

## 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 begin to form a strategy to meet the State of Oregon’s requirement to reduce greenhouse gas emissions from cars, trucks, and SUVs.

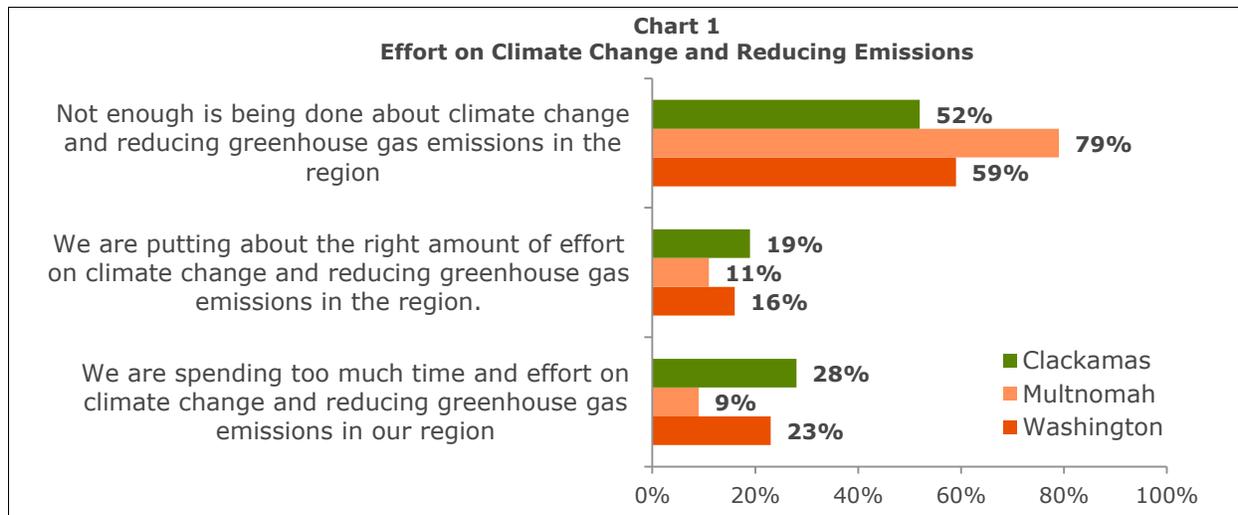
**Research Design:** Between March 26th and April 8th, 2013, Opt In members were invited to participate in the Metro Climate Smart Communities survey. A total of 2,835 members participated in the survey.

\*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.

### One in three participants consider themselves at least somewhat familiar with the State’s law requiring reduction of greenhouse gas emissions from cars, trucks, and SUVs. Almost all feel not enough is being done and that it is important to reduce these emissions (Q1-Q3).

The majority of participants are *not too familiar* (34%) or *not at all familiar* (33%) with Oregon’s law requiring the reduction of greenhouse gas emissions while one third are *very familiar* (4%) or *somewhat familiar* (28%) with the law. Clackamas County residents (42%) are more likely than those from Multnomah (31%) and Washington (32%) counties to be familiar. Those age 55 and older (38%) are also more likely than younger residents (29%) to be familiar with the law.

Overall, seven in ten do not feel enough is being done about climate change and reducing greenhouse gas emissions in the region. Multnomah County residents (79%), those ages 18-34 (81%), and Democrats (88%) are more likely than their counterparts to feel this way.



Source: DHM Research, March 2013

Most residents (86%) agree that it is very or somewhat important to reduce tailpipe emissions from cars, trucks, and SUVs. Again, Multnomah County residents (91%), those ages 18-34 (91%), and Democrats (97%) are more likely than their counterparts to feel this is important.

## Why is reducing tailpipe emissions important to you (Q4)?

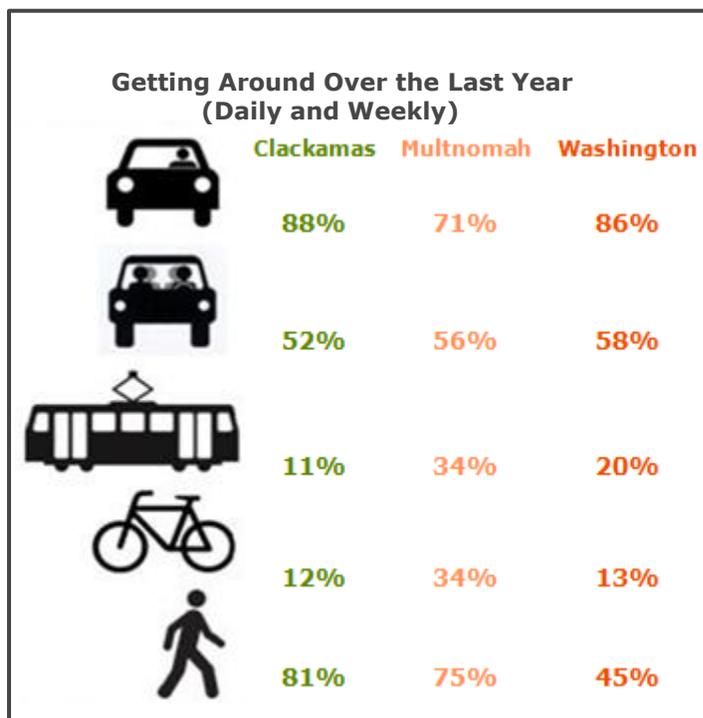
"Aside from the fact that these contribute to climate change, emissions also affect public health - particularly those who live and work near transportation corridors."

"I'm concerned about changes to habitats. Locally, salmon, lamprey and other fish, shellfish, and many other creatures may find conditions that make it difficult or impossible to survive."

"Climate change will have a negative impact on every aspect of our lives. We must do something about it before the situation becomes irreversible."

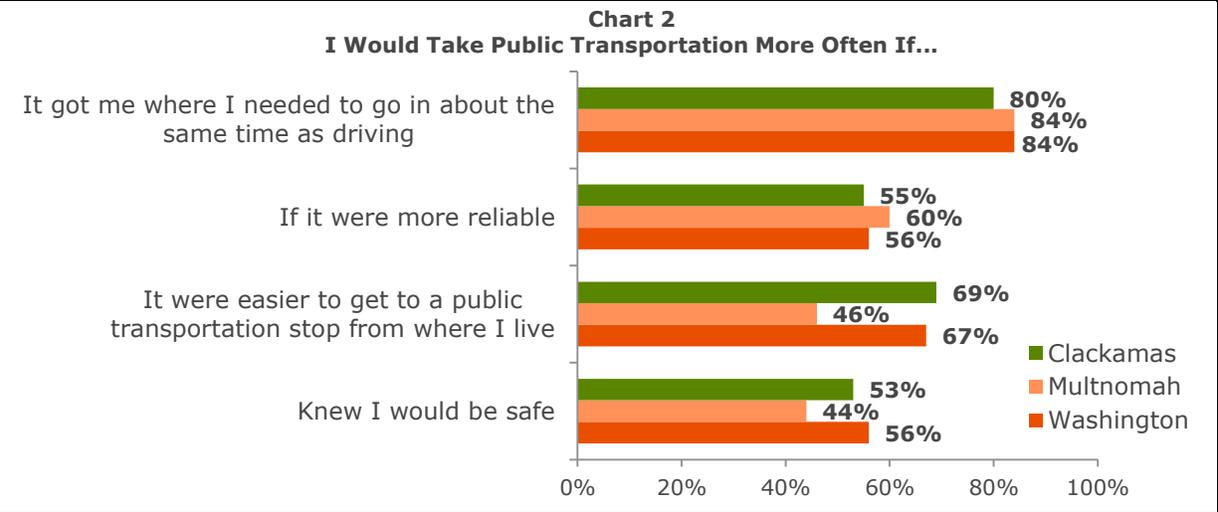
"We have the responsibility to each other, and future generations, to protect air quality and our health."

**Driving alone is the most common way to get around – with nearly eight in ten driving alone daily or weekly (Q5-Q9). But more than half of participants would take public transportation more often if it got them to their destination as fast as a car, if it were more reliable, and if it were easier to get to a stop from where they live (Q12-Q18).**



- More than half (56%) drive with others or carpool weekly or more often.
- Multnomah County residents are more likely than those from Clackamas and Washington counties to take public transportation and bike at least weekly to get around.
- Residents of Clackamas and Multnomah counties are more likely to walk to get around weekly or more often than those from Washington County.

Most (83%) agree that they would **take public transportation more often** if it got them to their destination as quickly as a car. More than half also agree that they would take public transportation more often if it were more reliable (58%) and if it were easier to get to a stop (54%).



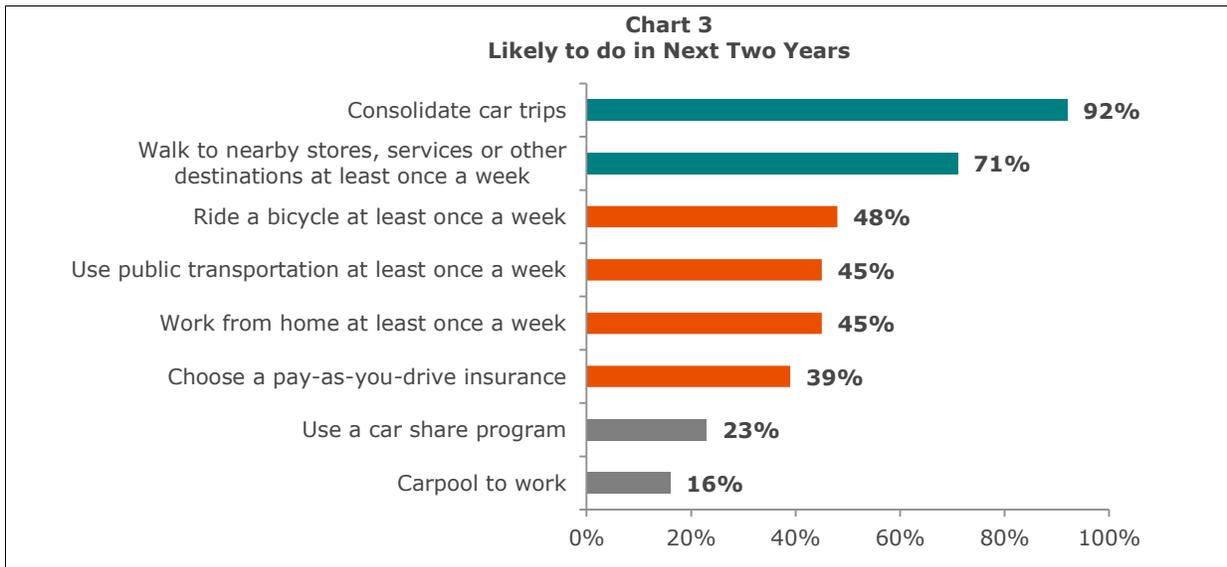
Source: DHM Research, March 2013

Overall, speed of reaching a destination is the number one factor that would increase public transportation usage. Residents of Clackamas and Washington counties are more likely than residents of Multnomah County to cite safety and stop accessibility as a reason to take public transportation more often.

Three in four (75%) agree that they would **walk or bike more often** if their destinations were closer to where they lived. More than half (57%) would walk or bike more often if there were more bicycle paths and sidewalks in their neighborhood and if they knew it would be safe. No differences in agreement exist by county.

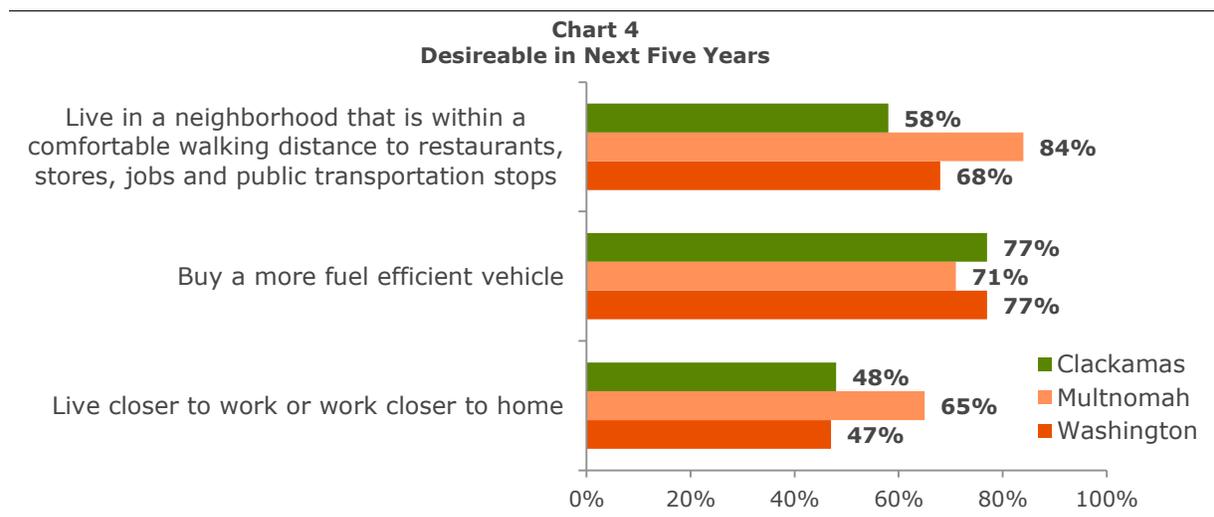
**A majority of participants plan to consolidate car trips and walk to nearby stores, services or other destinations at least once a week within the next two years (Q21-Q28).**

Top actions participants are likely to take in the next two years include consolidating car trips (92%) and walking to nearby stores, services or other destinations at least once a week (71%). In general, participants ages 18-34 are more likely than those older to be likely to participate in the actions found in Chart 3 in the next two years.



Source: DHM Research, March 2013

Participants were presented with 3 actions and were asked to rate how desirable they would be to do within the **next five years** (Q29-Q31).



Source: DHM Research, March 2013

Living in a neighborhood that is within a comfortable walking distance to restaurants, stores, jobs and public transportation stops was rated most desirable for Multnomah County Residents. Clackamas and Washington county residents find purchasing fuel efficient vehicles to be the most desirable of the three actions.

**Almost all agree that it is important for people to have the option to drive less. Most would like more transportation choices, giving them the freedom to choose how they get around (Q19-Q20).**

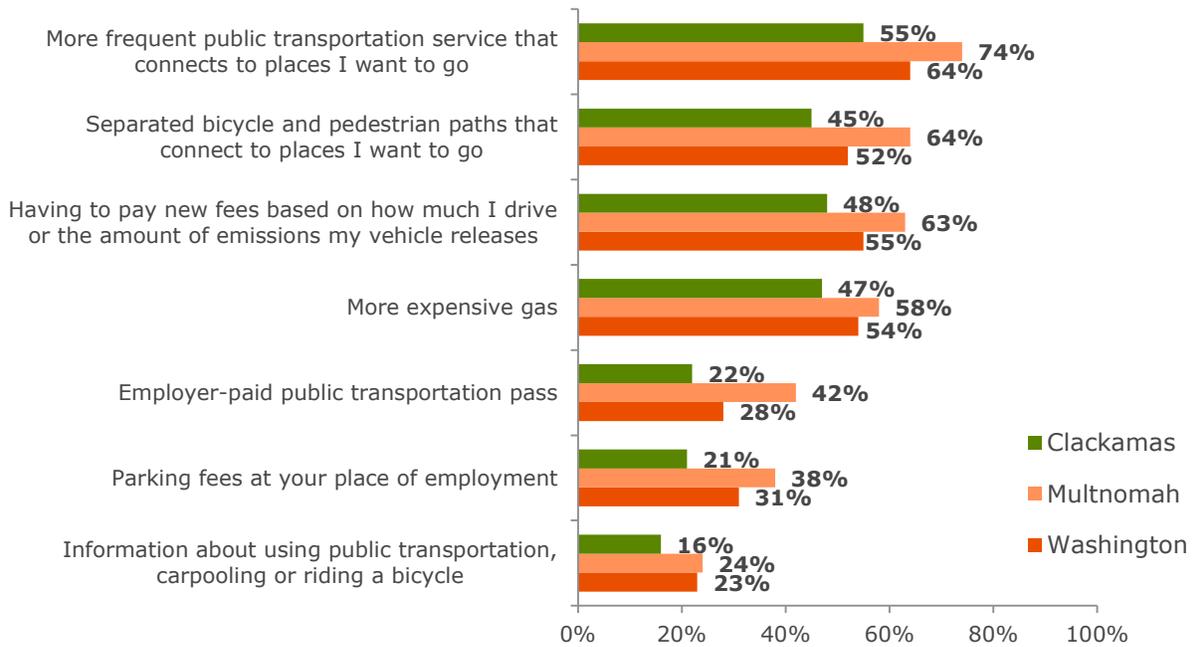
Three in four (76%) participants agree that they would like more transportation choices. Multnomah County residents (79%) are more likely than those from Clackamas (66%) and Washington counties (71%) to agree. Other subgroups most likely to agree include those ages 18-34 (85%) and those from households making less than \$50K a year (82%).

Nine out of ten (90%) participants agree that even if they don't want to or cannot drive less, it is important for other people to have that option (71% strongly agree, 19% somewhat agree). Agreement is highest in Multnomah County (92%), ages 18-34 (94%), Democrats (96%), and those from households making less than \$50K a year (92%).

**More frequent public transportation service would have the largest impact on reducing the amount participants drive (Q32-Q38).**

The majority of residents from all three counties feel that more frequent public transportation service would have a great deal or some impact on the amount they drive. In general, Multnomah County residents and those ages 18-34 are more likely than their counterparts to feel each of the factors in Chart 5 would have an impact on the amount they drive.

**Chart 5**  
Impact on Reducing Amount You Drive

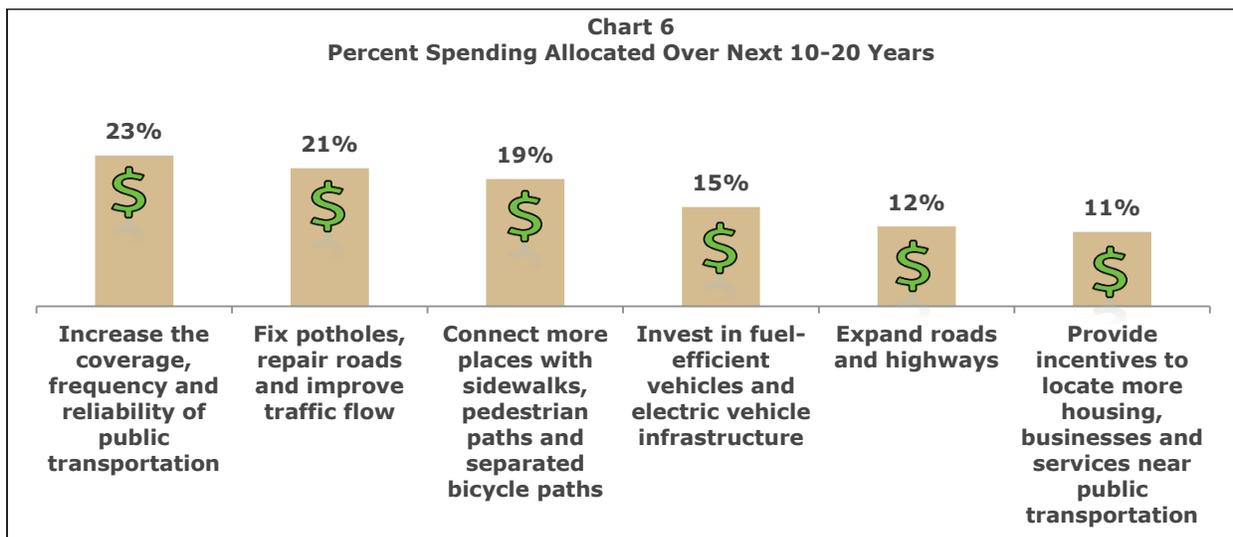


Source: DHM Research, March 2013

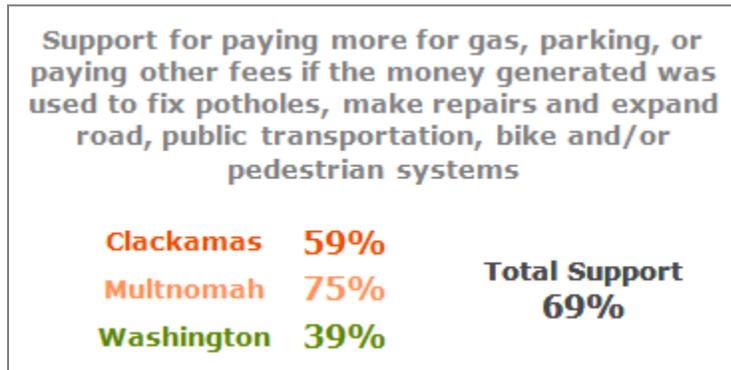
**Participants’ highest priorities for spending are increasing the coverage, frequency and reliability of public transportation, and on fixing potholes, repairing roads and improving traffic flow (Q39).**

Top priority for spending differs by county with Multnomah County residents prioritizing increased coverage, frequency and reliability of public transportation (25%); while Clackamas (26%) and Washington (22%) county residents place highest priority on fixing potholes, repairing roads and improving traffic flow.

**Chart 6**  
Percent Spending Allocated Over Next 10-20 Years



**There is support for paying more for gas, parking, or other fees if the money generated were used to fix potholes, make repairs and expand road, public transportation, bike and/or pedestrian systems (Q40).**



- Multnomah County residents are more likely than those from Clackamas and Washington counties to support paying more.
- Support is also higher among participants ages 18-34 and Democrats.

**Top things participants hope to see in the region’s future include protection of farms, forests and natural areas, reduction of air pollution, and long-term jobs created and retained closer to where people live (Q41).**

Participants are also hopeful that *people will have greater freedom to choose how they get around because they have more transportation choices, dependence on foreign oil will be reduced, and people’s health will improve.*

**What do you think are the most important issues that decision-makers should consider (Q42)?**

*"Building and maintaining a robust public transportation system that has good coverage, frequency, and affordability, along with expanding alternative transportation forms."*

*"Education is critical. The vast majority of motorists believe that gas taxes pay for 100% of road construction and maintenance. This is completely false, and they need to know it."*

*"Create transportation options that allow for going from one place to another in the same amount of time or just a little more than a car would take. "*

*"Number one is that alternate fuel vehicles are the future. We should do everything practicable to get these vehicles on the street and to provide the refueling of infrastructure."*

*"Don't be shy, and don't be afraid of making difficult decisions to accomplish what is needed. People resist change until they experience it. Don't allow that resistance to set us up for failure to meet our goals."*

*"Providing good public transportation options reduces the pressure on vehicle routes."*

*"Start with the low-hanging-fruit and that is congestion on roadways. This will get us ahead of the problem quickly by reducing fuel consumption wasted in congestion."*