

## Metro Opt In – Climate Smart Communities Scenarios

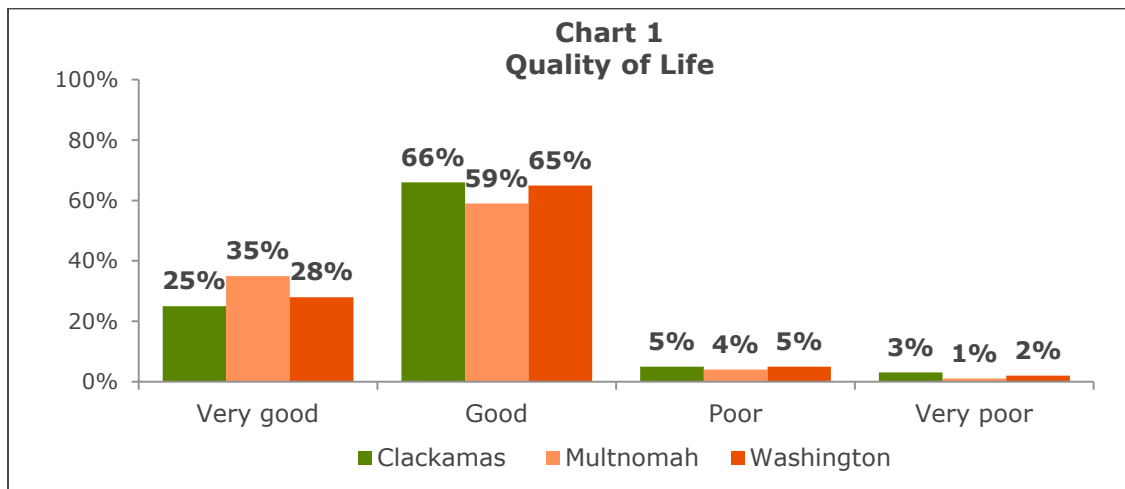
Davis, Hibbitts, & Midghall, Inc. (DHM Research), in partnership with Opt In, conducted an online survey with Opt In members to help Metro gauge attitudes and opinions around strategies to reduce vehicle emissions in the region.

**Research Design:** Between March 25th and April 2nd, 2014, Opt In members were invited to participate in the Metro Climate Smart Communities survey. A total of 1,762 members participated in the survey.

\*It's worth noting that the member profile of the Opt In panel is skewed toward those older in age, higher educational attainment, Multnomah County residents, and Democrats.

### A majority of panelists were satisfied with the quality of life in the region (Q1).

Overall, 94% of panelists felt that the quality of life in the Portland Metropolitan Region was *very good* (32%) or *good* (62%). Just 6% felt things were *poor* (4%) or *very poor* (2%). Panelists from Multnomah County (35%) were more likely than those from Clackamas (25%) and Washington (28%) counties to say the quality of life was *very good*. Democrats (41%) were also more likely than Republicans (14%) and Independents (22%) to rate the quality of life as *very good*.



Source: DHM Research, April 2014

### 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 (Q2)?

When panelists were asked to name two of the most important things they would like their local government officials to do that would improve the quality of life in the region, common themes arose. The economy and jobs, education, and transportation were all top-of-mind issues.

## Most Important Issues

*"Better/improved infrastructure (roads, plows, sidewalks) and better/more extensive public transportation" – Washington County*

*"Improve economic opportunities by working more closely with businesses. Improve safety of transportation, streets, etc." – Clackamas County*

*"Create & encourage more living-wage jobs. Improve public education." – Multnomah County*

*"Invest more, always more, in education and climate adaptation/sustainable development." – Washington County*

*"Reduce the number of cars and trucks in the city. Increase investments in pedestrian and human powered transportation." – Multnomah County*

*"More affordable housing close-in, not just out in the far suburbs; recognition that cars are a necessity for many people, particularly low-income people who can't afford to live close-in, and include their reality in transportation planning." – Clackamas County*

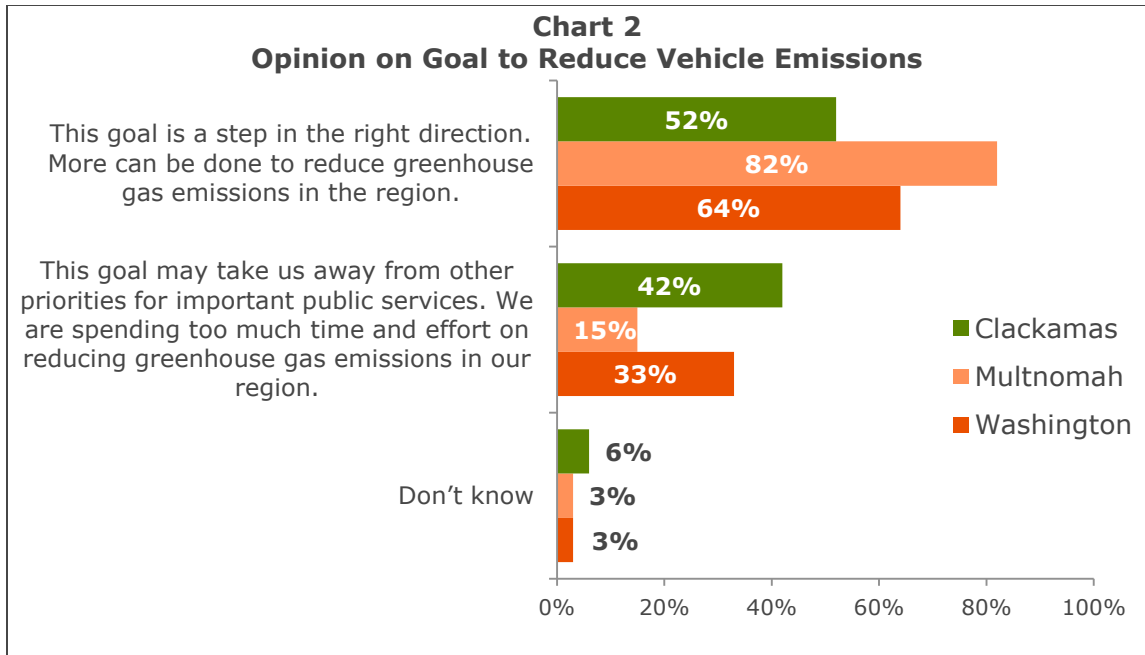
**A majority of panelists felt the goal to reduce vehicle emissions was a step in the right direction. However, some worried it may take away from other priorities for important public services. (Q3).**

### **This goal is a step in the right direction.**

Overall, 73% of panelists felt the goal to reduce vehicle emissions was a step in the right direction and more can be done to reduce greenhouse gas emissions in the region. Multnomah County panelists were more likely than those from Clackamas (52%) and Washington (64%) counties to feel this way. Democrats (89%) and women (80%) were also more likely than both Republicans (19%) and Independents (64%) and men (66%) to agree with this statement. The feeling that this goal is a step in the right direction decreased with age (18-34: 84%; 35-54: 76%; 55+: 65%).

### **This goal may take us away from other priorities for important public services.**

One in four (23%) panelists felt that the goal may take away from other priorities for important public services. Panelists from Clackamas County (42%) were more likely than those from Multnomah (15%) and Washington (33%) counties to feel this way. Republicans (79%) and men (31%) were also more likely than both Democrats (7%) and Independents (32%) and women (15%) to agree with this statement. The feeling that this goal may take away from other priorities increased with age (18-34: 13%; 35-54: 22%; 55+: 30%).



Source: DHM Research, April 2014

**What change would you like to see happen to the Portland Metropolitan region transportation system in the next ten years that would most improve the quality of life for you or your family (Q4)?**

Common changes mentioned included economic growth, expanding public transit, and making it easier/safer to walk and bike.

*"Economic growth should be paramount to all other planning efforts. Without strong economic growth, the region can't pay for ecological and environmental concerns."* – Washington County

*"Increase access to transit in underserved areas. Invest in sidewalks and bike paths to improve safe connectivity."* – Multnomah County

*"I would like to see better pedestrian access to areas. The road I live off of only has a partial sidewalk, with poor crosswalks. If it was safer, I would walk more. I think there has been progress made in some areas, but it could be more widespread."* – Clackamas County

*"Improve speed and accessibility. We need to make public transit a better option to increase usage."* – Multnomah County

*"Additional focus on adding lanes to vehicle traffic and reducing congestion."* – Washington County

*"More and better-maintained sidewalks, bike infrastructure and access to public transit that is safe (and perceived to be safe by all ages)"* – Clackamas County

**Participants' highest priorities for spending were maintaining our current transportation system, widening roads and building new connections and public transportation (Q39).**

Top priority for spending differed by county with Multnomah County residents prioritizing public transportation (\$25.80); while Clackamas (\$27.50) and Washington (\$25.00) county residents placed highest priority on maintaining and keeping our current transportation system in good condition.

	<b>Clackamas</b>	<b>Multnomah</b>	<b>Washington</b>
<b>Maintain and keep our current transportation system in good condition</b>	<b>\$27.50</b>	<b>\$23.10</b>	<b>\$25.00</b>
<b>Public transportation including making transit more frequent, convenient, accessible and affordable</b>	<b>\$17.20</b>	<b>\$25.80</b>	<b>\$19.00</b>
<b>Connections to more places with sidewalks, walking, and bicycle paths</b>	<b>\$11.60</b>	<b>\$19.10</b>	<b>\$13.50</b>
<b>Widen roads and build new connections to improve vehicle flow and safety</b>	<b>\$22.70</b>	<b>\$10.10</b>	<b>\$22.40</b>
<b>Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals</b>	<b>\$15.80</b>	<b>\$13.10</b>	<b>\$14.20</b>
<b>Provide incentives and information to encourage carpooling, walking, bicycling, and public transit</b>	<b>\$5.30</b>	<b>\$8.70</b>	<b>\$5.80</b>
<b>TOTAL</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>

**Metro Climate Smart Communities  
March 2014; N=1762 Opt In Panel  
DHM Research**

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=1762
Very good	32%
Good	62%
Poor	4%
Very poor	2%
Don't know	0%

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? Please be specific.  
**(OPEN)**

*\* see verbatim Excel file*

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.

3. Below are 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=1762
This goal is a step in the right direction. More can be done to reduce greenhouse gas emissions in the region.	73%
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.	23%
Don't know	4%

4. What change would you like to see happen to the Portland Metropolitan region transportation system in the next ten years that would most improve the quality of life for you or your family? **(OPEN)**

\* see verbatim Excel file

5. 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 six transportation priorities. Your total budget is \$100 dollars. You can assign any amount to a single item—from \$0 to \$100 – but the total of all six priorities will need to be \$100. Remember to allocate the money in the way you feel most closely matches your personal values and beliefs.

<b>Response Category</b>	<b>N=1762</b>
Maintain and keep our current transportation system in good condition	\$24.20
Public transportation including making transit more frequent, convenient, accessible and affordable	\$22.90
Connections to more places with sidewalks, walking, and bicycle paths	\$16.60
Widen roads and build new connections to improve vehicle flow and safety	\$15.00
Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	\$13.80
Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	\$7.50
<b>TOTAL</b>	<b>\$100</b>

6. 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.

<b>Response Category</b>	<b>N=1762</b>
Vehicle	90%
Walk	68%
Public transportation	37%
Bicycle	29%
Carsharing service, for example Zipcar, or Car2Go	5%
Other (motorcycle, skateboard, etc.)	3%
Don't know	0%

7. Which of the following best describes your ethnicity?

Response Category	N=1762
African	0%
African American/Black	1%
American Indian/Native American or Alaskan Native	2%
Asian or Pacific Islander	2%
Hispanic/Latino	2%
Slavic	1%
White/Caucasian	85%
Middle Eastern	1%
Refused	10%

**DEMOGRAPHICS ALREADY COLLECTED IN OPT IN SIGNUP SURVEY**  
**AGE**

Response Category	N=1762
Under 18	0%
18-24	1%
25-34	17%
35-54	40%
55-64	26%
65 or above	16%
Refused	0%

**Education** (Opt In combines first two categories from phone survey, less than high school and high school diploma or less)

Response Category	N=1762
8 <sup>th</sup> grade or less	0%
Some high school	0%
High school graduate	1%
Some college/community college/2-yr degree	14%
College degree/4-yr degree	37%
Post graduate	44%
No answer	2%

**Gender**

Response Category	N=1762
Male	51%
Female	49%
Don't know	0%

**County**

Response Category	N=1762
Multnomah	61%
Washington	25%
Clackamas	14%
Other	0%

## Income

Response Category	N=1762
Less than \$25,000	6%
\$25,000 to less than \$35,000	4%
\$35,000 to less than \$50,000	7%
\$50,000 to less than \$75,000	14%
\$75,000 to less than \$100,000	9%
\$100,000 to less than \$150,000	12%
\$150,000+	6%
<b>(Don't Ask)</b> Refused	

## Political Party

Response Category	N=1762
More of a Democrat	55%
More of a Republican	11%
More of an independent/Other party	30%
No Answer	4%