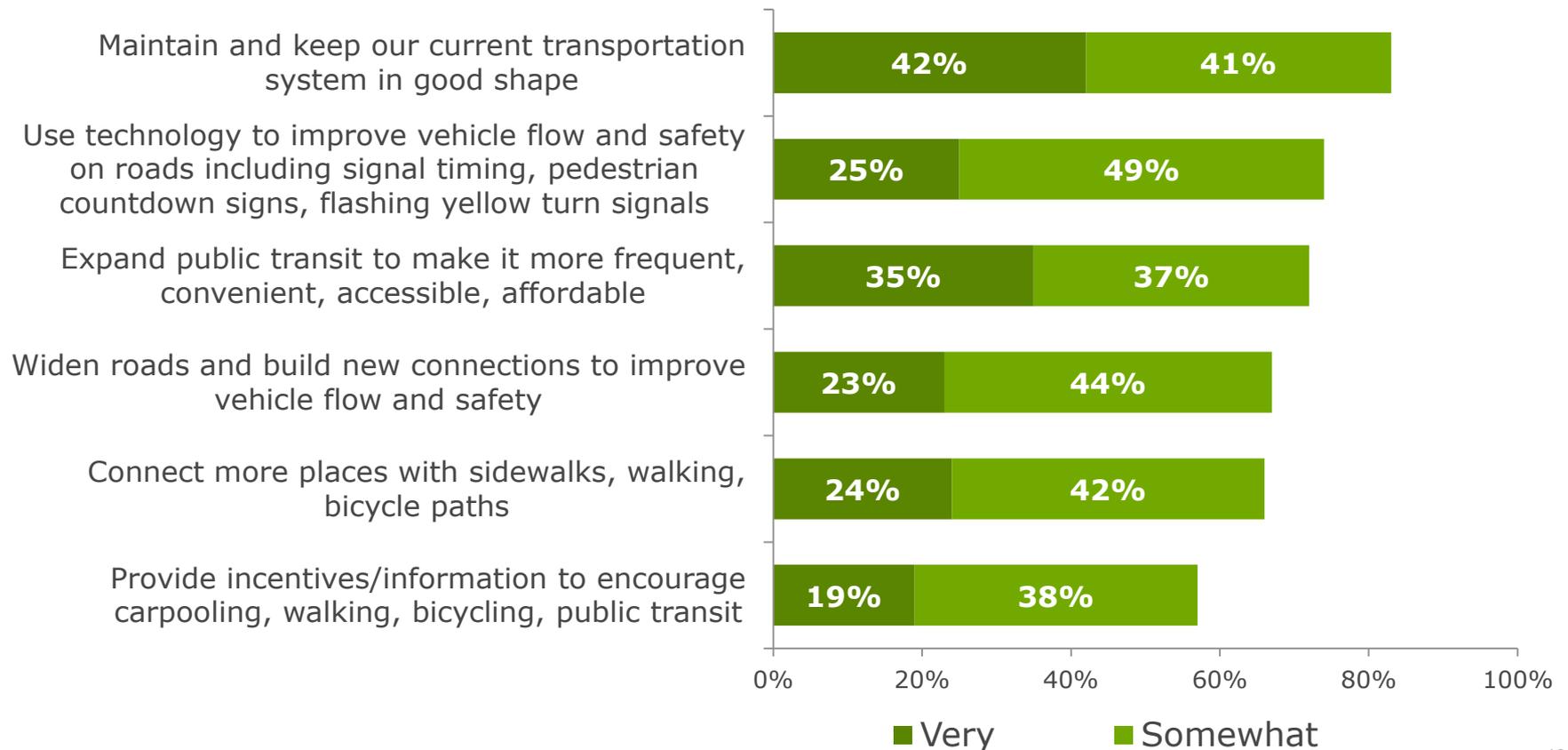
Similar priorities were seen in the focus groups.

Allocation of Funds with Goal of Making the Portland Region a Great Place to Live (relative rank).

	Multnomah	Washington	Clackamas
Maintain and make transit more convenient, frequent, accessible and affordable	1	2	1
Use technology and “smarter” roads to manage traffic flow and boost efficiency	2	1	4
Provide information to expand use of low carbon travel options and fuel-efficient driving techniques	4	3	2
Connect more places with sidewalks, pedestrian paths and separated bike paths	3	4	3

Residents are most willing to pay additional taxes or fees to fund road maintenance and expand public transit.

Willingness to Fund with Additional Taxes and Fees



Final Message to Metro

(Focus Group)

"If you make public transit easier and 'smarter,' I think it would help a lot of people and make emissions go down greatly. If it didn't take me an hour and a half to go a 30 min distance, I would be more for the idea." – Washington

"I really think that they need to buckle down and say, 'Look it has to be done, whether the people like it or not'... The people of southern Oregon and the people of eastern Oregon are going to benefit from the long-term effect of getting these things under control." - Clackamas

"I think looking outside of just transportation can help achieve the goal of lower emissions. If there are reasons for people to stay home, walk, or bike somewhere, or if people feel safe doing so, they make that choice. More convenient shopping/dining/entertainment options would help." – Multnomah

"I think they need to put a lot of thought, or more thought and consideration, into the impact on the growing community in the future, the decisions that they make today." - Washington



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