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Metro Regional Transportation Options (RTO)

FOCUS GROUPS



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Introduction & Methodology

1

DHM Research conducted two focus groups with Asian residents of the Portland metro area who are frequent drivers. The purpose of the research was to identify barriers, incentives, and strategies for choosing travel options among lower and higher-income residents. In accordance with Metro's racial equity goals, this research focused on the perspectives of Asian residents. As this group was identified in prior survey research as driving more frequently than other communities of color, this research seeks to offer deeper insight into the experiences and priorities of Asian residents of the Portland metro area. While many of the findings here are likely applicable to other residents who drive, further research should focus on other communities of color and historically marginalized demographic groups to ensure that the voices and needs of all residents are included in policymaking and planning.

Research Methodology: The two focus groups were held on November 23, 2019, in Portland, Oregon at Consumer Opinion Services. The first group consisted of higher-income Portland metro area residents who frequently drive and identify as Asian or Asian American (n=7) and the second group consisted of lower-income Portland metro area residents who frequently drive and identify as Asian or Asian American (n=10). Each participant was paid \$100 for their time—childcare was also offered to eliminate barriers for participation.

Participants were recruited by Consumer Opinion Services from their professionally maintained database and website, through social media posts on Facebook, Instagram, Twitter, and Craigslist, by way of referrals from ineligible participants, and via other outreach channels. Efforts were made to ensure that each group included participants with a range of gender identities and ages, drawn primarily from ZIP codes with higher access to transportation options as determined by Metro analysis. The recruitment screener (Appendix B) was developed by DHM Research and Metro RTO based on analysis of prior quantitative research, Metro's racial equity lens, and industry best practices. During the recruitment process, the screener (Q4) was adjusted to more accurately reach the intended audience for the research: those who currently rely primarily on their personal vehicle and who have access to other transportation options. See Appendix A for complete participant demographics, as collected by the background questionnaire found in Appendix E.

Each focus group lasted for two hours, and consisted of a series of eight written exercises and subsequent discussions to ensure that participants had a range of ways to communicate. Transcribed responses to written exercises can be found in Appendix A, while the handouts that participants were given can be found in Appendix D. The topic guide (Appendix C) which served as an outline for the exercises and discussion was developed in collaboration between DHM Research and Metro RTO based on analysis of prior quantitative research, Metro's racial equity lens, and industry best practices. While the guide offered prompts for discussion, the professional moderator—who identifies as Asian—guided the discussion based on participant responses.

Statement of Limitations: Although research of this type is not designed to measure with statistical reliability the attitudes of a particular group, it is valuable for giving a sense of the attitudes and opinions of the population from which the sample was drawn.

This report highlights key findings from the focus groups. Each section reviews a major topic from the group discussions and includes representative quotations, as well as evaluative commentary. The quotes and commentary are drawn from both written exercises and transcripts produced from recordings of the group discussions.¹ The referenced appendices provide the complete responses to all written exercises.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policymaking.

¹ Quotations were selected to represent the range of opinions regarding a topic, and not to quantitatively represent expressed attitudes. Some have been edited for clarity to ensure correct punctuation and to eliminate non-relevant or intervening comments.

Summary & Observations

2

Asian residents like getting around the Portland area due to its human scale, accessible amenities, and many transportation options. Some have gripes about driving and public transit in the region.

For the most part, participants appreciate how easy it is to get around in the Portland area as compared to other similarly-sized cities. They say that their daily needs can be met in a small radius and that traveling to even the farthest-flung parts of the region is manageable. Participants also commented that there were many different types of transportation in Portland—bike, bus, MAX, streetcar, walking, rideshares—and different routes to get around.

On the other hand, participants are concerned about congestion and a dangerous culture of driving, both due to continued population growth. Some also say that public transit does not meet the needs of residents when it comes to convenience and safety.

Asian residents' top priorities when getting around focus on travel times, ease of travel, and physical safety.

Participants list reducing travel times, having reliable travel times, and being able to get around simply and easily among their top priorities. They say that every minute spent traveling is a minute not spent at their destination and emphasize that they need consistency and flexibility to be able to get where they are going on time—especially to work. Driving a car often ticks these boxes, but participants also want to avoid sitting in traffic or congestion due to extended travel times and the stresses of driving in traffic.

In addition to more general safety concerns, Asian residents also say fears of racism and harassment impact their decisions on how to get around. Those with children seem to have greater concerns about safety.

Among this audience of frequent drivers, driving alone and carpooling are the most common types of transportation used. While they think other types of transportation have their limitations, participants indicated moderate interest in getting around using other modes.

Over the past two weeks, participants drove alone an average of 11.5 days and carpooled an average of 6.9 days. They most often drive for shopping or errands and work, though they seem to take more social and recreational trips when carpooling. Participants say driving tends to be the most convenient way to get around despite traffic, costs, and other wide-ranging concerns. Many appreciate the control that driving alone affords them—from setting their schedule to picking their music. While carpooling tends to mean ceding some of that control, participants largely say that companionship, cost savings, and reduced environmental impacts make carpooling well worth it.

Walking is the next most common type of transportation and is used most frequently for shopping and recreation. While participants love the experience of walking, they say their destination needs to be nearby and that the weather must be right to do so. Fewer had used public transit, saying that doing so can be inconvenient and, at times, unsafe. Biking was even less common. All that said, participants indicated interest in walking (10 of 17), biking (9), and riding transit (7) more than they currently do.

Lower-income residents seem more interested in alternatives to driving, though likely face further barriers to doing so.

While participants say they have a choice of how to get around, they identify key barriers to using types of transportation other than driving alone. Those with children face further barriers.

The majority of participants say their decisions for how to get around are personal choices rather than being determined by the options available to them. They make choices based on the convenience, reliability, and travel times of the options available to them and the context of their trips. Many have a routine, though some make decisions on a day-to-day basis to best meet their needs.

Convenience is a primary barrier for participants using other types of transportation. They say that driving tends to be easiest, fastest, and least planning-intensive option. Participants contrasted the experience of driving with that of public transit, where they feel limited by stop locations, routes, and schedules. Safety is also a notable barrier for biking, walking, and taking public transit. Some say infrastructure is lacking, while others say they have been dissuaded from using other types of transportation by racist acts.

Those with children say their schedules are even harder to navigate without driving, as they are responsible for getting their children where they need to go as well. Others say they want to protect their children from harm, including acts of racism, and are hesitant to let them travel using alternatives to driving. Some participants suggested that as their children grew older, they would grow more comfortable with alternatives.

Participants could be motivated to use alternatives to driving by way of comparative improvements to the convenience, safety, and cost of alternatives. From a list of government programs, they identify financial incentives, safety enhancements, and street improvements as most motivating.

Participants say that they would be motivated to use types of transportation other than their vehicles more if alternatives became more appealing or driving became less appealing based on their life circumstances. As elsewhere, convenience is key, and respondents say that improvement to the routes, frequency of service, and overall travel times of public transit would encourage them to ride more often. They also say that infrastructure to improve safety for those riding transit, walking, and biking would motivate them to use alternatives more often. Participants say that while alternatives tend to be cheaper than driving, they would need to see further savings to switch. Free public transit was a common and universally popular suggestion, with some reminiscing about TriMet's Fareless Square program.

Participants say that financial incentives for not driving alone, safety enhancements, and street improvements would motivate them to use other types of transportation. Financial incentives are especially motivating for lower-income residents. To make an impact, participants say that financial incentives would need to eliminate costs, rather than reduce them. Safety enhancements like painted crosswalks, bike lanes, or barriers from cars would encourage participants to take shorter trips by walking or biking. Street improvements, such as lighting, seating, or trees, were also popular, with lighting in particular seen as mitigating safety concerns that some participants have about using alternatives.

Recommendations & Next Steps

Based on the goals of this research and our analysis, DHM Research offers the following recommendations for the Metro Regional Transportation Options (RTO) program to consider.

- Many of the barriers that prevent participants from using other types of transportation will require systemic improvements to transit and infrastructure. Rather than taking on all these challenges, focus on a few key areas, and collaborate with other government agencies across the region to ensure that efforts are in alignment with the priorities of residents.
- Carpooling may be the lowest-hanging fruit to encourage people to use types of transportation other than driving alone. Participants are already familiar with carpooling, which they see as more enjoyable and cost-effective while mostly maintaining the flexibility of driving alone. Those with children may be more open to carpooling with other families than other alternatives, which they see as posing logistical challenges and opening the door to danger for their children.
- Focus on free transit passes rather than reduced fares. Participants indicated that they would consider switching to public transit if they did not have to pay but expressed hesitance to do so at reduced rates. This was especially true among the lower-income group. Ensure that programs such as free passes are not only distributed through companies that employ professional-class workers with higher incomes.
- Consider communicating directly with residents in areas where safety improvements are made to encourage them to walk and bike to nearby locations. Participants expressed interest in many modes, and having information about how their concerns have been addressed may encourage them to change how they get around for some of their trips.
- While not a top priority for participants, some indicated that more information about available transportation options would help them make better decisions and offer a chance to break out of the routine of driving alone. Communications should address residents' priorities of short, reliable travel times, ease, and safety.
- Asian residents say that racism and harassment shape their decisions about getting around. While improvements like lighting and cameras may assuage some of these concerns, consider partnering with culturally specific and anti-hate organizations to develop programs that more directly address concerns about racism in public spaces.
- Continue to employ Metro's racial equity lens when conducting research to support the RTO program. Focus group research in subsequent years should focus on members of other communities of color to ensure that all of the regions' residents have access to transportation options that work for them.

DHM Research conducted two focus groups with lower- and higher-income Asian and Asian American residents of the Portland metro area. The purpose of the research was to identify barriers, incentives, and strategies for choosing travel options, while employing Metro’s racial equity lens.

3.1 Getting around Portland

Participants were first asked about their likes and dislikes about getting around Portland, and were reminded that they could get around by car, public transportation, biking, walking, and other ways.

Participants appreciate Portland for its human scale, accessible amenities, and many transportation options. Many said it wasn’t too hard to get to even the most far-flung places in Portland, and that their daily needs were largely met within a relatively small radius. Participants also commented that there were many different types of transportation in Portland—bike, bus, MAX, streetcar, walking, rideshares—and different routes to get around. In these ways, Portland was viewed favorably when compared to other similarly sized cities.

“I like that Portland feels small enough to get around quickly. To go anywhere in town, it doesn’t take too long. I usually drive or take the bus. Whatever form of transportation I’m using, it doesn’t seem to take too much time.” —Lower income

“I like the MAX as transportation. I feel I can close my eyes and relax, and I don’t have to worry about the traffic. It’s safer. And it’s never overcrowded, and the timings are perfect. It’s easy or convenient to get a ticket.” —Lower income

Participants’ dislikes largely centered on specific ways of getting around, starting with driving. Congestion is the top concern for both audiences, though lower-income participants focused more on traffic and increased travel times. Participants are also concerned with a shifting and unsafe culture of driving in Portland and a lack of parking. These concerns are seen as connected to Portland’s growth.

“I think there’s so many problems with this city growing. This city is not prepared for more automobiles and cars and being a big city. It’s just not thought out very well.” —Lower income

“I’ve noticed that most people are pretty polite, docile, pretty nice people. But now there’s like an influx of a lot of people and very aggressive drivers and very passive drivers, and then some in the middle. There’s not really a culture of driving anymore.” —Higher income

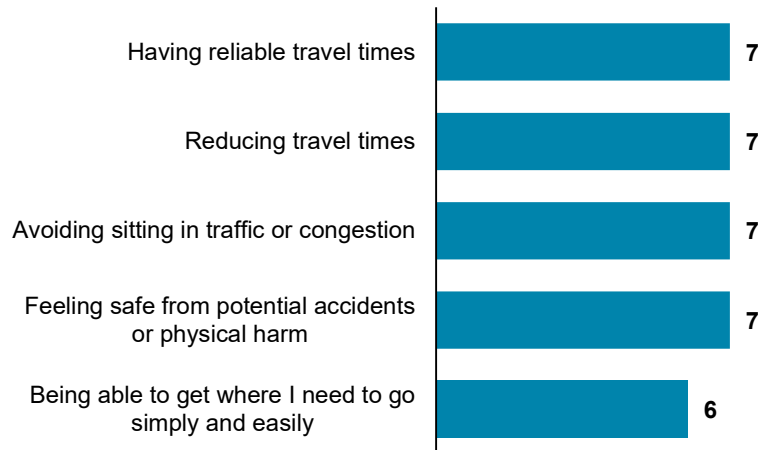
Participants also often noted concerns with public transit. They say bus routes are limited, bus service is too infrequent, and that riding the bus takes a long time and can be unreliable. They are disappointed that there are no late-night options for public transit and that Portland had no underground infrastructure of public transit. Some noted safety as a concern, both when getting to and riding public transit.

“I try to take the MAX from my home to work, but I have to walk to the MAX station. There are not too many pathways. It’s not safe for the pedestrian.” —Lower income

3.2 Priorities for getting around

Participants were asked to select from a list of options the three priorities that impact their decisions of how to get around and were asked to explain their choices. Many of residents' highest-ranked priorities have to do with travel times and ease.

Chart 1
Top Transportation Priorities



DHM RESEARCH | METRO RTO FG | CHART 1

Seven participants listed reliable travel times in their top three, citing the importance of consistency for their routines and when they needed to deal with unexpected circumstances. Participants noted that they have hectic schedules which leave little room for error as they manage traveling to work, school, appointments, and helping their family members to do the same. For lower-income residents, these concerns were heightened by the precarity of their employment and more stringent expectations around timeliness. In this section, public transit was used as an example of a reliable and unreliable option.

“Knowing how to schedule roughly what the travel time is, give or take 10 or 15 minutes, being able to cram everything into one day, because to me, time is very important.” —Higher income

“I would love to be able to [ride the MAX] for work; it’s just about timing for me. I’m on strict schedules with doctors and clinics, and if I show up late, they won’t have me back, you know? In order to survive, I need that.” —Lower income

Seven participants also listed reducing their travel times and avoiding traffic or congestion. These issues were often talked about in conjunction with traffic being the primary source of extended travel times. Participants say every minute spent traveling is a minute not spent at their destination. They also lament the stress and frustration of traffic, their inability to do anything else while driving, and harm to the environment. Some will go out of their way to avoid traffic, even if it means a longer overall travel time.

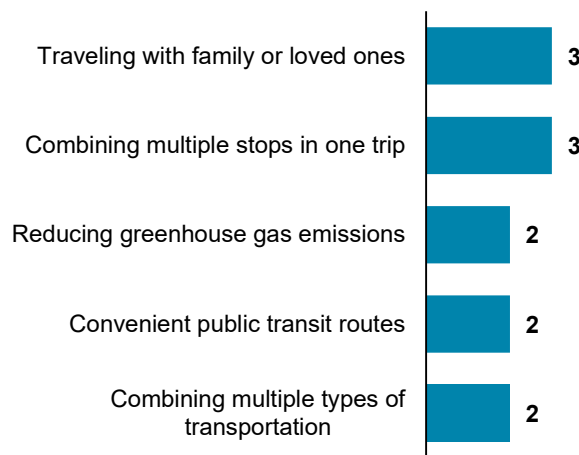
Seven participants also mentioned feeling safe as a top priority. Concerns about safety included the potential for accidents, lack of lighting at night, and being harmed while riding public transit. Some participants explicitly cited racism against Asian residents as a top consideration when choosing how to get around. Those with children seem to have higher concerns about safety.

“Asians, black people, anybody who is basically not white is going to get harassed. My sister for example, she was told before in the past to go back to her country. We’re going to have racists and stuff like that. It’s also feeling more safe, like in your own car compared to being harassed or threatened on the bus or something like that.”
 —Higher income

“Well, [my children] not being exposed to traumatizing stuff, like people fighting or accidents, just witnessing stuff or anything happening to them physically.”
 —Lower income

Six participants listed simplicity and ease among their top priorities as a balm for their hectic lives. This concern was higher among the lower-income group.

Chart 2
Other Transportation Priorities



DHM RESEARCH | METRO RTO FG | CHART 2

Other priorities were listed by three or fewer participants. Participants appreciate getting extra time with the people they love and also respond to concerns about safety by traveling with their loved ones, especially children. Combining stops in one trip is seen as a way to increase efficiency and save time. Environmental concerns drive a couple of higher-income participants to change their transportation choices. Lower-income participants also listed the importance of public transit routes in underserved areas and multiple types of transportation, such as park and rides.

3.3 Experiences with types of transportation

Participants were asked about their use of certain types of transportation for trips to get around in the past two weeks. Driving alone and carpool were the types of transportation most often used, followed by walking. Few participants ride public transit or bike often.

Per the goals of the research, all participants were frequent drivers: on average, they drove alone 11.5 days out of the past 14. They primarily drive alone for shopping or errands (15 of 17), to get to work or school (10), or for medical or dental appointments (5).

Participants cite convenience as a main benefit of driving in a car alone. Doing so makes it easy to carry bulky items (such as when shopping), travel with loved ones, and to ensure that they are able to make it to work on time. Participants also appreciate the reliability and flexibility that driving offers them.

“Right now, it’s just convenience for work. I have to use my car for work. I go to different client sites, and it’s like, pretty hectic if I don’t have my vehicle, also more costly.” —Higher income

“Because I have to be at work by a certain time. And I actually have two jobs, so I have got to be at both jobs by a certain time, and I have kids. So, they have to get to school on time and then I pick them up at a certain time.” —Lower income

Participants appreciate the control over their schedule, but also over their experience: some note the importance of getting alone time while driving, prioritizing listening to music or making phone calls to loved ones.

Some like driving in the car alone for safety reasons in general and also specific to their experiences as people of color.

*“If I’m going to a safer area, I might feel more safe there than going to Northeast Portland and 82nd area, more of the ghetto, where also the homelessness and stuff are over there. Of course, you also see on social media racial slurs and things like that. It makes me just hate people more and more about that. I try to avoid that...we can’t change who we are: that’s why I mainly take my car because I feel more safe.”
—Higher income*

Participants complaints about driving alone largely focus on the impact of traffic, the costs of driving, and the inability to do other enjoyable activities while driving. Others say they dislike the negative environmental impact, parking, or the danger of accidents.

Across both groups, only three lower-income residents had not carpooled in the past two weeks. Those who carpooled did so an average of 8.4 days (overall average of 6.9). In addition to shopping (8 of 17) and getting to work or school (6), participants also list leisure (7) and social visits (5) as common types of trips they take by carpooling.

Participants appreciate the social experience of carpooling. Whether their time is shared with family or friends, they say carpooling can be more relaxing and enjoyable than driving alone—especially if you’re a passenger. Other participants focus on efficiencies, such as using time wisely, saving on gas or parking costs, and avoiding undue harm to the environment.

“Fun times; singing music with my kids; making memories; people to talk to especially when there’s traffic.” —Lower income

“I try really hard to carpool, just so I can save on gas since gas prices are skyrocketing right now, but also because I really am a firm believer in trying to release less gas emissions into the environment so that way we can prevent more global warming and things like that.” —Higher income

In addition to shared concerns about driving alone, traffic most prominent among them, participants dislike that they lose some control over their experience when carpooling. Getting around takes more coordination, trips become less flexible, and fellow carpoolers may have different expectations about cleanliness or driving styles. Overall, participants say the benefits outweigh the drawbacks.

“The dislike with carpooling is that it’s no longer your time. It’s everyone’s in that carpool’s time. But the benefits I think outweigh, because you’re not paying as much insurance. You’re not paying as much gas. You’re not spending the time on the road by yourself. I know most of us don’t like driving in traffic, and it’s boring. When you have someone there with you, you can share boring moments together.”

—Higher income

About half of the participants in each group had walked in the past two weeks, with those who had walked doing so an average of 4.9 days (overall average of 2.5). The most common trip types for walking are shopping or errands (5) and leisure or recreation (5). While many enjoy walking, they say conditions must be just right to do so.

Participants say walking offers the chance to relax, get exercise, and spend time outside, all while having a minimal impact on the environment. They say doing so is convenient and easy—when conditions are right.

“Usually I walk to the gym after work, and then I walk to the Lloyd Center for shopping. I like walking, because I feel like I’m keeping myself active. Also, it’s pretty walkable in the Lloyd District, I feel like, unlike where I live. Where I live, it’s not walkable, and that’s why I don’t walk.” —Lower income

Participants say they are limited to what is nearby due to the slowness of walking. Weather is a barrier for some: too hot, too cold, too wet. Other say they feel unsafe walking, whether due to a lack of infrastructure or worries about racist treatment.

“More pedestrian-friendly environment. You could put sidewalks in new areas. There’s almost no sidewalks.” —Higher income

Five participants had used public transit recently, doing so an average of 2.2 days out of the past 14 (overall average of .6). The most common trip types for public transit are commuting (3) and for leisure or recreation (3). Some mentioned financial incentives from their employers to use public transit.

“Just for leisure purposes, because I work downtown so I’m not going to try to drive my car somewhere [during the workday]. It’s just mainly to travel around town, if I want to go shopping, or I want to go out to eat or something.” —Higher income

“My company used to offer us a free bus pass. So that was free, and the incentive was to take the bus.” —Higher income

Participants say that public transit can be a convenient option to get around to particular locations, such as downtown, all while avoiding traffic, freeing their attention to focus on other things, and offering the chance to connect with other passengers. Some view public transit as reliable.

“I pretty much trust the bus system here and the MAX and the streetcar here to arrive and get to places on time. I have had good experience with it.” —Lower income

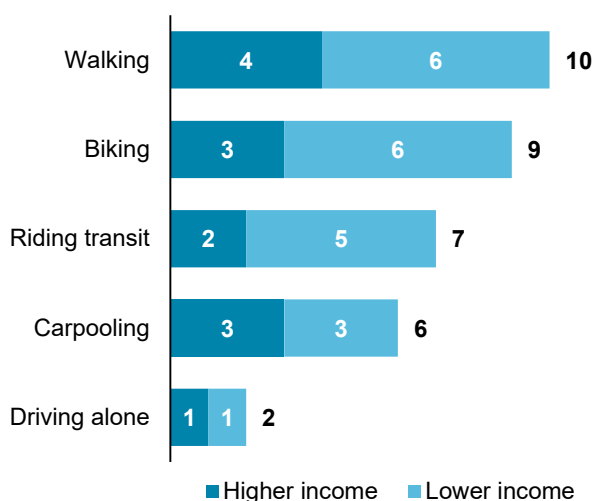
Other participants say that public transit is too slow, irregular, and imprecise to count on to get around. They also cite challenges when carrying around the bounty of their errands or bulky items. Some say that they feel unsafe on public transit.

“I think if I took public transportation it would take me about two and a half hours to get [to work]. And I already work really early in the morning, so that was definitely a trade-off.” —Lower income

Only one participant in each group had biked in the past week—they had done so on one of the last 14 days. Participants cite shopping, leisure, and going to the gym as reasons for their biking trips. Participants bike to avoid traffic and exercise, but they worry about their safety when biking.

Throughout the discussion, it became clear than participants use an amorphous calculus—with convenience at the forefront—to make decisions about how they’ll get around. Key considerations include estimated and actual travel times, their starting and ending location, the type of trip they’re taking, who they are traveling with, what time of day it is, what the weather is like, and the broader impact of their decisions. That said, using their personal vehicle is the current default and conditions must be ripe for them to use methods other than driving alone or carpooling.

Chart 3
Interested in Using More Than Now



DHM RESEARCH | METRO RTO FG | CHART 3

However, participants did express interest in using other types of transportation more often, with each alternative to driving alone being listed by at least six of 17 participants. Lower-income residents seem more interested in using alternatives to driving, though likely face further barriers to doing so.

“I would ride transit more if I could, if it was feasible, timely, I totally would, or safer, meaning cleaner and well lit and cameras.” —Lower income

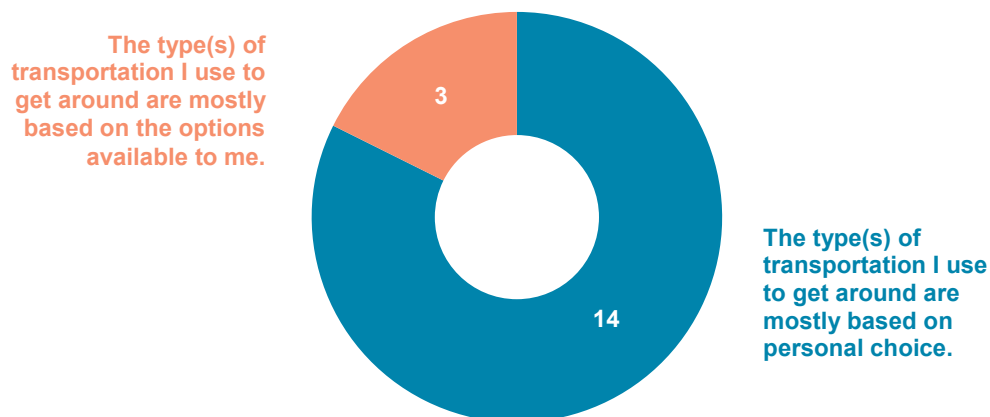
“I work in Portland, I live in Wilsonville, it’s not really feasible for me time-wise. But when I live in Portland in a few months I would definitely like to take public transportation more.” —Lower income

“And then if I had a bike, I would definitely ride it. Actually, there’s not many places I have to go that are bikeable, that I’m not needing to carry stuff. I clean for a living, so I have to have my cleaning supplies, so it’s not really feasible to take public transportation a lot.” —Lower income

3.4 Expanding transportation options

Participants were asked whether they think the types of transportation they use is based on personal choice or constricted by the conditions they face. A strong majority of each group say personal choice shapes their transportation decisions.

Chart 4
Reason for Types of Transportation



DHM RESEARCH | METRO RTO FG | CHART 4

Those who said the types of transportation they use are mostly based on personal choice reiterated that they make decisions based on the convenience, reliability, and travel time of the options available to them. Participants largely suggest that they find a routine that works for them and largely stick to it, though others say they make decisions on a day-to-day basis. Some describe the ability to choose as a luxury.

“I like the convenience of a car for the distances I need to travel and the things that I need to get done. Using other options would be more time consuming. More of a hassle.” —Lower income

“I am fortunate to own a car, a bike and a Hop pass, so I have many options available to me. Therefore, I have the freedom to choose what is best for me on a given day.” —Lower income

Participants who say their choices are based on the options available to them suggest that if conditions were different, they’d be likely to make other choices.

“If I have the option, I would like to take public transportation. If the bus station is close to where I live and if it goes to the place I intend to go.” —Lower income

Participants were next asked what prevented them from using types of transportation other than driving alone and what might encourage them to do so.

Convenience and safety are the largest barriers for participants using other types of transportation. When it comes to convenience, participants say that driving tends to be the easiest, fastest, and least planning-intensive option. They also mentioned the challenges of public transit: far away stops, indirect routes, longer travel times, and the difficulties of carrying along what people need for their days. Some said that a lack of knowledge—how to ride a bike, or information about the transportation options available to them—was a barrier.

“Public transit does not always present a clear, direct route to where I need to go sometimes. If my choice is between a 15-minute solo car ride or a 45-minute two-bus route, I sometimes go with the car.” —Lower income

“When I used to take the bus a lot, I used to know what the bus schedule was, and I’d know relatively what time to go, what time I would get there, so reliable timing. But since I’m not familiar with the different bus routes [you need] to know what to research, schedules, bus schedules if you want to do that.” —Higher income

Participants bring up safety concerns for biking, walking, and taking public transit. For the latter, they again mentioned feeling unsafe on account of lacking infrastructure—uncleanliness, inadequate lighting, no camera monitoring—and harassment, or worse. In the lower-income group, participants discussed the hate crimes and murders committed on the MAX in May of 2017 as dissuading them from taking transit.

“I used to take public transit a lot when I was younger, because it gave me a sense of independence. But what pushed me to save up money and buy a car was because of all the bad experiences I had and times I felt unsafe.” —Lower income

Participants with children say they face further challenges using alternatives to driving their personal vehicles. They say that getting their children where they need to go is a delicate dance that requires planning and flexibility in order to get everyone to their destination on time. Others cite worries about their children’s safety or the need to keep them engaged while traveling. In short, these participants put their children first and tend to believe that driving is the best option to meet their needs.

“We’ve just honed our lifestyle to accommodate mostly my kids. But that accommodation is butting up against maybe what’s better for my community as a whole.” —Higher income

Some participants with children express comfort with alternatives for their children, particularly as they age. These alternatives include riding public transit, taking the school bus, and walking. A few participants in each group were familiar with the Safe Routes to School program, though they have concerns about safety and weather.

“My daughter is 15, and right now she takes the school bus, which is safe and convenient. But if that’s not available, I would prefer that she should walk with a bunch of other companions, friends, walk to the school, which I did when I was young.” —Lower income

I don’t know so much about sending my kids out there like that, because of reckless drivers, other bicyclists, mean kids. There’s just all kinds of things that I don’t want them to experience that I went through, so I try to put this little shelter around them.”

—Lower income

When asked about what might encourage them to use types of transportation other than driving alone more often, participants also often discuss the importance of convenience. They say that if other modes became more convenient—or driving less so—they’d be willing to change their behaviors. Participants desire improvements in the form of expanded routes, more frequent service, reduced travel times, and increased security for public transit (including at park and rides). They also say that infrastructure improvements to increase the safety of walking and biking would encourage them to use those types of transportation more. In all, were alternatives to rival the convenience of driving, participants would be happy to use them more often.

“I think I would drive less if I had, if there were more frequent buses, because the bus stop is like two blocks away, but it only goes to one direction, one pathway. There’s

not a lot of variability...The ideal would be a sort of door-to-door kind of accessibility for public transportation.” —Higher income

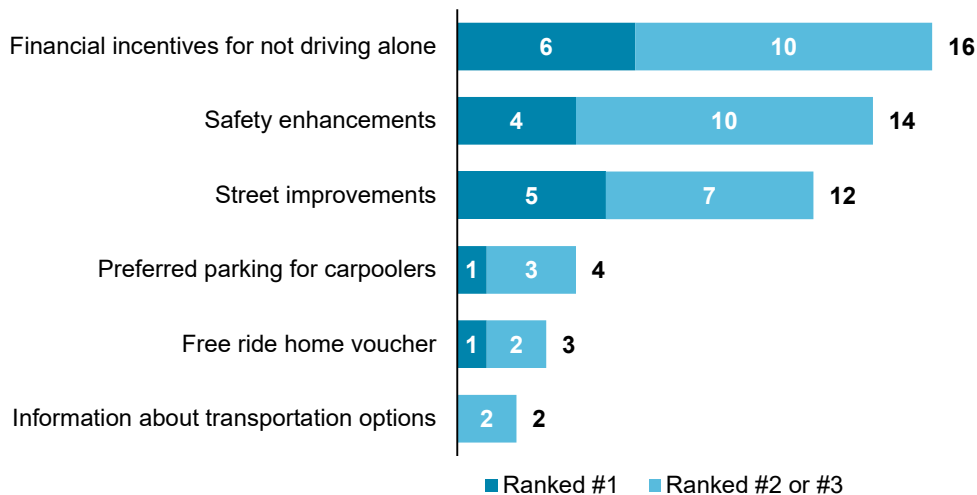
Participants also say that the cheaper costs of alternative modes of transportation may encourage them to drive their personal vehicles less, especially if costs were reduced through incentives or the elimination of transit fares. Others say that the negative environmental impact of driving encourages them to use other types of transportation. Finally, participants say that they would be willing to drive less if where they live or their work situations made it easy to do so.

“This system [of everyone driving] has very clear, obvious problems, and I decide to participate in that because it’s more convenient for me or because it works better for me.” —Lower income

“It’s not really a transportation solution, but I would think the option to work at home reduces traffic. If everyone, 50% of Portland started working at home, that would be great.” —Higher income

Next, participants were presented with a list of ways that government agencies could motivate residents to use other types of transportation besides driving alone. This list was determined based on the top scoring programs in the prior quantitative survey. Participants rate financial incentives, safety enhancements, and street improvements as their top programs.

**Chart 5
Motivating Government Programs**



DHM RESEARCH | METRO RTO FG | CHART 5

Almost all participants listed financial incentives in their top three, and six participants listed it as their most motivating program—five of those six were lower-income residents, suggesting that cost is a more pressing barrier for this audience. Participants believe that these incentives would encourage behavior change, using the high costs of driving as a leverage point. They call for free public transit access rather than reduced fares.

“I believe public transportation, like any other service for the public, should be free and accessible to all.” —Lower income

“But I said I would only consider it if it’s free, not reduced, because if it’s free I don’t have to weigh the cost at all, but if it’s reduced it’s still a financial burden on me.”

—Lower income

Nearly as many participants listed safety enhancements like painted crosswalks, bike lanes, or barriers from cars in their top three, including four who said it was most the most motivating option to them. Some say that these kinds of improvements would mitigate safety concerns they have for the shorter trips they'd like to take by walking or biking, while others have more intractable concerns.

"I always like to see taxpayer dollars going to help improve areas of our community."

—Higher income

"I don't feel safe when walking even short distances alone, even when well lit."

—Lower income

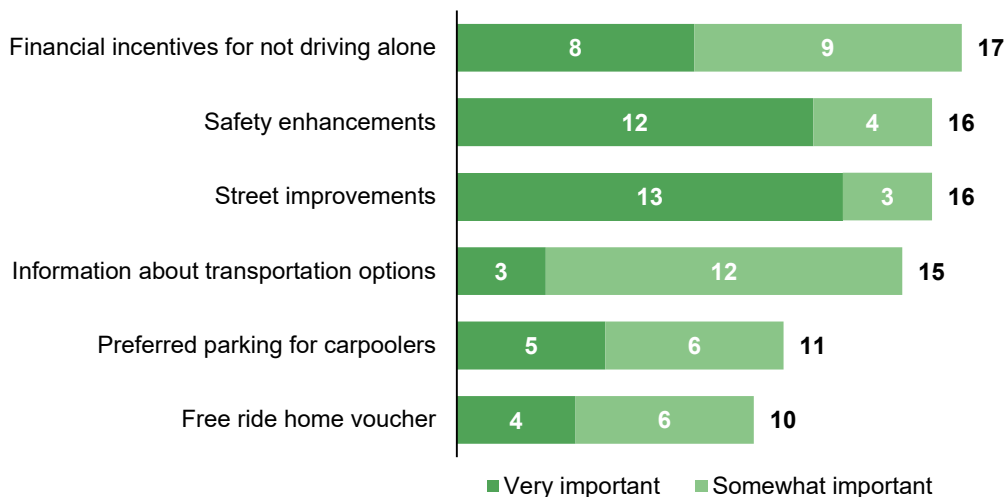
Street improvements such as lighting, seating, or trees were also popular: 12 listed them in their top three and five did so as their most motivating option. Participants say that these improvements—lighting in particular—would make them feel safer when using types of transportation other than driving.

"It's just too dark. I just feel it's so unsafe for biking or walking. Or at night you can't see people." —Lower income

"I had people follow me home on a bus. That wasn't a very good experience. I lived right off of a somewhat busy area, but in order to get to my house I had to go through a dark alleyway. Number one is just security." —Higher income

Participants were also asked how important they thought each program was for improving the Portland metro area's transportation system.

Chart 6
Importance of Government Programs



DHM RESEARCH | METRO RTO FG | CHART 6

The results largely mirror those from the prior exercise and show that participants see each of these programs as having value for the region. While the most motivating program, financial incentives, is seen as somewhat less important for the region than safety enhancements and street improvements. Lower-income residents tend to place higher importance on each kind of program.

3.5 Final advice

To close the groups, participants were asked if they had any final advice for Metro about how to encourage more people to travel by other types of transportation more often. Participants mentioned more options for people who live further from the center of Portland, infrastructure investments to improve safety, and the importance of educating people about the options available to them.

“I think if we were reminded more often that all this exists and that it’s a good thing for us in so many ways, we need to make that choice. It should come to my mind first rather than jumping in the car.” —Higher income

In the lower-income group, participants talked about the importance of free public transit, with some harkening back to TriMet’s Fareless Square program, which ran from 1975 to 2012.

“I think seeing that option of free public transportation would so incredibly change the game in Portland and anywhere else...I feel like we give enough to the city from our labor and our work, and I think that would be a really incredible thing that was returned to the people.” —Lower income

“I would say 25 years ago, Portland downtown metro used to offer free local to everybody, including all of us, our bosses and owners, they all used to take free bus and transport downtown. And nobody was ashamed.” —Lower income

**Appendix A
Participant Demographics and Written Exercises**

**Metro RTO Focus Groups
DHM Research
Project #: 00888**

Group 1; Higher-income Asian residents; 11/26/19 (a.m.); Portland; N=7
Group 2; Lower-income Asian residents; 11/26/19 (p.m.); Portland; N=10

City and zip code

| Group 1 | Group 2 |
|------------------|---------------------|
| Beaverton, 97003 | Happy Valley, 97086 |
| Gresham, 97080 | Oregon City, 97045 |
| Milwaukie, 97222 | Portland, 97212 |
| Portland, 97210 | Portland, 97213 |
| Portland, 97219 | Portland, 97216 |
| Portland, 97229 | Portland, 97233 |
| Tigard, 97223 | Portland, 97236 |
| | Portland, 97266 |
| | Tigard, 97224 |
| | Wilsonville, 97070 |

Employment

| Response category | Group 1 | Group 2 |
|------------------------------|----------------|----------------|
| Employed full time | 3 | 5 |
| Employed part time | -- | 4 |
| Unemployed: looking for work | -- | 1 |
| Unemployed: not looking | 2 | -- |
| Retired | 2 | -- |

Occupation

| Group 1 | Group 2 |
|-----------------------------------|--------------------------|
| [Nothing written] | Administrative assistant |
| Engineer | Educator |
| NW Natural customer service agent | General contractor |
| Project engineer | Healthcare interpreter |
| Retired information management | Presenter |
| Retired orthoptist | Research analyst |
| Stay-at-home parent | Self-employed cleaner |
| | Student |
| | Technician |
| | Vault teller |

Education level

| Response category | Group 1 | Group 2 |
|--------------------------------|---------|---------|
| Less than high school graduate | -- | -- |
| High school diploma / GED | -- | -- |
| Some college; 2-year degree | 2 | 4 |
| College degree; 4-year degree | 2 | 5 |
| Post-graduate degree | 3 | 1 |

Household income

| Response category | Group 1 | Group 2 |
|---------------------|---------|---------|
| Less than \$29,000 | -- | 4 |
| \$30,000–\$39,999 | -- | 2 |
| \$40,000–\$49,999 | -- | -- |
| \$50,000–\$74,999 | 1 | 2 |
| \$75,000–\$99,000 | 3 | 2 |
| \$100,000–\$149,000 | 3 | -- |
| More than \$150,000 | -- | -- |

Age

| Response category | Group 1 | Group 2 |
|-------------------|---------|---------|
| 18–24 | 1 | -- |
| 25–34 | 2 | 5 |
| 35–44 | 1 | 1 |
| 45–54 | 1 | 2 |
| 55–64 | 1 | 2 |
| 65–74 | -- | -- |
| 75+ | 1 | -- |

Gender

| Response category | Group 1 | Group 2 |
|-------------------------------------|---------|---------|
| Man | 3 | 4 |
| Woman | 4 | 5 |
| Transgender | -- | -- |
| Non-binary or gender non-conforming | -- | 1 |
| A gender not listed above | -- | -- |
| Prefer not to answer | -- | -- |

Racial or ethnic identity*

| Response category | Group 1 | Group 2 |
|--|---------|---------|
| Black or African American | -- | -- |
| Hispanic or Latina/o/x | -- | -- |
| Native American, American Indian, or Alaska Native | -- | -- |
| Asian or Asian American | 7 | 10 |
| Native Hawaiian or Pacific Islander | 1 | -- |
| White | 1 | 2 |
| An ethnicity not listed | -- | -- |
| Prefer not to respond | -- | -- |

*Multiple responses accepted

Written Exercise 1

There are many different ways of getting around, such as by car, public transportation, biking, walking, and other ways.

What do you like most about getting around in the Portland Metro area?

Group 1

- Everything is close by, can get to in under an hour; there is more than one transportation option
- I like the availability and accessibility of daily needs: stores, library, post office, restaurants
- It is easy to get around Portland (either via highway or back streets)
- I like most of getting around by car, biking, and walking
- Options: scooter, bus, MAX, bikes, streetcar; “bike” lanes; there are a lot of options and opportunities to try out each mode of transportation
- People biking; scenic routes such as restaurants or arts and nature
- Rideshares. Fast and no work; MAX; used to roads; leave near I-5 entrance

Group 2

- By car, most like. It's faster. Walking.
- I get around the Portland area by a car. Other drivers seem to be more courteous than California drivers.
- I know my way around Portland fairly well. There's always an alternate route.
- I like getting around by car the most because it's convenient. The statement is only valid if I go to places with easy parking. I also like the MAX. it can take me to most of the places in the Portland metro area.
- I like that many options are available for getting from point A to B.
- Like taking MAX. It feels safe on road and punctual, on time.
- Most everything that I've involved in is fairly close: 10–25 minutes.
- Portland is smaller than other cities I've lived in—quicker to get around.
- The scenery. Convenience if in Portland area.
- There are many different options/ways to get around and most things are relatively close or easy to get to.

What do you dislike most about getting around the Portland Metro area?

Group 1

- Aggressive drivers and docile drivers. Both are trying to drive their way.
- I dislike getting around by car with lots of traffic and aggressive drivers.
- I dislike the fact that it is so difficult to access things/places that are not in my immediate neighborhood.
- Random city planning (varied one-way streets vs. two-way, lots of dead ends). Angry bicycle drivers.
- Security, not all modes or drop off location can be considered safe. Dark, alleyways.
- Traffic seems to be worse. More congestion. Public transit is not very good.
- Traffic; homeless area; reckless driving; destruction of area or littering.

Group 2

- Buses not available in many areas, especially Clackamas.
- I absolutely hate driving to the downtown area where parking is impossible. I do not like taking the bus. It's slow and I am not familiar with the stops. Bus is not always reliable. Sometimes it runs late, and you have to wait another 25 minutes. I hate traffic. 84 and 205 are always congested.
- I dislike the traffic. And people staring at their phones while crossing the street.
- I do not like biking. It's dangerous. Traffic. Rush hour.
- Lack of super late-night/24-hour public transit. Bus routes convoluted.
- Portland is not car friendly.
- Traffic.
- Traffic (if driving).
- Traffic is getting worse. Amount of reckless drivers, pedestrians, and bicyclists.
- Traffic! Parking!

Written Exercise 2

Select the top three priorities from below that impact your decisions about how to travel.

| Response category | Group 1 | Group 2 | Total |
|---|---------|---------|-------|
| A. Reducing my greenhouse gas emissions | 2 | -- | 2 |
| B. Having reliable travel times | 3 | 4 | 7 |
| C. Feeling safe from potential accidents or physical harm while traveling | 4 | 3 | 7 |
| D. Feeling free from potential harassment or mistreatment while traveling | -- | -- | -- |
| E. Reducing my travel times | 3 | 4 | 7 |
| F. Being able to travel with members of my family or other loved ones | 1 | 2 | 3 |
| G. Having transportation that is physically accessible to me | -- | 1 | 1 |
| H. Having flexibility to adapt my plans if needed | 1 | -- | 1 |
| I. Having public transportation routes that go where I need | -- | 2 | 2 |
| J. Reducing my transportation costs | -- | 1 | 1 |
| K. Being able to combine multiple types of transportation when traveling | -- | 2 | 2 |
| L. Being able to get where I need to go simply and easily | 1 | 5 | 6 |
| M. Being able to combine multiple stops in one trip | 2 | 1 | 3 |
| N. Being able to find information about travel options | -- | -- | -- |
| O. Avoiding sitting in traffic or congestion | 3 | 4 | 7 |
| P. Avoiding bad weather | -- | 1 | 1 |
| Q. Getting physical activity from biking or walking | 1 | -- | 1 |
| R. Other: | -- | -- | -- |

Write a brief description why you chose each one.

A. Reducing my greenhouse gas emissions

Group 1

- Environment is important to me
- I have a big issue with loitering as it causes pollution and we need to create industries to clean up the garbage which creates global warming.

Group 2

- [Not chosen]

B. Having reliable travel times

Group 1

- Ability to plan activities best requires reliability of travel times
- Being able to schedule the day and route for consistency so there is no need to rush
- I like to have reliable transportation in case an emergency happens or there is a stop I need to make at the store

Group 2

- Definite means of transportation to reach my destination on time
- I hate running late or stressing about time
- I need to be able to get places on time (work, kids, school, etc.)
- I need to know when I can get to my appointments (on time).

C. Feeling safe from potential accidents or physical harm while traveling

Group 1

- As more and more people on the road, the potential of having accident is high. That's why I get scared while traveling.
- Having a newborn.
- I don't want to endure loss of life, ability to live, and costs associated (medical and auto).
- In the Asian community, we get a lot of discrimination and I like to feel safe in my own area.

Group 2

- I have children and like to be confident that they are safe while traveling using any transportation.
- I have felt unsafe when taking public transportation, alone or with others.
- Travel too dark at night.

D. Feeling free from potential harassment or mistreatment while traveling

[Not chosen]

E. Reducing my travel times

Group 1

- I hate sitting in traffic
- I like to be efficient
- I would prefer to spend less time on the road and use it elsewhere

Group 2

- I don't like to spend a lot of time traveling.
- I spend so much time driving as is! Even when avoiding driving during rush hour.
- Most often I am interested in shortest travel time.
- The less time spent commuting and the more time spent at the actual location, the better.

F. Being able to travel with members of my family or other loved ones

Group 1

- Being in a car is always fun with people I love. Meeting people is also interesting in buses and rideshares

Group 2

- I do not like to be alone, especially taking public transportation. I like to spend time with my loved ones. That's the reason why I carpool with my boyfriend.

- When using public transportation, I usually travel alone due to lack of cleanliness and the patrons of the bus/MAX.

G. Having transportation that is physically accessible to me

Group 1

[Not chosen]

Group 2

- I need convenience in my life due to hectic/busy schedules; can't sit around waiting for transportation.

H. Having flexibility to adapt my plans if needed

Group 1

- Having options helps. Have senior mother to take care of

Group 2

- [Not chosen]

I. Having public transportation routes that go where I need

Group 1

[Not chosen]

Group 2

- Lots of areas where public transportation doesn't even offer to go
- Making it easy to get to the place I want to go

J. Reducing my transportation costs

Group 1

[Not chosen]

Group 2

- Parking is \$115 per month for work. That's why I choose to carpool with my boyfriend. If we both drive, it increases gas money and parking costs.

K. Being able to combine multiple types of transportation when traveling

Group 1

[Not chosen]

Group 2

- Driving to a park and ride, using MAX to get places, streetcar or bus is easier for parking and traffic but not timely.
- When choosing public transportation as an option I'm interested in park and rides in order to reduce travel times.

L. Being able to get where I need to go simply and easily

Group 1

- I prefer to take direct routes

Group 2

- Busy life=need convenience, reliability, and need to get to places on time.
- Ease of transport is ideal for me. Less complicated, the better.
- If I want to go downtown, I choose to take the MAX because finding parking is difficult. Also, parking cost is more expensive. It's just easier to take the MAX when I go to downtown.
- Make travel simple so I can be on time.
- To keep things uncomplicated.

M. Being able to combine multiple stops in one trip

Group 1

- Save time when doing multiple things in one trip
- Time is very important to me. Being able to estimate and schedule everything as efficiently as possible while away from home

Group 2

- Efficiency

N. Being able to find information about travel options

[Not chosen]

O. Avoiding sitting in traffic or congestion

Group 1

- Causes stress and frustration which decreases my pleasure in life.
- I try to avoid sitting in traffic and congestion as much as I can while traveling.
- Sitting in traffic sucks.

Group 2

- It took lots of time to work at rush hours.
- Less stress on myself and car. Able to do other things, not waste time in car.
- Waste of time and burning fuel.
- When driving I will look up multiple routes and chose the one with the least amount of traffic.

P. Avoiding bad weather

Group 1

[Not chosen]

Group 2

- I hate wet clothes. #1 pet peeve

Q. Getting physical activity from biking or walking

Group 1

- If I can combine physical activity with other tasks and errands it's all the better. Eliminates need to stress over parking.

Group 2

[Not chosen]

R. Other:

[Not chosen]

Written Exercise 3

In the past two weeks, how many days did you use each of the following types of transportation? Keep in mind that this is for trips to get around, not for exercise or for fun.

| Response category | Group 1 Mean | Group 2 Mean | Total Mean |
|---|--------------|--------------|------------|
| Drive alone in a car (including driving people younger than age 18) | 10.7 | 12.0 | 11.5 |
| Ride public transit (Bus, MAX, WES, Streetcar, Aerial Tram, TriMet, TriMet LIFT, C-Tran, SMART) | 0.6 | 0.7 | 0.6 |
| Bike | 0.1 | 0.1 | 0.1 |
| Walk (includes mobility aid such as a motorized wheelchair) | 3.4 | 2.0 | 2.5 |
| Carpool (as a driver or passenger) | 7.1 | 6.7 | 6.9 |

| Response category | Group 1 0 Responses | Group 2 0 Responses | Total 0 Responses |
|---|---------------------------|---------------------------|-------------------------|
| Drive alone in a car (including driving people younger than age 18) | 0 | 0 | 0 |
| Ride public transit (Bus, MAX, WES, Streetcar, Aerial Tram, TriMet, TriMet LIFT, C-Tran, SMART) | 4 | 8 | 12 |
| Bike | 6 | 9 | 15 |
| Walk (includes mobility aid such as a motorized wheelchair) | 3 | 5 | 8 |
| Carpool (as a driver or passenger) | 0 | 3 | 3 |

| Response category | Group 1 Mean (Excludes 0 Responses) | Group 2 Mean (Excludes 0 Responses) | Total Mean (Excludes 0 Responses) |
|---|--|--|--------------------------------------|
| Drive alone in a car (including driving people younger than age 18) | 10.7 | 12.0 | 11.5 |
| Ride public transit (Bus, MAX, WES, Streetcar, Aerial Tram, TriMet, TriMet LIFT, C-Tran, SMART) | 1.3 | 3.5 | 2.2 |
| Bike | 1.0 | 1.0 | 1.0 |
| Walk (includes mobility aid such as a motorized wheelchair) | 6.0 | 4.0 | 4.9 |
| Carpool (as a driver or passenger) | 7.1 | 9.6 | 8.4 |

For each type of transportation that you have used in the past two weeks, please mark the purpose of the trips you most often take. We want to know the most common reasons you use a type of transportation, so please choose only one or two for each type.*

*Tables reflect all responses given; some respondents did not limit themselves to one or two choices.

Drive alone in a car

| Response category | Group 1 | Group 2 | Total |
|------------------------------------|---------|---------|-------|
| To get to work or school | 4 | 6 | 10 |
| For shopping or errands | 7 | 8 | 15 |
| For leisure or recreation | 1 | 1 | 2 |
| For social visits | 1 | 2 | 3 |
| For medical or dental appointments | 1 | 4 | 5 |
| Other: volunteer | 1 | -- | 1 |
| Other: alone time | -- | 1 | 1 |

Ride public transit

| Response category | Group 1 | Group 2 | Total |
|------------------------------------|---------|---------|-------|
| To get to work or school | -- | 3 | 3 |
| For shopping or errands | 1 | -- | 1 |
| For leisure or recreation | 2 | 1 | 3 |
| For social visits | -- | 1 | 1 |
| For medical or dental appointments | -- | -- | -- |
| Other: | -- | -- | -- |

Biking

| Response category | Group 1 | Group 2 | Total |
|------------------------------------|---------|---------|-------|
| To get to work or school | -- | -- | -- |
| For shopping or errands | -- | 1 | 1 |
| For leisure or recreation | -- | 1 | 1 |
| For social visits | -- | -- | -- |
| For medical or dental appointments | -- | -- | -- |
| Other: to go to the gym | 1 | -- | 1 |

Walking

| Response category | Group 1 | Group 2 | Total |
|------------------------------------|---------|---------|-------|
| To get to work or school | 1 | -- | 1 |
| For shopping or errands | 2 | 3 | 5 |
| For leisure or recreation | 2 | 3 | 5 |
| For social visits | -- | 1 | 1 |
| For medical or dental appointments | 1 | 1 | 2 |
| Other: to go to the gym | -- | 1 | 1 |

Carpool

| Response category | Group 1 | Group 2 | Total |
|------------------------------------|---------|---------|-------|
| To get to work or school | 1 | 5 | 6 |
| For shopping or errands | 3 | 5 | 8 |
| For leisure or recreation | 5 | 2 | 7 |
| For social visits | 3 | 2 | 5 |
| For medical or dental appointments | -- | 1 | 1 |
| Other: meetings | -- | 1 | 1 |

Written Exercise 4

Write what you like and dislike about each of the types of transportation you've used in the past 14 days. Please do not write anything for the types you have not used in the past 14 days.

Driving alone

Things you like

Group 1

- Alone time
- Convenience, save time
- Convenient
- Ease of use, control how I use my time
- Ease, convenience, reliable transportation
- Freedom
- Time saving

Group 2

- Being able to do what I usually do.
- Being able to have alone time for reflection.
- Being able to have complete control of where you are going.
- Convenience, flexibility.
- Direct/efficient.
- Enjoy my new car.
- Get to play music during the ride; not distracted.
- Most convenient; don't have to worry about anyone else's schedule.
- No distraction.
- Playing music; being able to return phone calls and chat with friends and family.

Things you dislike

Group 1

- Cost
- Cost of use on personal finances and the environment
- No company
- Not being able to use my phone except secretly
- Traffic
- Traffic, parking, distance, boring
- Traffic, releasing too much gas from emissions

Group 2

- \$\$\$
- Dealing with traffic.
- Gas money, bad for the environment, not able to spend time with my loved ones.
- Lack of communication.

- No one to talk to; gas money.
- None.
- Sitting in traffic. Sitting for long periods of time hurts.
- Traffic congestion.
- Traffic, parking, pedestrians not looking out where they are going.
- Waste gas.

Riding transit

Things you like

Group 1

- Avoid street traffic
- Convenience to do things or relax; meeting new people or people I know
- Talking with others

Group 2

- Convenient.
- I don't have to drive/feels easeful.
- Safe, can read and sit.

Things you dislike

Group 1

- Carrying excess items
- Racism, feel less safe
- Times to wait

Group 2

- Not enough stops
- Takes longer
- Unsafe at times

Biking

Things you like

Group 1

- Ease of getting through or avoiding traffic/construction

Group 2

- Getting exercise
- Great exercise

Things you dislike

Group 1

- Safety is not assured

Group 2

- Not many people riding yet.
- Unpredictable safety hazards, drivers.

Walking

Things you like

Group 1

- Convenient
- Exercise; relaxing; can be social
- Great exercise, leisure
- Spontaneity and ease

Group 2

- Fresh air, good exercise.
- Getting exercise.
- I like walking to the Lloyd Center from work. I also like walking to the gym from work because I can get my steps in and keep myself active.
- Love it.
- Not having to deal with parking.
- Physical wellness, get where I need to go.

Things you dislike

Group 1

- Cold.
- Feel less safe due to racism. The weather is hot/cold.
- Having to think about safety.
- Slow.

Group 2

- Crossing the street. Not much in walking distance worth visiting.
- Not always best given inclement weather.
- There's nothing I dislike. The route I walk from A to B is very walkable and safe.
- Too cold. Tired.
- Walking alone don't enjoy.
- Walking back.

Carpooling

Things you like

Group 1

- Convenience
- Convenience
- Convenience; relaxing; social
- Convenient
- Gas, time saving
- Save gas; have company
- Save on gas, convenience

Group 2

- Being able to spend time with friends/family.
- Conversation and company; having one person navigate or give directions/look stuff up on phone so I'm not distracted.
- Fun times; singing music with my kids; making memories; people to talk to especially when there's traffic.
- I don't have to drive. Cheaper gas and parking. Get to ride with boyfriend.
- Love it, if it's available in most areas.
- Not being alone; having conversation.
- Socialize. Save money and energy.

Things you dislike

Group 1

- [Nothing written]
- Being in the car/traffic.
- Dependent.
- Drop off, pick ups.
- Less control, timing is important.
- Messy co-riders.
- Needs coordination.

Group 2

- Accommodating my usual behaviors for my passengers.
- Gas money; distractions (talking, loud noises).
- Have to wait, schedule.
- Not flexible enough. If I want to go somewhere after work, I can't because I have to consider the person I am riding with's schedule.
- Spending more money on gas.
- The way the other person drives; having a loss of power; being a backseat driver.
- Timing or availability.

Mark each type of transportation that you are interested in using more than you currently do.

| Response category | Group 1 | Group 2 | Total |
|--------------------------|----------------|----------------|--------------|
| Driving alone | 1 | 1 | 2 |
| Riding transit | 2 | 5 | 7 |
| Biking | 3 | 6 | 9 |
| Walking | 4 | 6 | 10 |
| Carpooling | 3 | 3 | 6 |
| No answer | 1 | -- | 1 |

Written Exercise 5

Based on your life experiences and the options available to you, which of the following comes closest to your opinion?

| Response category | Group 1 | Group 2 | Total |
|--|---------|---------|-----------|
| The type(s) of transportation I use to get around are mostly based on personal choice. | 6 | 8 | 14 |
| The type(s) of transportation I use to get around are mostly based on the options available to me. | 1 | 2 | 3 |

Why?

Group 1

- [Personal choice] I feel like transportation has both good and bad memories for me. It is a rate part of my life
- [Personal choice] I have the luxury of choosing the method of transportation that I prefer
- [Personal choice] Independent thinking
- [Personal choice] My mode of transportation is made by my personal choices as it's convenient, reliable, and quicker to get around
- [Personal choice] Public transportation doesn't run enough
- [Personal choice] The transportation I use to get around is based on personal choice because it's more convenient for me
- [Options available] Familiarity of this area

Group 2

- [Personal choice] Again, convenience and time (management) purposes. I always have to be places by a certain time (e.g. work—two jobs, kids' school, etc., gym classes).
- [Personal choice] I am fortunate to own a car, a bike and a Hop pas, so I have many options available to me. Therefore, I have the freedom to choose what is best for me on a given day.
- [Personal choice] I have driven most of my life. It is the easiest for me and I know the routine; personal choice.
- [Personal choice] I have multiple vehicles after working many years and like to finally enjoy my toys. Taken public transportation for a decade when I had no other choice available.
- [Personal choice] I like the convenience of a car for the distances I need to travel and the things that I need to get done. Using other options would be more time consuming. More of a hassle.
- [Personal choice] I rode public transportation alone a lot when I was young. I appreciated my independence. However, after several separate occasions that I felt unsafe, avoiding public transportation was what urged me to save up to buy a car. Being able to lock my doors and drive away gives me a sense of security I do not have when taking public transportation or walking at night.
- [Personal choice] My time management is lacking. At times there are difficulties with the actions/behaviors of my children that affect my time. My employer is very strict about time management. It is easier to drive.
- [Personal choice] There are a few options for me to get around. But I chose my transportation I use based on personal choice. If I don't feel like waiting for the MAX then I drive. I don't like waiting for the bus and walking to the bus stop and that's why I don't take the bus. But if I really have to take public transportation, I can. But I chose not to.
- [Options available] If I have the option, I would like to take public transportation. If the bus station is close to where I live and if it goes to the place I intend to go.

- [Options available] If the bus route to get to school was more complicated I probably wouldn't take it. It appears as the best option for me, as does driving when I'm running errands and because it is available, I use it.

Written Exercise 6

What, if anything, prevents you from using types of transportation other than driving alone more often?

Group 1

- Don't feel safe riding bicycle; public transportation doesn't run enough; environment not safe for walking.
- Driving alone takes the least pre-planning.
- Ease of getting to certain areas; timing; availability of access to final destination/being aware of timing schedule.
- If driving alone is not an option, I would plan on using the MAX/bus as it's more cost-effective and less traffic.
- Personal choice/preference; dependent child who doesn't drive yet.
- Place I work has no convenient transportation; time is convenient; what I do for work.
- The safety and inconvenience prevent me from using other transportation.

Group 2

- Convenience of different timings I have to travel.
- Extended travel time; bad weather (e.g. heavy rain, snow); convenience (i.e. distance/proximity to/from destination).
- Having stuff I need for work or gym clothes/shoes; not currently owning a bike; visiting areas with limited public transportation.
- I don't know how to ride a bike; safety: cleanliness, well lit, camera monitoring—not having these at bus/MAX stops; time management.
- Mostly time issue—convenience.
- Public transit does not always present a clear, direct route to where I need to go sometimes. If my choice is between a 15-minute solo car ride or a 45 minute 2-bus route, I sometimes go with the car.
- Public transportation is not close by and public transportation does not come close to where I work.
- The major issue together: convenient and safety.
- Time restriction/convenience; schedules. My kids take a long time to get ready/moving in the morning so if I choose any other form of transportation besides car, we would run later than what we already do on a daily basis.
- Wait time, cost, safety. Sometimes it can be sketchy on public transportation, travel time.

What, if anything, would encourage you to use types of transportation other than driving alone more often?

Group 1

- Convenience; if the cost of using personal vehicle rose unexpectedly
- Environment issue would encourage me to use other types of transportation
- Increased accessibility and convenience in mass transit, i.e. more frequent service to more destinations that don't involve multiple forms of transport. Door-to-door service
- Major car accidents or extreme weather conditions would prevent me from driving
- More frequent bus/MAX service and cheaper fare; pedestrian-friendly environment for walking
- Timing of routes, access, security
- Working downtown; where my job is; a large saving in time and/or rest

Group 2

- A new job. :-) If I worked closer to home or worked from home; if I worked closer to home and owned a bike; if there were faster and more routes to get to where I need/want to go.
- Carpools, bus line close to my house.
- Cost; convenience; knowing options of how to get to multiple destinations if need be.
- Learning how to ride a bike; more secure areas around bus stops, MAX stops. Cleaner. Restrooms at MAX stops; guaranteed times.
- More locations of carpooling available 24 hours would be great. More incentives to public by not having to spend on purchasing car and maintenance of it plus gasoline, plus insurance and depreciation.
- More parking spaces for park and ride; more stops for the MAX; [illegible].
- Necessity i.e. car is not available; places were closer.
- Public transit having more routes, more direct/intuitive routes, and running later and more frequently.
- Safer biking/walking paths; people paying attention more/being less distracted.
- Walkability, safety, cheaper cost, less travel time, convenience.

Written Exercise 7

Government agencies in the area can support transportation choices in many different ways. Please rank the top three ways that would motivate you to use other types of transportation besides driving alone.

Free ride home voucher from your employer in an emergency

| Response category | Rank 1 | Rank 2 | Rank 3 |
|-------------------|----------|-----------|----------|
| Group 1 | -- | -- | 1 |
| Group 2 | 1 | -- | 1 |
| Total | 1 | -- | 2 |

Financial incentives for not driving alone, such as free or discounted transit or bikeshare passes

| Response category | Rank 1 | Rank 2 | Rank 3 |
|-------------------|----------|----------|----------|
| Group 1 | 1 | 2 | 3 |
| Group 2 | 5 | 2 | 3 |
| Total | 6 | 4 | 6 |

Safety enhancements like painted crosswalks, bike lanes, or barriers from cars

| Response category | Rank 1 | Rank 2 | Rank 3 |
|-------------------|----------|----------|----------|
| Group 1 | 2 | 3 | 1 |
| Group 2 | 2 | 5 | 1 |
| Total | 4 | 8 | 2 |

Street improvements such as lighting, seating, or trees

| Response category | Rank 1 | Rank 2 | Rank 3 |
|-------------------|----------|----------|----------|
| Group 1 | 3 | 1 | 2 |
| Group 2 | 2 | 1 | 3 |
| Total | 5 | 2 | 5 |

Information about transportation options available in your neighborhood

| Response category | Rank 1 | Rank 2 | Rank 3 |
|-------------------|-----------|----------|-----------|
| Group 1 | -- | 1 | -- |
| Group 2 | -- | 1 | -- |
| Total | -- | 2 | -- |

Preferred parking for carpoolers

| Response category | Rank 1 | Rank 2 | Rank 3 |
|-------------------|----------|----------|----------|
| Group 1 | 1 | -- | -- |
| Group 2 | -- | 1 | 2 |
| Total | 1 | 1 | 2 |

Ranked #1

| Response category | Group 1 | Group 2 | Total |
|--|---------|---------|----------|
| Free ride home voucher from your employer in an emergency | -- | 1 | 1 |
| Financial incentives for not driving alone, such as free or discounted transit or bikeshare passes | 1 | 5 | 6 |
| Safety enhancements like painted crosswalks, bike lanes, or barriers from cars | 2 | 2 | 4 |
| Street improvements such as lighting, seating, or trees | 3 | 2 | 5 |

| | | | |
|---|----|----|----|
| Information about transportation options available in your neighborhood | -- | -- | -- |
| Preferred parking for carpoolers | 1 | -- | 1 |

Ranked in top 3

| Response category | Group 1 | Group 2 | Total |
|--|---------|---------|-------|
| Free ride home voucher from your employer in an emergency | 1 | 2 | 3 |
| Financial incentives for not driving alone, such as free or discounted transit or bikeshare passes | 6 | 10 | 16 |
| Safety enhancements like painted crosswalks, bike lanes, or barriers from cars | 6 | 8 | 14 |
| Street improvements such as lighting, seating, or trees | 6 | 6 | 12 |
| Information about transportation options available in your neighborhood | 1 | 1 | 2 |
| Preferred parking for carpoolers | 1 | 3 | 4 |

Why is the way you ranked 1 most motivating for you?

Group 1

- [Financial incentives] Money to me is a mode for time, safety and leisure
- [Safety enhancements] Currently a barrier for short trip
- [Safety enhancements] I always like to see taxpayer dollars going to help improve areas of our community
- [Safety enhancements] Safety is a primary problem, obstruction to walking or biking more
- [Street improvements] Sense of security, people/surroundings can see if anything is approaching or bad going to happen
- [Street improvements] Street improvements is one way to limit traffic
- [Preferred parking for carpoolers] I feel this option would be nice to prevent more drivers to drive alone

Group 2

- [Free ride home] It is nice to know that if there was an emergency my car would be readily available.
- [Financial incentives] Above mentioned incentives will motivate more people to share.
- [Financial incentives] Currently, financial incentive is most appealing.
- [Financial incentives] I believe public transportation, like any other service for the public, should be free and accessible to all.
- [Financial incentives] It is most motivating for me because it takes a financial burden off of me for gas. If I received a financial incentive for not driving alone. Note: I would only consider it if it's free, not reduced.
- [Financial incentives] It would be nice to get a free MAX pass.
- [Safety enhancements] I don't feel safe when walking even short distances alone, even when well lit.
- [Safety enhancements] Safety is the most important to me.
- [Street improvements] It provides more availability for safety needs that I personally require.
- [Street improvements] Portland needs better lighting to make bike more safer.

Now, please indicate how important you think each of these ways are for improving the Portland metro area's transportation system.

| Response category | Very important | Somewhat important | Not too important | Not at all important | No response |
|---|----------------|--------------------|-------------------|----------------------|-------------|
| Free ride home voucher from your employer in an emergency | | | | | |
| Group 1 | 2 | 1 | 4 | -- | -- |
| Group 2 | 2 | 5 | 2 | 1 | -- |
| Total | 4 | 6 | 6 | 1 | -- |
| Financial incentives for not driving alone, such as free or discounted transit or bikeshare passes | | | | | |
| Group 1 | 3 | 4 | -- | -- | -- |
| Group 2 | 5 | 5 | -- | -- | -- |
| Total | 8 | 9 | -- | -- | -- |
| Safety enhancements like painted crosswalks, bike lanes, or barriers from cars | | | | | |
| Group 1 | 5 | 2 | -- | -- | -- |
| Group 2 | 7 | 2 | -- | 1 | -- |
| Total | 12 | 4 | -- | 1 | -- |
| Street improvements such as lighting, seating, or trees | | | | | |
| Group 1 | 4 | 2 | 1 | -- | -- |
| Group 2 | 9 | 1 | -- | -- | -- |
| Total | 13 | 3 | 1 | -- | -- |
| Information about transportation options available in your neighborhood | | | | | |
| Group 1 | 1 | 4 | 2 | -- | -- |
| Group 2 | 2 | 8 | -- | -- | -- |
| Total | 3 | 12 | 2 | -- | -- |
| Preferred parking for carpoolers | | | | | |
| Group 1 | 1 | 2 | 3 | 1 | -- |
| Group 2 | 4 | 4 | 2 | -- | -- |
| Total | 5 | 6 | 5 | 1 | -- |

Written Exercise 8

What final advice do you have for Metro about how to encourage more people to travel by other types of transportation more often?

Group 1

- [Nothing written] [x4]
- Encourage being friendly on transit; have commuting buddies
- Financial incentive
- Incentives/awareness

Group 2

- [Nothing written] [x9]
- Better park and ride facility. Increase safety and space. Safety on MAX. I've seen fights and suspicious people that look like they are about to harass me.

**Appendix B
Recruitment Screener**

**DHM Research FG Screener
October 2019
Metro RTO Focus Groups (2)]
#00888**

OBJECTIVES:

- Research should be informed by the recognition of unbalanced access and use of travel options based on income and race.
- Determine the best methods and incentives to get higher-income residents and white residents to choose travel options more often, impacting regional non-SOV mode split
- Inform the development of strategies that will remove barriers and increase choice, access, safety, and affordability of travel options to low-income residents and residents of color
 - Focus on opinions and experiences they have about interacting with travel options, not just usage patterns
 - Start conducting research with specific communities of color, in recognition of the wide range of experiences across the Portland metro area.
- Identify unique barriers/strategies for choosing travel options for low-income residents and residents of color.
- Identify unique incentives/strategies for choosing travel options for higher-income residents and white residents.
- Identify overlapping barriers, incentives, and strategies for choosing travel options for all residents.

| Overview | |
|--|--|
| <p>Group 1: Higher income Asian residents Saturday November 23, 2019 9:00am-11:00am</p> | <p>Consumer Opinion Services Lloyd Focus Facility and Test Center 2241 Lloyd Center (Room) Portland, OR 97232</p> <p>P: (503) 493-2870</p> |
| <p>Group 2: Lower income Asian residents Saturday November 23, 2019 12:00pm-2:00pm</p> | <p>Consumer Opinion Services Lloyd Focus Facility and Test Center 2241 Lloyd Center (Room) Portland, OR 97232</p> <p>P: (503) 493-2870</p> |
| <p>Participants</p> | <p>Groups 1: Metro region residents, higher income, identify as Asian or Asian American, have reasonable transportation options or amenities Group 2: Metro region residents, lower income, identify as Asian or Asian American, have reasonable transportation options or amenities</p> <p>Identifiers: Ethnicity, travel options used, ZIP code</p> |

| | |
|--------------------------------------|---|
| Participants & Honorarium | Recruit 12 for 10 to show for each group. \$100 Childcare provided |
| Topic | Views of and experiences with transportation options in Portland Metro area |

Hello, my name is _____ and I'm calling on behalf of DHM Research, a research firm located in Portland, Oregon. I am not trying to sell anything. Again, we're a research firm. Please visit to our website at www.dhmresearch.com if you have any questions. We're currently conducting a paid research study on behalf of Metro to discuss livability in the Portland metro area.

Participants will receive a \$100 cash honorarium in appreciation for helping with the research. If you choose to participate, you will be part of a group discussion. May I ask you some questions regarding this opportunity to ensure that you're eligible to participate?

WARM UP QUESTIONS

1. In the past year, have you participated in any focus group or *formal* discussion groups about a product, service, government, politics, or any issues such as the economy, transportation, education, or health care?

| Response Category | Group 1–2 |
|-------------------|------------------|
| No | Continue |
| Yes | TERMINATE |

2. **[ARTICULATION QUESTION]** What is the biggest issue facing your local community?

PROJECT-SPECIFIC IDENTIFIERS

3. **PHONE]** What is your racial or ethnic identity? **[Open, DO NOT READ LIST; CLARIFY IF NEEDED; SELECT ALL MENTIONS/allow for multiple responses]**
[ONLINE] Within the broad categories below, where would you place your racial or ethnic identity? (Select all that apply) **[Allow for multiple responses]**

| Response Category | Group 1–2 |
|---------------------------------|--|
| African | TERMINATE |
| Asian/Pacific Islander | Continue (include if multiethnic Asian/Pacific Islander + other) |
| Black/African American | TERMINATE |
| Hispanic/Latino | |
| Middle Eastern/North African | |
| Native American/American Indian | |
| White/Caucasian | |
| Another race or ethnicity | |

4. In general, about how often do you _____ for transportation?

| | Almost every day | Several times/week | A couple times/month | Less than once/month | Never |
|--------------------------|-------------------------|--------------------|----------------------|----------------------|-------|
| Drive a personal vehicle | Continue | | TERMINATE | | |
| Ride public transit | Record frequency | | | | |
| Ride a bike | Record frequency | | | | |

| | |
|---|-------------------------|
| Walk or use a mobility device | Record frequency |
| Carpool | Record frequency |
| Take a ride-hailing service like Uber or Lyft | Record frequency |
| Use a car-sharing service like Car2Go or ReachNow | Record frequency |

| | |
|--|--------------|
| IF uses a mode other than personal vehicle or walk <i>Almost every day</i> | MAX 4 |
|--|--------------|

5. Based on where you live and travel often, how realistic do you think it is for you to actually use transportation options other than a personal vehicle?

| Response Category | Group 1–2 |
|--------------------------|------------------|
| Very realistic | Continue |
| Somewhat realistic | |
| Not too realistic | |
| Not at all realistic | TERMINATE |
| Don't know | |

DEMOGRAPHICS

These last few questions are just to ensure that we have a representative group of participants.

6. What is your ZIP code?

| Response Category | Group 1–2 |
|--|----------------------------|
| 97229, 97006, 97205, 97204, 97201, 97008, 97007, 97232, 97216, 97086, 97080 | Priority ZIP codes |
| 97113, 97214, 97003, 97078, 97005, 97225, 97210, 97239, 97223, 97219, 97224, 97062, 97070, 97218, 97227, 97212, 97213, 97214, 97215, 97233, 97030, 97236, 97266, 97206, 97222, 97267, 97015, 97027 | Secondary ZIP codes |
| 97203, 97217, 97211, 97220, 97230, 97024, 97209, 97202 | TERMINATE |
| Other | TERMINATE |

7. What is your age? (**RECORD EXACT**)

| Response Category | Groups 1-4 |
|--------------------------|--------------------|
| <18 | TERM |
| 18-29 | RECRUIT MIX |
| 30-44 | |
| 45-65 | |
| 65 or older | |

8. What is your occupation and employer? **[RECORD, NO MORE THAN 2 UNEMPLOYED OR RETIRED. COUNT STUDENTS AS EMPLOYED. EXCLUDE PEOPLE WHO WORK FOR METRO.]**
9. **[PHONE]** How do you identify your gender? **[DO NOT READ LIST; CLARIFY IF NEEDED; SELECT ALL MENTIONS]**
[ONLINE] How do you identify your gender? (Select all that apply) **[Allow for multiple responses]**

| Response category | Group 1–2 |
|---|----------------------|
| Man | Recruit Max 6 |
| Woman | Recruit Max 7 |
| Transgender | Record |
| Non-binary, genderqueer or third gender | |
| A gender not listed above (please describe) | |
| Prefer not to answer | |

10. What is your best estimate for your household income in 2018? Remember to include everyone living in your household. Your best estimate will do.

| Response Category | Group 1 | Group 2 |
|-------------------|-----------------|-----------------|
| Less than \$73K | TERM | Continue |
| More than \$73K | Continue | TERM |

11. Do you or does a member of your household identify as living with a physical disability?

| Response Category | Group 1–2 |
|-------------------|---------------|
| Yes | Record |
| No | |

12. What is the highest level of education you have had the opportunity to achieve?

| Response Category | Group 1–2 |
|-------------------------------|--------------------------------|
| Less than high school | Recruit Mix; Record |
| High school degree/GED | |
| 2-year degree or some college | |
| 4-year degree | |
| Post-graduate degree | |

13. How many people live in your household? **[Record]**

14. How many of those people are under the age of 18? **[Record]**

15. **[If >0 to Q14]** Would you like us to provide on-site childcare for you on the day of the focus group?

| Response Category | Group 1–2 |
|-------------------|---------------|
| No | Record |
| Yes | |

16. How many children would you like us to provide childcare for, and what are their ages? **[Open]**

Appendix C Topic Guide

DHM Research FG Topic Guide October 2019 Metro RTO Focus Groups (2) #00888

OBJECTIVES:

- Research should be informed by the recognition of unbalanced access and use of travel options based on income and race
- (Survey) Determine the best methods and incentives to get higher-income residents and white residents to choose travel options more often, impacting regional non-SOV mode split
- Inform the development of strategies that will remove barriers and increase choice, access, safety, and affordability of travel options to low-income residents and residents of color
 - Opinions and experiences they have when they interact with travel options; understand the reasons behind travel choices and preferences (not just: this is how I tend to use it).
- Identify unique barriers/strategies for choosing travel options for low-income residents and residents of color
- Identify unique incentives/strategies for choosing travel options for higher-income residents and white residents
- Identify overlapping barriers, incentives, and strategies for choosing travel options for all residents

I. **BACKGROUND QUESTIONNAIRE:** Basic demographic questionnaire completed by the participants prior the start of the sessions.

II. **INTRODUCTIONS:** Moderators introduce themselves to participants, give opening remarks about the focus groups process, review ground rules, and have participants introduce themselves.

The purpose of this focus group is to have an open discussion with residents of the Portland metro area about your experiences with transportation and getting around the Portland metro area. Today, our goal is to speak with residents who identify as Asian or Asian American, as your perspectives may be underrepresented in other surveys and research. We want to hear what you are interested in and learn about your priorities to better understand the needs of our community.

15 minutes

III. WARM-UP

Written Exercise 1 (WE1): (1 of 2) There are many different ways of getting around, such as by car, public transportation, biking, walking, and other ways. What do you like most about getting around in the Portland Metro area? // (2/2) What do you dislike most about getting around the Portland Metro area?

Discuss WE1:

- Round the table for answers to what they like about transportation in the region.
 - What works well for you about transportation in the Portland Metro area?
 - How does this impact your decisions about how you get around?
- Round the table for answers to what they dislike about transportation in the region.
 - What doesn't work for you about transportation in the Portland Metro area?
 - How does this impact your decisions about how you get around?
- What would your ideal transportation system look like in Portland?

- How does the current situation compare?
- What's one change to Portland's transportation system that would improve your life?

15 minutes

IV. DECISION-MAKING

WE2: (1/2) Select the top three priorities from below that impact your decisions about how to travel. // (2/2) Write a brief description why you chose each one.

- A. Reducing my greenhouse gas emissions
- B. Having reliable travel times
- C. Feeling safe from potential accidents or physical harm while traveling
- D. Feeling free from potential harassment or mistreatment while traveling
- E. Reducing my travel times
- F. Being able to travel with members of my family or other loved ones
- G. Having transportation that is physically accessible to me
- H. Having flexibility to adapt my plans if needed
- I. Having public transportation routes that go where I need
- J. Reducing my transportation costs
- K. Being able to combine multiple types of transportation when traveling
- L. Being able to get where I need to go simply and easily
- M. Being able to combine multiple stops in one trip
- N. Being able to find information about travel options
- O. Avoiding sitting in traffic or congestion
- P. Avoiding bad weather
- Q. Getting physical activity from biking or walking
- R. Other: _____

Discuss WE2:

- How do you decide which types of transportation to use for the trips you plan on taking?
 - Do you decide every day? Come up with a routine? Something else?
- What from this list impacts your decisions about how to get around? Why?
 - Have these priorities changed over time? How?
- What else impacts your decisions about how to get around?
 - We often hear people mentioning "convenience" or "ease" as things that impact their travel decisions. What do each of these mean to you?

15 minutes

V. TRANSPORTATION CHOICES

WE3: (1/2) In the past two weeks, how many days did you use each of the following types of transportation? Keep in mind that this is for trips to get around, not for exercise or for fun. // (2/2) For each type of transportation that you have used in the past two weeks, please mark the purpose of the trips you most often take. We want to know the most common reasons you use a type of transportation, so please choose only one or two for each type.

| | Number of days used (0 to 14) | Typical purpose(s) of trips (List for each: To get to work or school, For shopping or errands, For leisure or recreation, For social visits, For medical or dental appointments, Other: _____) |
|---|-------------------------------|--|
| Drive alone in a car (including driving people younger than age 18) | | |
| Ride public transit (Bus, MAX, WES, Streetcar, Aerial Tram, TriMet, TriMet LIFT, C-Tran, SMART) | | |
| Bike | | |
| Walk (includes mobility aid such as a motorized wheelchair) | | |
| Carpool (as a driver or passenger) | | |

WE4: (1 of 2) Write what you like and dislike about each of the types of transportation you've used in the past 14 days. Please do not write anything for the types you have not used in the past 14 days. // (2/2) Mark each type of transportation that you are interested in using more than you currently do.

| | Things you like | Things you dislike | Interested in using more |
|----------------|-----------------|--------------------|--------------------------|
| Driving alone | | | <input type="radio"/> |
| Riding transit | | | <input type="radio"/> |
| Biking | | | <input type="radio"/> |
| Walking | | | <input type="radio"/> |
| Carpooling | | | <input type="radio"/> |

Discuss WE3–4:

- Do you identify as a certain type of transportation user?
 - Driver, Biker, Walker, Transit rider, etc.
- How often are you using types of transportation other than driving alone in your car?
 - Which types are you using?
 - When do you use these types of transportation?
 - Think about the last time you used a type of transportation other than driving alone to get to school, work, or run an errand. How did you make that decision? How far ahead did you make the decision?
- What are the things you like about each type of transportation you use?
 - What are the main reasons you use each type of transportation?
 - Focus on types other than driving alone
 - *Note to Moderator: Probe to try to understand the values and types of experiences that people are prioritizing when they take trips by ways other than their personal vehicles. Ask them about how these types of transportation make them feel.*
- What are the things you dislike about each type of transportation you use?
 - Why do you still use these types of transportation even though you dislike them?
- What are the types of transportation you are interested in using more?
 - Why are you interested in using these more?
 - What prevents you from using them more?
- Do you ever seek out information on types of transportation that are not driving? If so—what kinds of information are you most interested in?

30 minutes

VI. MOTIVATORS TO USE OTHER TYPES OF TRANSPORTATION

WE5: (1/2) Based on your life experiences and the options available to you, which of the following comes closest to your opinion? // (2/2) Why?

- A. The type(s) of transportation I use to get around are mostly based on personal choice
- B. The type(s) of transportation I use to get around are mostly based on the options available to me

WE6: (1/2) What, if anything, prevents you from using types of transportation other than driving alone more often? // (2/2) What, if anything, would encourage you to use types of transportation other than driving alone more often?

Discuss WE5–6:

- Do you feel you have a choice in the types of transportation you use?
 - Is this choice a personal preference or are you limited with the transportation options available to you?
 - Why?
- In the past, what kind of changes in your life have led to you making different choices about the types of transportation you use?
 - Life circumstances?
 - Examples: Moved, started a new job or school, more or fewer people in household (children, housemates, partner, parents or family member moving in, loss of loved one, etc.)
 - Got new information?
 - Programs or services?
- Do you have any interest in using types of transportation other than driving alone more often?
- What are some types of transportation (e.g., transit, biking) you wish were easier for you to use instead of driving in a personal vehicle?
 - What, if anything, prevents you from using these types of transportation more often?
 - Is cost something that prevents you from using each of these types of transportation?
 - Do you have any safety or comfort concerns about using any of these types of transportation?
 - Are any of these concerns shaped by your race, ethnicity, gender, or additional aspects of your identity?
 - Can the things that prevent you from using other types of transportation be fixed or not?
 - What, if anything, do you think would encourage you to use types of transportation other than a personal vehicle?
- For those living with children, how does this impact your transportation choices?
 - How old are your children and how do they get to school and other activities?
 - Are there types of transportation available to them other than being driven?
 - Do they ever use these? Why or why not?
 - What barriers, if any, exist that prevent your kids from using other types of transportation?
 - Do you have any safety or comfort concerns when your children are using these other types of transportation?
 - Are any of these concerns shaped by their race, ethnicity, gender, or additional aspects of their identity?
 - If your child were able to get where they needed to go without you driving a personal vehicle, would that change the way you choose to travel for your own trips?

WE7: (1/3) Government agencies in the area can support transportation choices in many different ways. Please rank the top three ways that would motivate you to use other types of transportation besides driving alone. // (2/3) Why is the way you ranked 1 most motivating for you? // (3/3) Now, please indicate

how important you think each of these ways are for improving the Portland metro area's transportation system. [Very, Somewhat, Not too, Not at all]

- Free ride home voucher from your employer in an emergency
- Financial incentives for not driving alone, such as free or discounted transit or bikeshare passes
- Safety enhancements like painted crosswalks, bike lanes, or barriers from cars
- Street improvements such as lighting, seating, or trees
- Information about transportation options available in your neighborhood
- Preferred parking for carpoolers

Discuss WE7:

- Which ways were most motivating to you? Why?
 - What are the benefits of each?
 - What are the limitations of each?
 - Do you think these kinds of programs would impact the choices you make about what types of transportation to use?
 - Why or why not?
- Have you heard of any of these kinds of programs before?
 - What else would you want to know about them?
 - Where would you expect to get more information about these programs or sign up for them?
- Are there any other programs that government agencies or employers could offer that would encourage you to use your car less?
- Regardless of how they'd impact your own behavior, do you think these programs are beneficial to people in the Portland metro area?
 - Why or why not?

35 minutes

VII. FINAL THOUGHTS

WE8: What final advice do you have for Metro about how to encourage more people to travel by other types of transportation more often?

Discuss WE8:

- Around the table for final comments.

10 minutes

Appendix D
Written Exercise Handouts

WE 1

There are many different ways of getting around, such as by car, public transportation, biking, walking, and other ways.

What do you like most about getting around in the Portland Metro area?

What do you dislike most about getting around the Portland Metro area?

WE 2

Select the top three priorities from below that impact your decisions about how to travel.

| | |
|---|-----------------------|
| A. Reducing my greenhouse gas emissions | <input type="radio"/> |
| B. Having reliable travel times | <input type="radio"/> |
| C. Feeling safe from potential accidents or physical harm while traveling | <input type="radio"/> |
| D. Feeling free from potential harassment or mistreatment while traveling | <input type="radio"/> |
| E. Reducing my travel times | <input type="radio"/> |
| F. Being able to travel with members of my family or other loved ones | <input type="radio"/> |
| G. Having transportation that is physically accessible to me | <input type="radio"/> |
| H. Having flexibility to adapt my plans if needed | <input type="radio"/> |
| I. Having public transportation routes that go where I need | <input type="radio"/> |
| J. Reducing my transportation costs | <input type="radio"/> |
| K. Being able to combine multiple types of transportation when traveling | <input type="radio"/> |
| L. Being able to get where I need to go simply and easily | <input type="radio"/> |
| M. Being able to combine multiple stops in one trip | <input type="radio"/> |
| N. Being able to find information about travel options | <input type="radio"/> |
| O. Avoiding sitting in traffic or congestion | <input type="radio"/> |
| P. Avoiding bad weather | <input type="radio"/> |
| Q. Getting physical activity from biking or walking | <input type="radio"/> |
| R. Other: | <input type="radio"/> |

Write a brief description why you chose each one.

| Letter: | Letter: | Letter: |
|---------|---------|---------|
| | | |

WE 3a

In the past two weeks, how many days did you use each of the following types of transportation? Keep in mind that this is for trips to get around, not for exercise or for fun.

| | Number of days used (0 to 14) |
|---|-------------------------------|
| Drive alone in a car (including driving people younger than age 18) | |
| Ride public transit (Bus, MAX, WES, Streetcar, Aerial Tram, TriMet, TriMet LIFT, C-Tran, SMART) | |
| Bike | |
| Walk (includes mobility aid such as a motorized wheelchair) | |
| Carpool (as a driver or passenger) | |

WE3b

For each type of transportation that you have used in the past two weeks, please mark the purpose of the trips you most often take. We want to know the most common reasons you use a type of transportation, so please choose only one or two for each type.

| Typical purpose(s) of trips | | |
|-----------------------------|------------------------------------|-----------------------|
| Driving alone | To get to work or school | <input type="radio"/> |
| | For shopping or errands | <input type="radio"/> |
| | For leisure or recreation | <input type="radio"/> |
| | For social visits | <input type="radio"/> |
| | For medical or dental appointments | <input type="radio"/> |
| | Other: | <input type="radio"/> |
| Riding transit | To get to work or school | <input type="radio"/> |
| | For shopping or errands | <input type="radio"/> |
| | For leisure or recreation | <input type="radio"/> |
| | For social visits | <input type="radio"/> |
| | For medical or dental appointments | <input type="radio"/> |
| | Other: | <input type="radio"/> |
| Biking | To get to work or school | <input type="radio"/> |
| | For shopping or errands | <input type="radio"/> |
| | For leisure or recreation | <input type="radio"/> |
| | For social visits | <input type="radio"/> |
| | For medical or dental appointments | <input type="radio"/> |
| | Other: | <input type="radio"/> |
| Walking | To get to work or school | <input type="radio"/> |
| | For shopping or errands | <input type="radio"/> |
| | For leisure or recreation | <input type="radio"/> |
| | For social visits | <input type="radio"/> |
| | For medical or dental appointments | <input type="radio"/> |
| | Other: | <input type="radio"/> |
| Carpooling | To get to work or school | <input type="radio"/> |
| | For shopping or errands | <input type="radio"/> |
| | For leisure or recreation | <input type="radio"/> |
| | For social visits | <input type="radio"/> |
| | For medical or dental appointments | <input type="radio"/> |
| | Other: | <input type="radio"/> |

WE 4

Write what you like and dislike about each of the types of transportation you've used in the past 14 days. Please do not write anything for the types you have not used in the past 14 days.

| Type of Transport | Things you like | Things you dislike |
|-------------------|-----------------|--------------------|
| Driving alone | | |
| Riding transit | | |
| Biking | | |
| Walking | | |
| Carpooling | | |

Mark each type of transportation that you are interested in using more than you currently do.

| | |
|-----------------------|-----------------------|
| <i>Driving alone</i> | <input type="radio"/> |
| <i>Riding transit</i> | <input type="radio"/> |
| <i>Biking</i> | <input type="radio"/> |
| <i>Walking</i> | <input type="radio"/> |
| <i>Carpooling</i> | <input type="radio"/> |

WE 5

Based on your life experiences and the options available to you, which of the following comes closest to your opinion?

| | |
|---|-----------------------|
| <i>The type(s) of transportation I use to get around are mostly based on personal choice.</i> | <input type="radio"/> |
| <i>The type(s) of transportation I use to get around are mostly based on the options available to me.</i> | <input type="radio"/> |

Why?

WE 6

What, if anything, prevents you from using types of transportation other than driving alone more often?

What, if anything, would encourage you to use types of transportation other than driving alone more often?

WE 7

Government agencies in the area can support transportation choices in many different ways. Please rank the top three ways that would motivate you to use other types of transportation besides driving alone.

| | Rank 1, 2, 3 |
|---|-----------------|
| <i>Free ride home voucher from your employer in an emergency</i> | |
| <i>Financial incentives for not driving alone, such as free or discounted transit or bikeshare passes</i> | |
| <i>Safety enhancements like painted crosswalks, bike lanes, or barriers from cars</i> | |
| <i>Street improvements such as lighting, seating, or trees</i> | |
| <i>Information about transportation options available in your neighborhood</i> | |
| <i>Preferred parking for carpoolers</i> | |

Why is the way you ranked 1 most motivating for you?

Now, please indicate how important you think each of these ways are for improving the Portland metro area's transportation system.

| | Very important | Somewhat important | Not too important | Not at all important |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| <i>Free ride home voucher from your employer in an emergency</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>Financial incentives for not driving alone, such as free or discounted transit or bikeshare passes</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>Safety enhancements like painted crosswalks, bike lanes, or barriers from cars</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>Street improvements such as lighting, seating, or trees</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>Information about transportation options available in your neighborhood</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>Preferred parking for carpoolers</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

WE 8

What final advice do you have for Metro about how to encourage more people to travel by other types of transportation more often?

**Appendix E
Background Questionnaire**

1. In what CITY and ZIP code do you reside?

| | |
|------------------|----------------------------------|
| CITY: | |
| ZIP CODE: | ____ - ____ - ____ - ____ - ____ |

2. Which best describes your employment status?

| PLEASE MARK ONE | |
|-----------------------|----------------------------------|
| <input type="radio"/> | EMPLOYED FULL TIME |
| <input type="radio"/> | EMPLOYED PART TIME |
| <input type="radio"/> | UNEMPLOYED: LOOKING FOR WORK |
| <input type="radio"/> | UNEMPLOYED: NOT LOOKING FOR WORK |
| <input type="radio"/> | RETIRED |

3. What is your occupation? If retired, please describe occupation before retirement.

| |
|--|
| |
|--|

4. What is the highest level of education you have had the opportunity to achieve?

| PLEASE MARK ONE | |
|-----------------------|--------------------------------|
| <input type="radio"/> | LESS THAN HIGH SCHOOL |
| <input type="radio"/> | HIGH SCHOOL DIPLOMA / GED |
| <input type="radio"/> | SOME COLLEGE / 2-YEAR DEGREE |
| <input type="radio"/> | COLLEGE DEGREE / 4-YEAR DEGREE |
| <input type="radio"/> | POST-GRADUATE DEGREE |

5. What was your total household income before taxes in 2018?

| PLEASE MARK ONE | |
|-----------------------|-----------------------|
| <input type="radio"/> | LESS THAN \$29,000 |
| <input type="radio"/> | \$30,000 - \$39,999 |
| <input type="radio"/> | \$40,000 - \$49,999 |
| <input type="radio"/> | \$50,000 - \$74,999 |
| <input type="radio"/> | \$75,000 - \$99,999 |
| <input type="radio"/> | \$100,000 - \$149,999 |
| <input type="radio"/> | MORE THAN \$150,000 |

6. What is your age?

| | |
|----------------------|--|
| AGE IN YEARS: | |
|----------------------|--|

7. Which of the following best describes your gender identity?

| PLEASE MARK ALL THAT APPLY | |
|----------------------------|---|
| <input type="radio"/> | MAN |
| <input type="radio"/> | WOMAN |
| <input type="radio"/> | TRANSGENDER |
| <input type="radio"/> | NON-BINARY, GENDERQUEER OR THIRD GENDER |
| <input type="radio"/> | A GENDER NOT LISTED |
| <input type="radio"/> | PREFER NOT TO ANSWER |

8. Which of the following best describes your racial or ethnic identity?

| PLEASE MARK ALL THAT APPLY | |
|----------------------------|--|
| <input type="radio"/> | BLACK OR AFRICAN AMERICAN |
| <input type="radio"/> | HISPANIC OR LATINA/O/X |
| <input type="radio"/> | NATIVE AMERICAN, AMERICAN INDIAN, OR ALASKA NATIVE |
| <input type="radio"/> | ASIAN OR ASIAN AMERICAN |
| <input type="radio"/> | NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER |
| <input type="radio"/> | WHITE |
| <input type="radio"/> | AN ETHNICITY NOT LISTED |
| <input type="radio"/> | PREFER NOT TO ANSWER |