

## 1 | INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted an online survey among Opt In members, along with other members of the Tri-County region 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: DHM Research emailed all Opt In members, 19,110 residents at the time the survey was administered, and invited them to participate in the survey between March 26th and April 8th, 2013. A total of 2,835 members participated in the survey.

The surveys were hosted on an independent and secure DHM server and available to respondents 24 hours a day. In gathering responses, DHM employed quality control measures including pre-testing and monitoring the online survey to identify potential browser issues.

**Note to the Reader:** The Opt In panel is a form of public engagement. Responses to Opt In feedback opportunities are meant to engage residents in the public planning and decision-making processes.

**DHM Research:** 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](http://www.dhmresearch.com)

## 2 | ANNOTATED QUESTIONNAIRE

### SURVEY INTRODUCTION

Thank you for participating in this Opt In survey. Metro and its partners want your early involvement as they begin to form a strategy to meet the State of Oregon's requirement to reduce greenhouse gas (GHG) emissions from cars, trucks and SUVs.

The purpose of this survey is to understand the choices you would be willing to make and the outcomes that are most important to you as the region's decision-makers consider options for meeting the state requirements. The survey will take 5-6 minutes.

Here is a timeline of decisions about greenhouse gas reductions.

2007 Oregon legislature establishes GHG emission reduction goals	2009 Oregon legislature directs Metro to develop a strategy to reduce GHG emissions from cars, trucks and SUVs	2013 Metro and local governments, with public input, will develop and test strategy options	2014 With public input, Metro will adopt a strategy that includes policies and tools to reduce GHG emissions
---	---	--	---

This survey is hosted by DHM Research, a non-partisan and independent public opinion research firm, to ensure individual responses remain confidential. None of your answers will be associated with any identifying information.

### SURVEY QUESTIONS

In the Portland region, transportation is responsible for about 25% of the greenhouse gas emissions, mostly coming from cars, small trucks and SUVs. Where we live, work and play, how we access daily services and the type of vehicle we drive, all affect our greenhouse gas emissions. This survey focuses on options to reduce these tailpipe emissions.

1. The Oregon Legislature passed a law to reduce greenhouse gas emissions from cars, trucks and SUVs by 2035. Much of this reduction is expected to come from cleaner fuels and vehicle technologies. **How familiar are you with this law?**

Response Category	N=2835
Very familiar	4%
Somewhat familiar	28%
Not too familiar	34%
Not at all familiar	33%
Don't know	1%

2. Here are statements about climate change. Which one of these statements comes closest to your point of view?

Response Category	N=2835
A. Not enough is being done about climate change and reducing greenhouse gas emissions in the region. Everyone - residents, businesses, governments - can and should do their part, from using less fossil fuels to conservation of natural resources to creating green products and enforcing policies and stricter standards.	71%

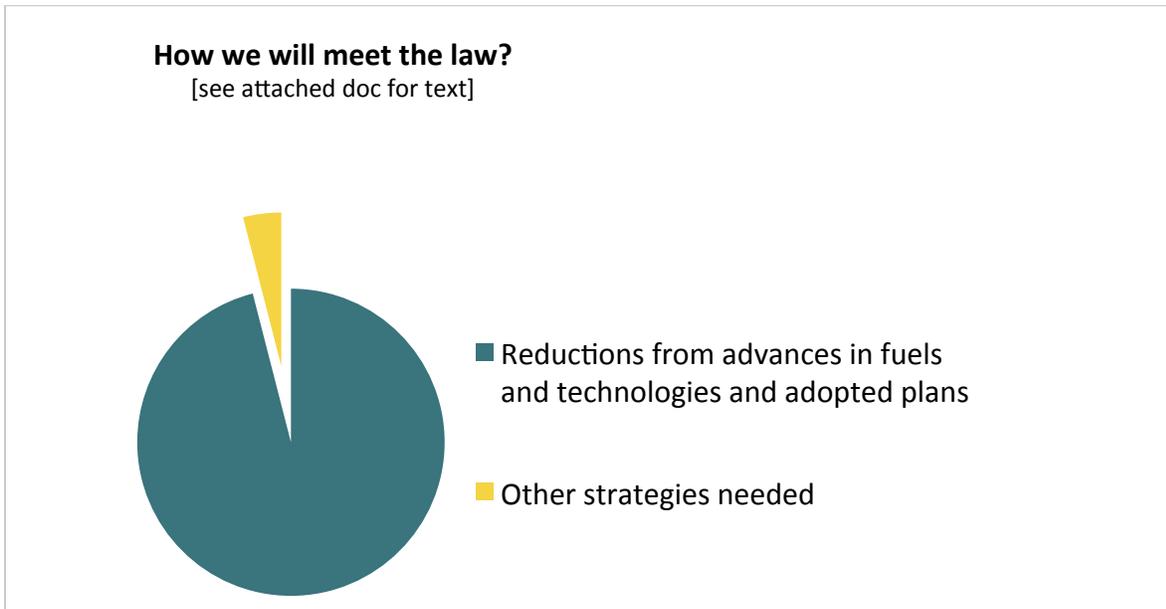
B. We are putting about the right amount of effort on climate change and reducing greenhouse gas emissions in the region. Our current progress and goal to reduce greenhouse gas emissions is sufficient.	13%
C. We are spending too much time and effort on climate change and reducing greenhouse gas emissions in our region. The importance and impacts of climate change and greenhouse gas emissions are over-exaggerated. We have other priorities right now.	15%
D. I do not have an opinion on this matter.	1%
Don't know	0%

**3. How important is it that our region reduces tailpipe emissions from cars, trucks and SUVs?**

Response Category	N=2835
Very important	60%
Somewhat important	26%
Not too important	9%
Not at all important	6%
Don't know	0%

**4. [ASK IF Q3="VERY/SOMEWHAT" IMPORTANT] Why is reducing tailpipe emissions important to you? Please be specific Open-End**

*See Verbatim file*



To effectively reduce tailpipe emissions, strategies will need to make it easy for people to drive less and make driving more efficient. Ultimately, this means we spend less time in traffic and less money on gas. Some proposals include:

- Fixing potholes, making repairs and improving the flow of traffic

Other regions in the U.S. have used strategies such as these to reduce tailpipe emissions.

- Locating new homes, stores and jobs closer to each other and near public transportation
- Increasing the coverage, frequency and reliability of public transportation
- Connecting more places with sidewalks, pedestrian paths and separated bicycle paths
- Informing people about travel choices and simple ways to drive less and save gas
- Charging fees based on emissions produced, fuel consumed or miles driven
- Investing in fuel-efficient vehicles and electric vehicle infrastructure
- Providing incentives for people to get around in ways other than driving alone
- Expanding roads and highways

**Thinking about the last year, how would you describe how you get around?** Keep in mind this is for transportation trips and not for recreation or exercise.

Response Category, N=2835	Daily	Weekly	Monthly	Rarely or never	Don't know
5. Driving alone	47%	30%	8%	15%	0%
6. Driving with others or carpooling	14%	42%	14%	29%	0%
7. Taking public transportation	14%	14%	22%	50%	0%
8. Bicycling	13%	13%	11%	62%	1%
9. Walking	38%	26%	12%	23%	0%

**How much do you agree with each of the following statements?**

Response Category, N=2603	Strongly agree	Smwt agree	Smwt disagree	Strongly disagree	Don't know
10. I have no choice but to drive as much as I currently do.	33%	33%	18%	14%	1%
11. I want or like to drive as much as I currently do and do not feel the need to bike or take public transportation.	18%	14%	30%	36%	2%

I would take public transportation more often if . . . :

Response Category, N=2835	Strongly agree	Smwt agree	Smwt disagree	Strongly disagree	Don't know
12. If it were more reliable	23%	35%	21%	14%	7%
13. Knew I would be safe	20%	28%	20%	25%	7%
14. It got me where I needed to go in about the same time as driving	55%	28%	7%	7%	2%
15. It were easier to get to a public transportation stop from where I live	27%	27%	19%	23%	4%

I would walk or bike more often if:

Response Category, N=2835	Strongly agree	Smwt agree	Smwt disagree	Strongly disagree	Don't know
16. My destinations were closer to where I live	44%	31%	10%	11%	3%
17. There were more bicycle paths or sidewalks in my neighborhood	31%	26%	16%	22%	5%
18. I knew it would be safe	28%	29%	16%	21%	5%

<b>Response Category, N=2835</b>	<b>Strongly agree</b>	<b>Smwt agree</b>	<b>Smwt disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
19. I would like more transportation choices that would give me freedom to choose how I get around	41%	35%	11%	10%	3%
20. Even if I don't want to or cannot drive less, it is important for other people to have that option	71%	19%	6%	4%	1%

**How likely are you to do the following within the next 2 years?**

<b>Response Category, N=2835</b>	<b>Very likely</b>	<b>Smwt likely</b>	<b>Not too likely</b>	<b>Not at all likely</b>	<b>Don't know</b>	<b>NA</b>
21. Carpool to work	8%	8%	23%	43%	5%	14%
22. Use a car share program (i.e. Zipcar, or Car2Go)	11%	12%	25%	48%	3%	2%
23. Consolidate car trips, i.e., planning trips so you avoid unnecessary trips	74%	18%	3%	4%	0%	1%
24. Use public transportation at least once a week	27%	18%	25%	27%	1%	1%
25. Ride a bicycle at least once a week	31%	17%	18%	31%	1%	2%
26. Walk to nearby stores, services or other destinations at least once a week	52%	19%	13%	15%	0%	1%
27. Choose a pay-as-you-drive insurance, which provides discounts for fewer miles driven	14%	25%	20%	31%	8%	2%
28. Work from home at least once a week	29%	16%	14%	28%	3%	10%

**How desirable are the following for you to do within the next 5 years?**

<b>Response Category N=2835</b>	<b>Very desire</b>	<b>Smwt desire</b>	<b>Not too desire</b>	<b>Not at all desire</b>	<b>Don't know</b>	<b>NA</b>
29. Buy a more fuel efficient vehicle	45%	29%	9%	9%	4%	5%
30. Live in a neighborhood that is within a comfortable walking distance to restaurants, stores, jobs and public transportation stops	58%	18%	6%	11%	2%	4%
31. Live closer to work or work closer to home	39%	19%	9%	14%	5%	14%

**What impact would the following have on reducing the amount you drive?**

<b>Response Category, N=2603</b>	<b>A great deal</b>	<b>Some impact</b>	<b>Not too much</b>	<b>No impact at all</b>	<b>Don't know</b>	<b>I already do</b>
32. Employer-paid public transportation pass	21%	15%	13%	34%	6%	11%
33. Separated bicycle and pedestrian paths that connect to places I want to go	31%	28%	16%	24%	1%	0%
34. Information about using public transportation, carpooling or riding a bicycle	4%	18%	33%	43%	1%	0%
35. More frequent public transportation service that connects to places I want to go	37%	32%	14%	15%	1%	0%
36. Parking fees at your place of employment	15%	19%	16%	42%	8%	0%
37. More expensive gas	18%	37%	25%	18%	1%	0%
38. Having to pay new fees based on how much I drive or the amount of emissions my vehicle releases	22%	36%	19%	20%	3%	0%

39. Among these investments, how would you allocate spending over the next 10-20 years? Indicate what percentage each should receive, totaling 100%.

<b>Response Category</b>	<b>N=2835</b>
Fix potholes, repair roads and improve traffic flow by coordinating traffic signal timing, clearing crashes more quickly, providing alternate route information to avoid congestion	20.6%
Provide incentives to locate more housing, businesses and services near public transportation	11.1%
Increase the coverage, frequency and reliability of public transportation	22.5%
Connect more places with sidewalks, pedestrian paths and separated bicycle paths	19.0%
Invest in fuel-efficient vehicles and electric vehicle infrastructure	14.8%
Expand roads and highways	11.9%
<b>TOTAL</b>	<b>100%</b>

40. Would you support or oppose paying more for gas, parking, or paying other fees if the money generated was used to fix potholes, make repairs and expand road, public transportation, bike and/or pedestrian systems?

<b>Response Category</b>	<b>N=2835</b>
Strongly support	33%
Somewhat support	36%
Somewhat oppose	10%
Strongly oppose	18%
Don't know	3%

41. It is important that the strategy selected supports the future wellbeing of our region.

Here are some things others have said they hope to see. **What do you most hope to see in our region's future?** Please identify your top 5 strategies, with 1 being highest:

Response Category , N=2835	1 Highest	2	3	4	5 Lowest
Farms, forests and natural areas will be protected	14%	11%	11%	10%	9%
Air pollution will be reduced	12%	12%	9%	9%	9%
People will have greater freedom to choose how they get around because they have more transportation choices that meet their needs	11%	8%	9%	10%	9%
Good, long-term jobs will be created and retained closer to where people live	10%	12%	11%	10%	9%
Our dependence on foreign oil will be reduced	8%	8%	8%	7%	9%
People's health will improve	7%	8%	8%	8%	9%
Residents will spend less time in traffic because the transportation system is more reliable	7%	7%	9%	8%	7%
Business costs will be reduced and new businesses want to locate in the region	7%	6%	5%	6%	6%
People will have affordable housing choices where they want to live	5%	8%	7%	8%	7%
More public transportation will be located near my home	4%	5%	5%	4%	5%
Safety in my neighborhood and on the streets will be improved	4%	5%	6%	6%	5%
Access to recreational activities, parks and nature will be improved	2%	4%	6%	6%	7%
More stores and restaurants will be located near my home	2%	4%	5%	5%	5%
Other [open]	4%	1%	1%	1%	1%
Don't know	2%	2%	2%	2%	2%

42. What do you think are the most important issues that decision-makers should consider?

[open]

There will be more opportunities to share your opinions with decision-makers before they select a strategy to reduce tailpipe emissions in 2014. **How do you want to be involved?**

- Send me email updates (require an email address)
- I want to participate in follow-up surveys and discussions (require an email address)
- I'm done

## Demographics

The following questions are for demographic purposes only.

43. What is your age?

Response Category	N=2835
18-24	2%
25-34	16%
35-54	43%
55-64	24%
65 or more	16%
Mean	0%

44. Gender

Response Category	N=2835
Male	50%
Female	50%

45. County of residence (**READ LIST**)

Response Category	N=2835
Multnomah County	63%
Washington County	25%
Clackamas County	12%

46. When it comes to politics, do you consider yourself more of a Democrat, more of a Republican, more of an Independent, or a member of another party?

Response Category	N=2835
More of a Democrat	57%
More of a Republican	11%
More of an Independent/other party	28%
No answer	4%

47. What is the highest level of education that you have had the opportunity to complete?

Response Category	N=2835
High school degree or less	2%
Some college/technical/community college/2 year degree	15%
College degree/4 year degree	37%
Post graduate	44%
No answer	2%

48. What is your race or ethnicity?

Response Category	N=2835
American Indian/Native American	0%
Asian/Pacific Islander	1%
Black/African American	0%
Hispanic/Latino	1%
White/Caucasian	85%
Two or more ethnic groups	3%
Other	1%
Refused	8%

49. What is your annual household income?

<b>Response Category</b>	<b>N=2835</b>
Less than \$10,000	2%
\$10,000-14,999	1%
\$15,000-24,999	3%
\$25,000-34,999	4%
\$35,000-49,999	7%
\$50,000-74,999	12%
\$75,000-99,999	10%
\$100,000-149,999	11%
\$150,000-199,999	4%
\$200,000 or more	3%
Mean	44%

**Thank You for your time.**