



Metro Regional Travel Options Communities of Color Research Report

May 2019

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Introduction

Background and Purpose

- In 2018, Metro completed the Mosaic: Communities of Color Research Project. That project identified how Metro as an agency can gain better insights into compelling and inclusive messaging for communities from culturally diverse backgrounds, especially People of Color (POC).
- The Mosaic: Communities of Color Research Project findings informed the research questions and findings of this survey and report. The 151 Mosaic participants answered some of the same questions presented in this report.
- This research was conducted for Metro's Regional Travel Options (RTO) program, which runs and oversees Transportation Demand Management programs. For over 20 years, the RTO program has been serving the Portland Metro Area through grants, sponsorships, policy guidance, regional coordination, and technical assistance.

Partnering with communities of color to learn what works within our program offerings of travel options programs was this survey's purpose.

- This in-person study aims to better understand how Portland Metro Area residents, particularly People of Color (POC), access information, and their needs and preferences related to walking, biking and transit and rideshare.
- To help meet this goal, Metro implemented an online survey conducted in-person with 483 residents to learn more about the experiences of communities of color. This study builds on Metro's earlier qualitative research with communities of color in Metro's service area. A total of 414 POC respondents provided zip codes within the Portland Metro Area.
- The survey was purposefully designed in partnership with local community organizations in Rockwood and Cornelius so that the data collected would be useful for community organizers as they build local programming.

This research is grounded in Metro's Racial Equity Strategy

Guided by input from many regional partners and informed by research, Metro has identified racial equity as the approach to ensure that all people who live, work and recreate in the Portland region have the opportunity to share in and help define a thriving, livable and prosperous region.

Metro believes:

It is imperative to the region's economy and quality of life, as well as Metro's effectiveness as a public agency, that Metro update its policies, practices, programs and activities to better serve people of color.

The Strategic Plan defines people of color as:

Native Americans, African Americans, Asian Americans and Pacific Islanders, Latinos or Hispanics, immigrants and refugees who do not speak English well, African immigrants, Slavic and Russian-speaking communities, and people from the Middle East.

-Strategic Plan to Advance Racial Equity, Diversity and Inclusion (2016)

Survey Recruitment



The online survey launched on July 14, 2018. This report describes findings from responses collected through December 23, 2018.

- Metro and community partners recruited people throughout the Portland Metro Area to take this intercept survey on-location at public events and community destinations. Metro explicitly recruited and hired multilingual interviewers who were People of Color to ensure respondents would see themselves reflected in the research and would have the opportunity to speak openly to People of Color. Community interviewers spoke English, Spanish, and Arabic, and recruited in these three languages. Metro partnered with local community organizations the Rosewood Initiative (in the Rosewood neighborhood in the **Eastern Portland Metro Area**), Centro Cultural (in Cornelius, located in the **Western Portland Metro Area**) and hired Lara Media Services LLC to host, promote, and participate in events around the Portland Metro Area.
- Within hours of starting our survey, we learned that Arabic-speaking community members generally selected White (as is expected for Census responses), even though they are Middle Eastern or North African (MENA) immigrants or refugees. After conversations with PRR and community members, we updated the categories to make it clearer that respondents could also select “Race(s) not listed here” if they are MENA so that they can be counted as POC respondents. After making this change, all new respondents who selected only White for their race were not included in this report.
- Respondents completed this survey at community events with a community interviewer asking the questions with a smartphone or tablet. Ensuring the interviewers were People of Color who could speak the languages and represented communities we engaged, brought confidence that responses represent a useful snapshot of these communities and their residents.
- By December 23, 2018, 414 people completed the survey who had a home zip code within the Portland Metro Area and also identified as People of Color (POC).

Survey Considerations—

This is not a representative, statistically valid sample of Portland Metro Area residents, nor was it designed to represent all of the Portland Metro Area. We used purposive sampling (the survey was available at targeted events to reach POC) and snowball sampling (participants shared the survey with others). These strategies mean that the results cannot be generalized to the entire Portland Metro Area. We aimed to hear from people that Metro could effectively reach at community events and with community partnerships.

We asked survey questions face-to-face. For some people, this may have encouraged them to forget or distort how often they did something (e.g., saying they walk more than they usually walk). We did not attempt to sort fact from fiction. These same social pressures are present in any in-person survey.

Analysis and Reporting



- PRR, a research and communications firm hired by Metro, collected the data through SurveyGizmo, a professional online survey platform. After the survey closed, we cleaned and analyzed the data in Stata, a professional statistics software.
- Charts in the report summarize how many people answered each survey questions. We also report findings from our regressions. We only report statistically significant relationships for this report. This is similar to saying we used math to ignore findings that we thought might just be a coincidence. We also looked at how strong relationships were between how people answered the questions. The statistically significant relationships are reported in boxes that look like this:

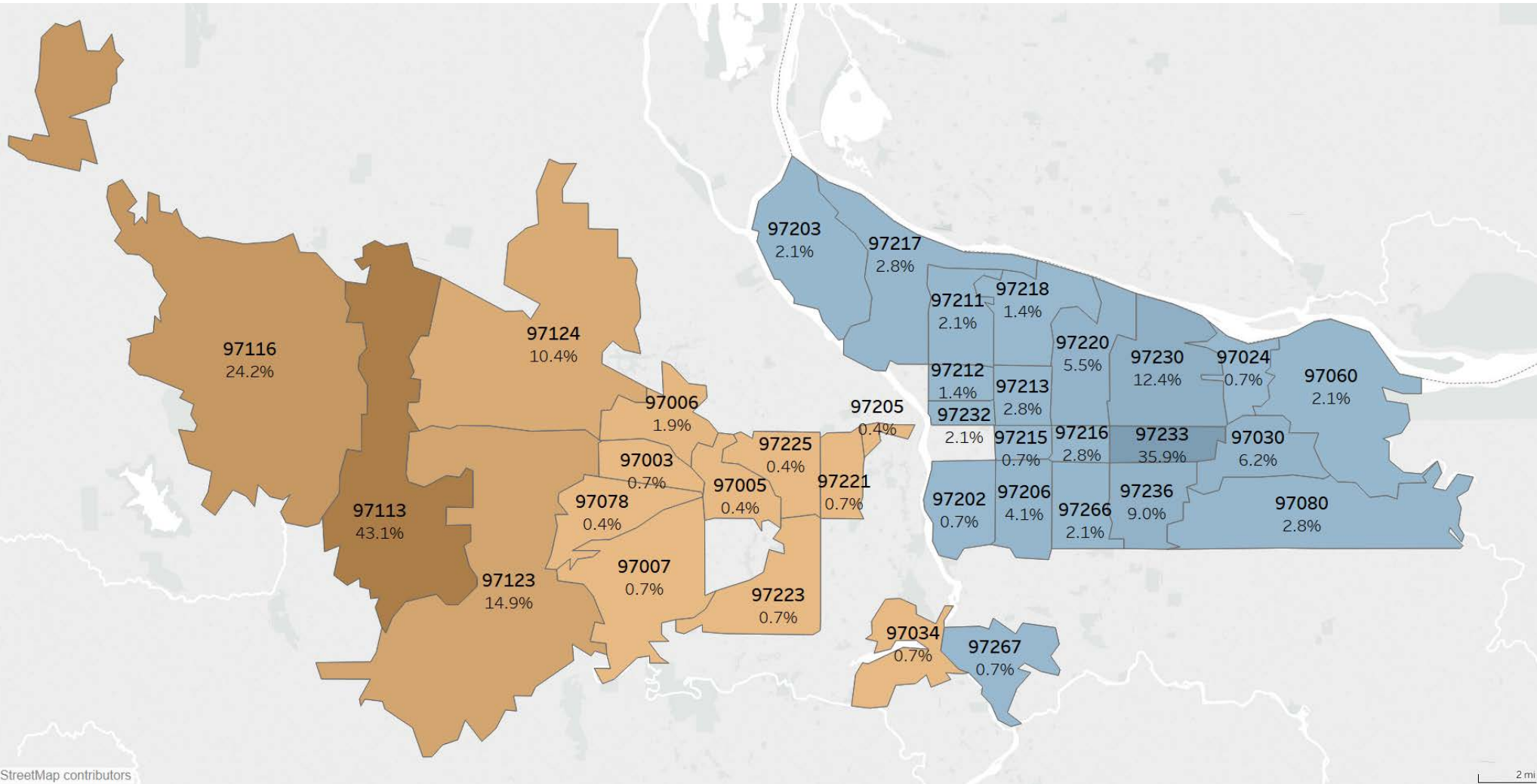


- **Prefer a more technical explanation?** Statistical significance means all results must have a 0.05 significance level (a 95 percent confidence level). We used odds ratios to determine relative significance for regression analyses. Odds ratios measure of the effect of a factor of interest (e.g., race) on an outcome (e.g., barriers to walking). We only write about findings that are at least twice more likely to affect an outcome. During our regression analysis, we accounted for how much each answer depended on: age, gender, zip code, race, ethnicity, language, employment status, disability, and which community partner conducted the survey. Respondents took the survey in English or Spanish¹. Some participants took the survey in English with the interpretation support of an Arabic-speaking community partner. When exploring safe routes to school, our regression analysis included other variables, such as having school-age children.

¹ Although many respondents who identified as Latinx took the survey in Spanish, 84% of Latinx respondents took the survey in English. Similarly, 3 people (2%) who did not identify as Latinx took the survey in Spanish.

Geographic Distribution of Participants (All Respondents)

In the report, we analyzed the data separately for the **Western Portland Metro Area** and the **Eastern Portland Metro Area**. We recruited participants at events that were based on geography, and we found statistically meaningful differences based on this split.



Percentages show percent of all respondents who live in a zip code within each region – East or West.

Key Findings

Race affects how people travel the Portland Metro Area, particularly when it comes to driving.

Metro's agency goals are to ensure that a resident's race does not determine their access to economic success, health and happiness. Racial equity includes access to safe and convenient walking, biking and transit opportunities and their benefits.

- Even after accounting for other characteristics, we found statistically significant racial differences in how people travel in the Portland Metro Area.
- Black or Latinx respondents are three times more likely than other respondents to drive alone.

People prefer safe and comfortable trips that they can plan in advance.

- More than half of respondents want to know trips will be safe and comfortable or to know how to plan their trips using technology.
- Most people already prefer to use transit, walking, or ride-hailing if they don't have access to a car.

There are different priorities and motivations for the different locations around the Portland Metro Area.

- For most questions on this survey, there were statistically significant differences between **Eastern Portland Metro Area** and **Western Portland Metro Area** respondents.
- Usually, when we considered both race and geography, more of the differences in responses were explained by respondents' zip code:
 - **Eastern Portland Metro Area** residents were two times more likely to walk or carpool.
 - **Western Portland Metro Area** children were three times more likely to walk or bike to school.
 - If they don't drive alone, **Western Portland Metro Area** residents generally prefer to use a ride-hailing services such as Uber or Lyft ride-hail, and **Eastern Portland Metro Area** residents prefer to walk.

Key Findings

People generally use travel options such as public transit, walking and ride sharing.

- Most people walk, bike, or ride transit at least several times a month.
- Aside from driving alone, walking and transit were the most common travel options.
- Student respondents use non-drive alone travel options more often than other respondents.
- Employed respondents use public transit less frequently than other respondents.

Solving technological barriers may help reach people who would use travel options more.

- More than half of respondents would use travel options more if they knew how to plan their trips with a smart phone or the internet. This was especially important for people in the **Western Portland Metro Area**.

People generally would use public transit to get around if they did not have access to a car.

- In this scenario where they couldn't use a car, most respondents' top travel option would be public transit (88% West, 80% East).
- **Western Portland Metro Area** respondents, people who are retired, and people who are employed were all more likely than others to choose ride-hailing services like Uber or Lyft as a travel option.
- **Eastern Portland Metro Area** respondents were more likely to choose walking as a travel option.
- Men were more likely to choose to bike as a travel option.

How to Read Findings in This Report

Charts in this report include both total results for all respondents and results broken out by geography (e.g., Eastern Portland Metro Area versus Western Portland Metro Area). In the example below, we identify some important chart elements to facilitate interpreting them.

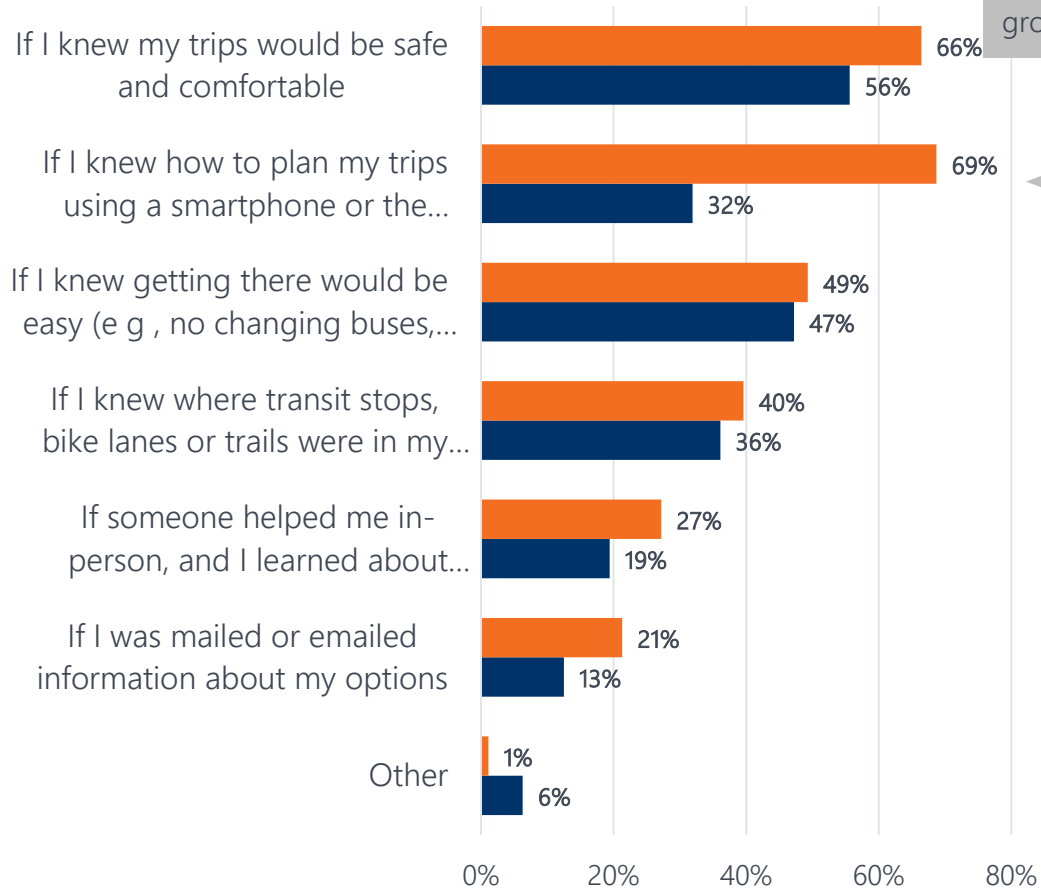
Let's say you're going somewhere local. Which of these would make it more likely for you to take transit, walk, or bike in the future? (Multi-select)

Base: people who answered the question, which is used to calculate the overall percentages.

Base: all respondents (n = 411)

West (n = 269) East (n = 142)

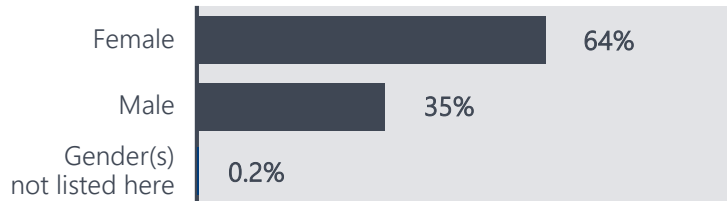
Legend: color coding information and base number of respondents for each group. The number of respondents for each group are used to calculate the group percentages.



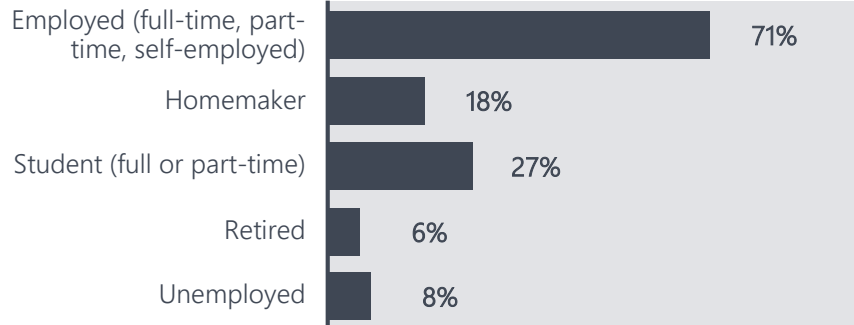
Group percentages: percentages for each group individually, with each bar representing a different group (see legend above for color coding). In this example, 69% of Western Portland Metro Area respondents said a smart phone or the internet would make them more likely to take transit, walk or bike in the future. Only 32% of Eastern Portland Metro Area respondents said a smart phone or the internet would make them more likely to take transit, walk or bike in the future.

Demographic Profile – All Respondents (n = 414)

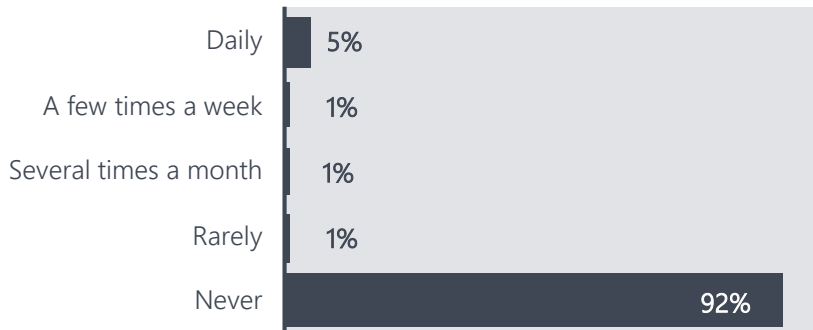
Gender



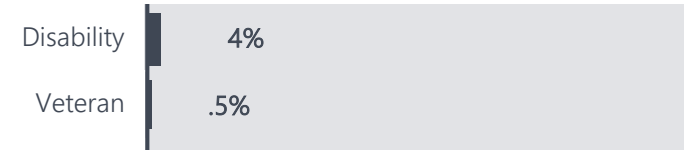
Employment/Student Status*



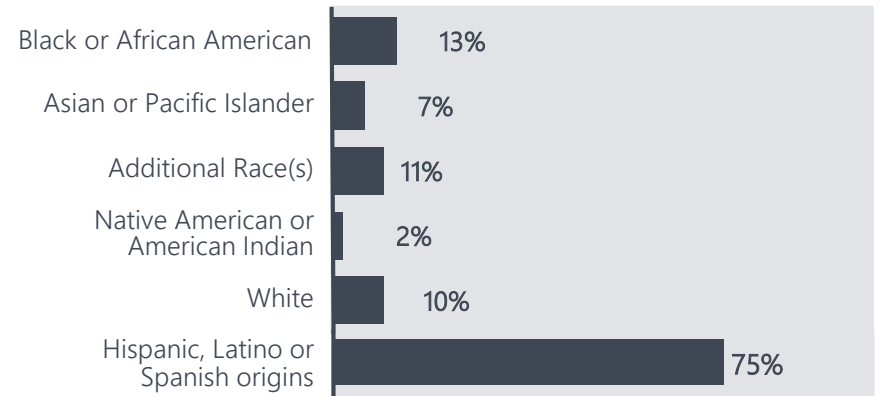
Use a Mobility Aid



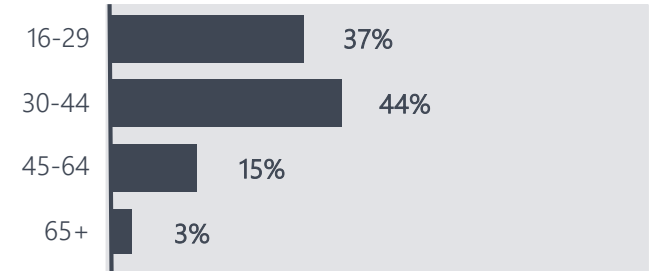
Disability and Veteran Status*



Race*



Age

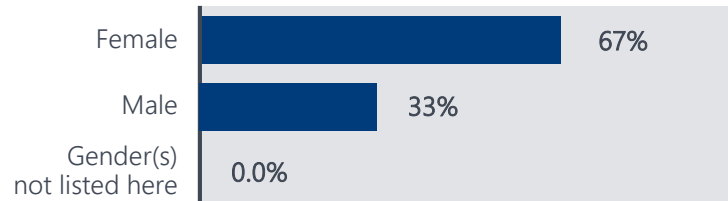


*Represents a multi-select option

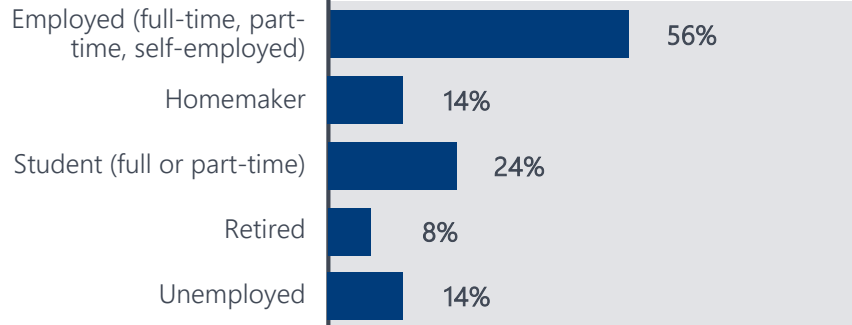
Due to rounding, or options where participants could select multiple answers, percentages may not sum to 100%. Rounding occurs on all demographic slides.

Demographic Profile – Eastern Portland Metro Area Respondents (n = 145)

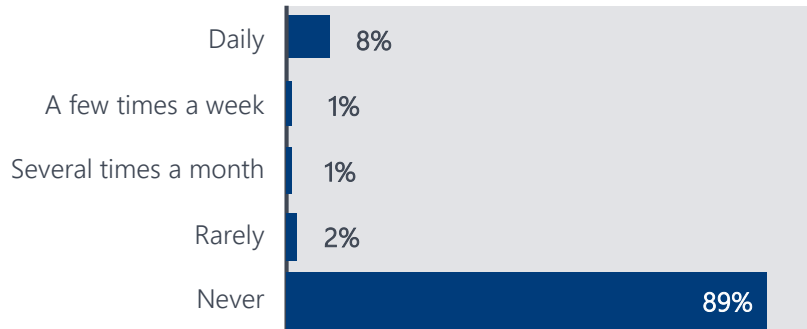
Gender



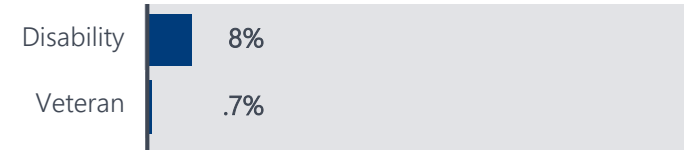
Employment/Student Status*



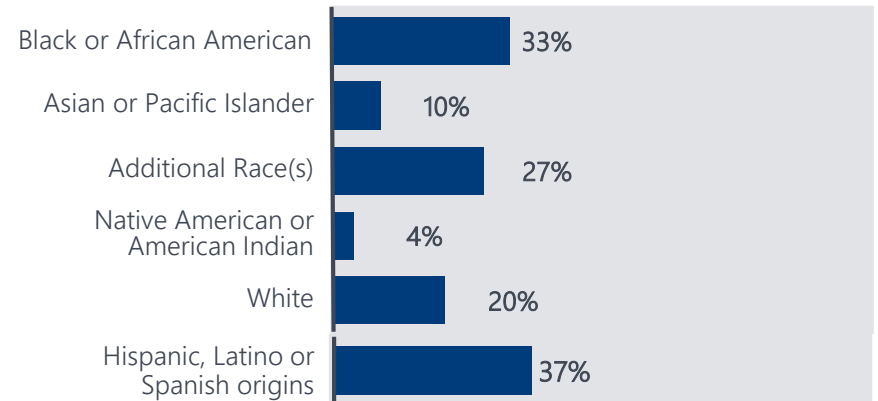
Use a Mobility Aid



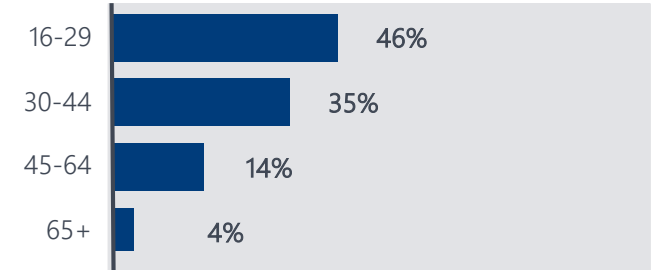
Disability and Veteran Status*



Race*



Age

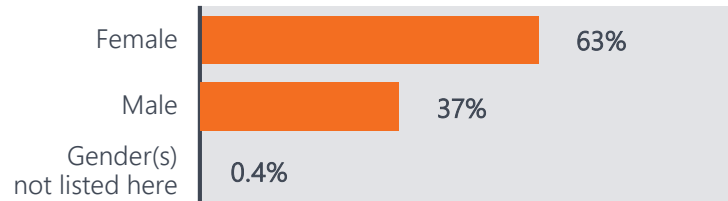


*Represents a multi-select option

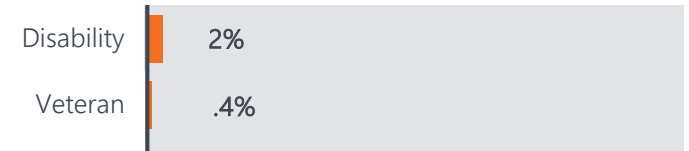
Due to rounding, or options where participants could select multiple answers, percentages may not sum to 100%. Rounding occurs on all demographic slides.

Demographic Profile – Western Portland Metro Area Respondents (n = 269)

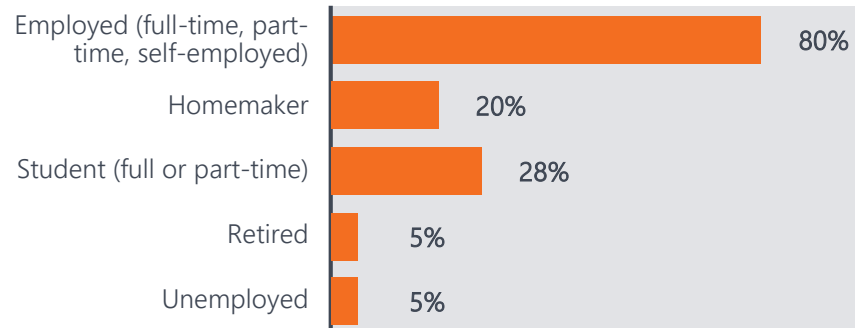
Gender



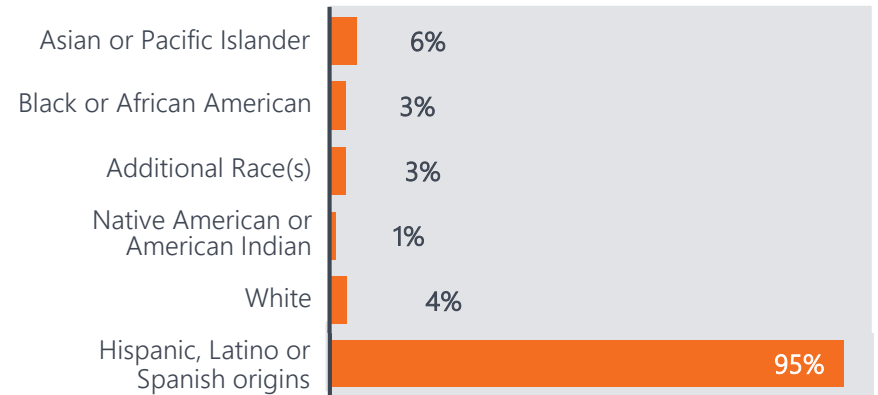
Disability and Veteran Status*



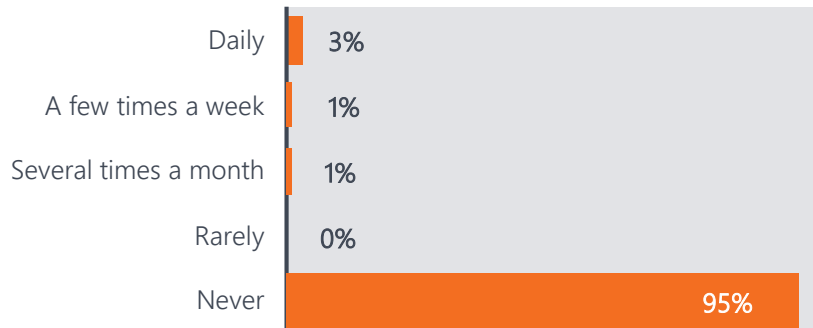
Employment/Student Status*



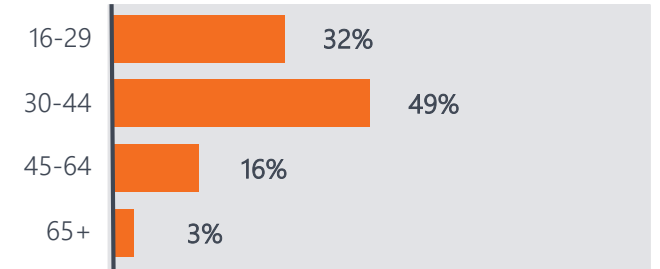
Race*



Use a Mobility Aid



Age



*Represents a multi-select option

Due to rounding, or options where participants could select multiple answers, percentages may not sum to 100%. Rounding occurs on all demographic slides.

Detailed Findings

Driving alone and walking are both common ways respondents have travelled over the course of the year.

Most people drive alone (80% West, 55% East) or walk (69% West, 89% East) at least a few times a week.

Many take public transit (55% West, 63% East) and fewer carpool (22% West, 49% East) or bike (39% West, 22% East) at least a few times a week.

Looking Deeper

Even after accounting for other characteristics like age, we found statistically significant differences.

Black or Latinx respondents are three times more likely to drive alone.

Eastern Portland Metro Area respondents are two times more likely to walk or carpool.

Student respondents are:

- Over two times more likely to walk, bike or take transit over the course of this year
- Over two times less likely to drive alone

Employed respondents are:

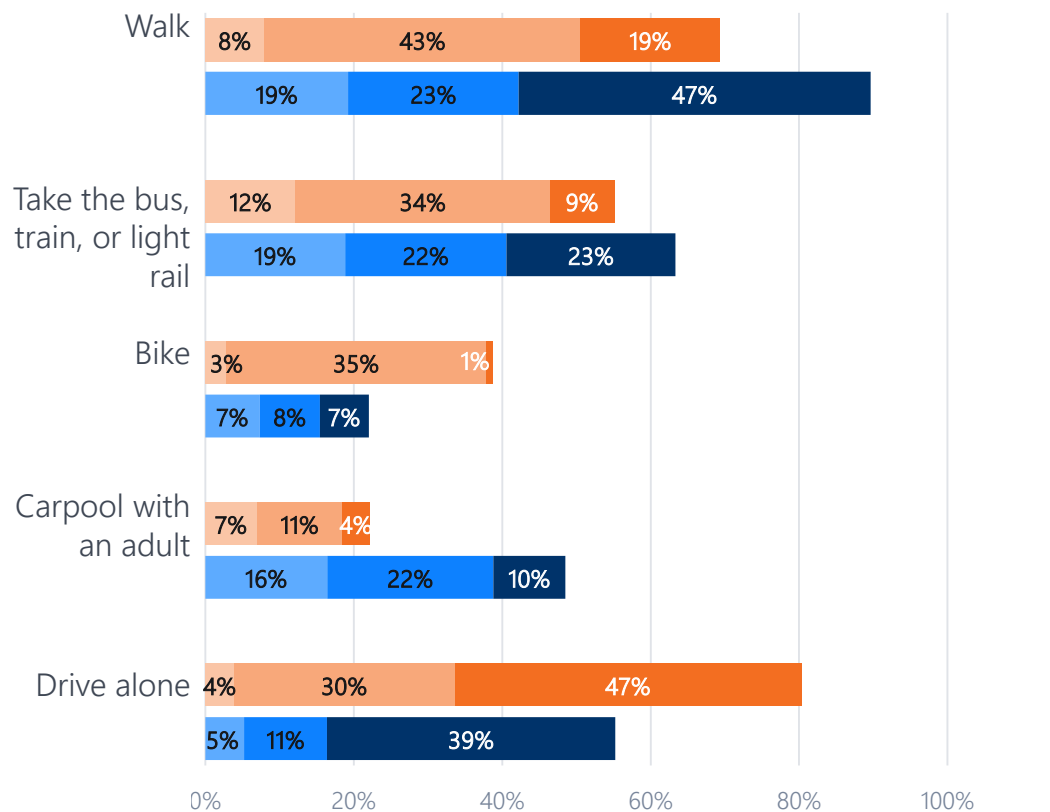
- Over two times more likely to drive alone or bike
- Over two times more likely to infrequently use transit or a mobility device

Respondents who are retired are over five times more likely to use a mobility device.

Over the course of this year, how often did you do the following?

Base: all respondents

West (n = 268) East (n = 145)



People would appreciate knowing how to have safe and comfortable trips that can be planned with technology.

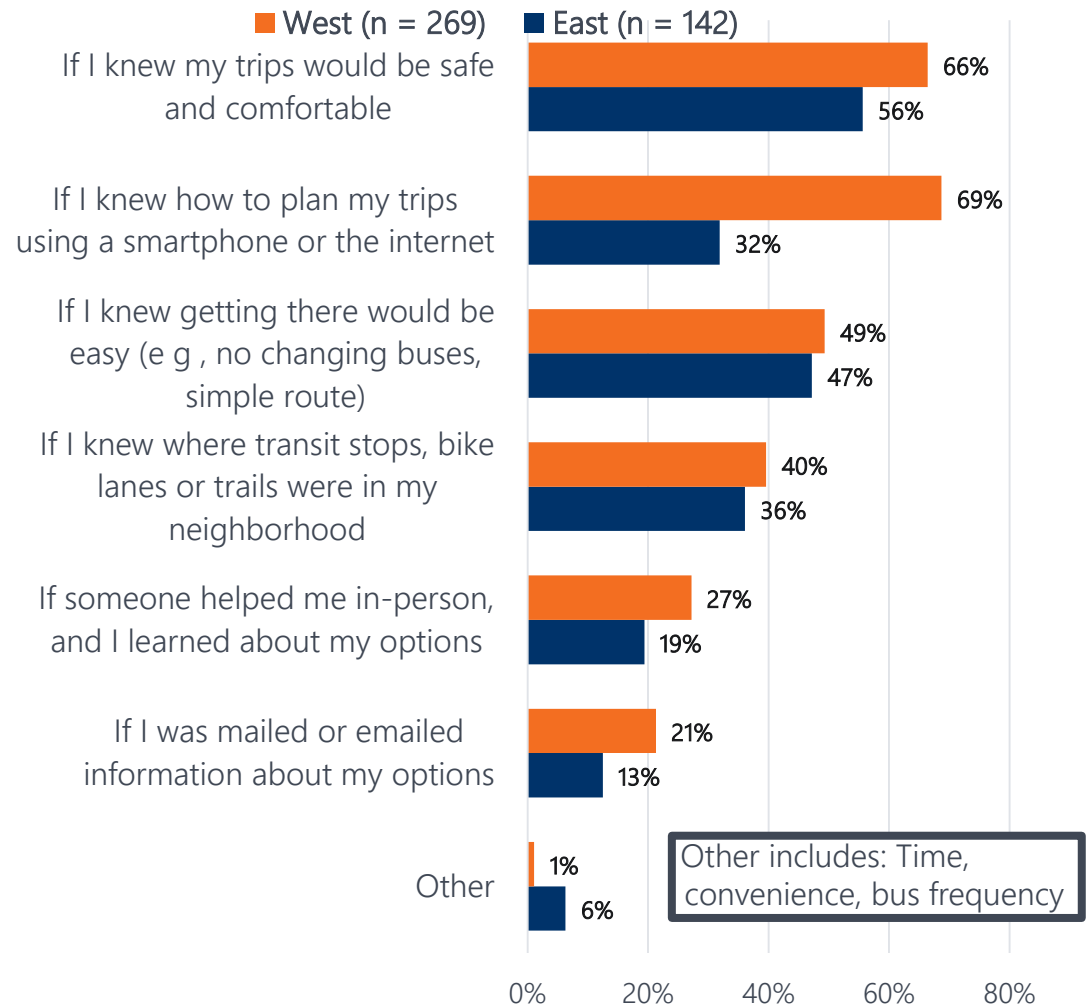
Overall, more than half of respondents would walk, bike or take transit more if they knew their trips would be safe and comfortable (66% West, 56% East) or if they knew how to plan trips via a smartphone or the internet (69% West, 32% East). Nearly half (49% West, 47% East) said the same for if they knew traveling would be easy (e.g., no changing buses, simple routes). Nearly half (49% West, 47% East) said the same for if they knew traveling would be easy (e.g., no changing buses, simple routes).

Programming Takeaways

People would generally appreciate a messaging campaign that offers guidance on how to have a safe and comfortable trip. Knowing trips can be planned with the internet or a smartphone mattered most to Western Portland Metro Area respondents who just wanted to avoid traffic.

Let's say you're going somewhere local. Which of these would make it more likely for you to take transit, walk, or bike in the future? (Multi-select)

Base: all respondents (n = 411)



People prefer to take transit if they don't drive.

Overwhelmingly, respondents would choose public transit (88% West, 80% East) if they did not have a vehicle they could use.

The second most popular alternative varied by region. In the East, 53% chose walking as an alternative, but ride-hailing services such as Uber or Lyft were the second most popular alternative in the West (47%).

Carpooling was the third most popular alternative (31% West, 29% East).

Looking Deeper

Even after accounting for other characteristics like age, we found statistically significant differences.

Eastern Portland Metro Area respondents were over three times more likely to choose walking.

Retired and Western Portland Metro Area respondents were at least three times more likely to choose ride-hailing. Employed respondents were twice more likely.

Men were twice more likely to choose biking.

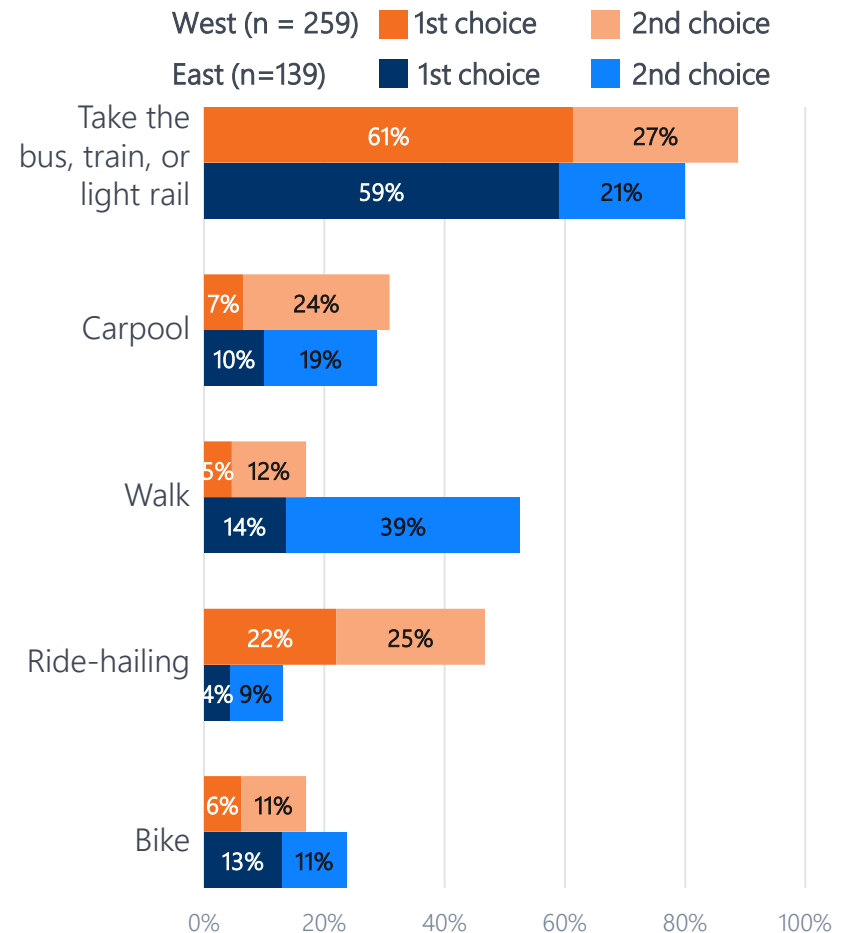
Programming Takeaways

Specific regional-based programming, including messaging could be targeted by region:

- Highlight ride-hailing and ridesharing for Western Portland Metro Area communities
- Highlight walking routes and services for Eastern Portland Metro Area communities (this community is also more likely to walk throughout the year)

Let's say you don't have a vehicle you can use. Which option from the following choices would be your first and second choice?

Base: all respondents (n = 398)



More than half of respondents would reduce their driving to avoid traffic or save money.

Of the available options, avoiding traffic (39% West, 23% East), saving money (32% West, 25% East) and using healthier options (13% West, 23% East) were the most common reasons respondents would reduce the amount they drive.

Looking Deeper

Even after accounting for other characteristics like age, we found statistically significant differences.

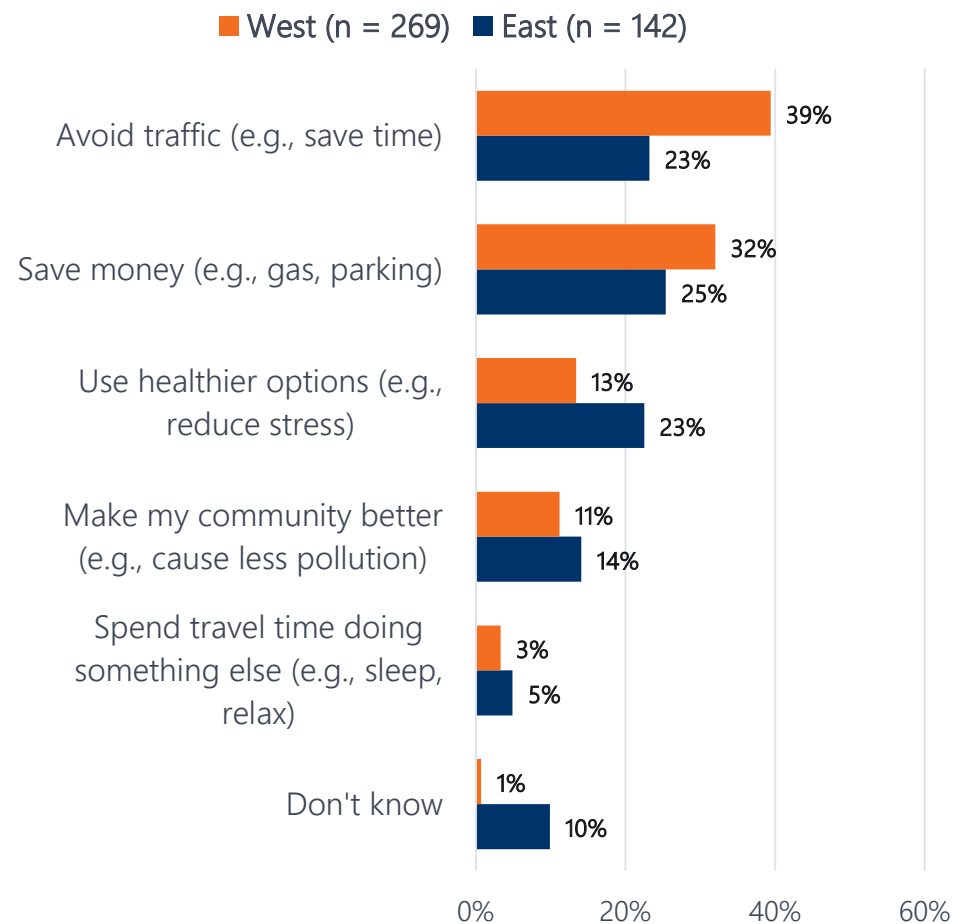
Male respondents are four times more motivated by spending travel time doing something else.

Employed respondents are two times more motivated by avoiding traffic.

Respondents who are not students are three times more motivated by healthier options.

Let's say you're planning to reduce the amount you drive in general. Which one statement best describes your main motivation for reducing your driving?

Base: all respondents (n = 411)



Programming Takeaways

Portland Area survey respondents were generally motivated by the same reasons to reduce their driving. Even though the chart suggests there are regional differences, demographic characteristics explains more of the difference between Western Portland Metro Area and Eastern Portland Metro Area motivations.

Many respondents have school-age children that walk or bike to school.

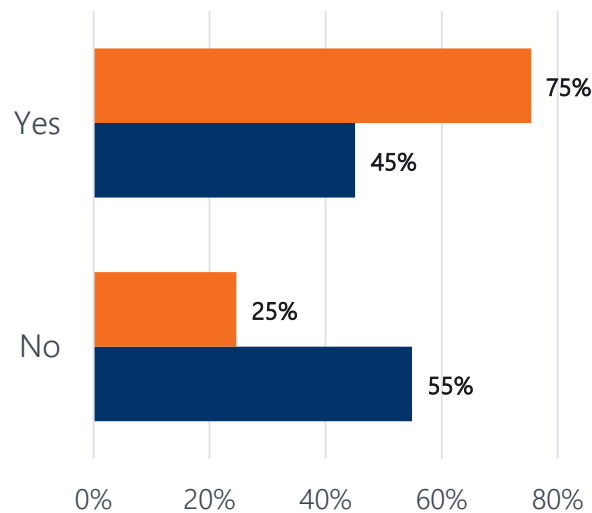
Most **Western Portland Metro Area** respondents (75%) have school-age children, compared to less than half (45%) in the **Eastern Portland Metro Area**.

For these families, children mostly (90% West, 65% East) walk or bike to school either by themselves or with other people.

Do you have school-age children?

Base: all respondents (n = 414)

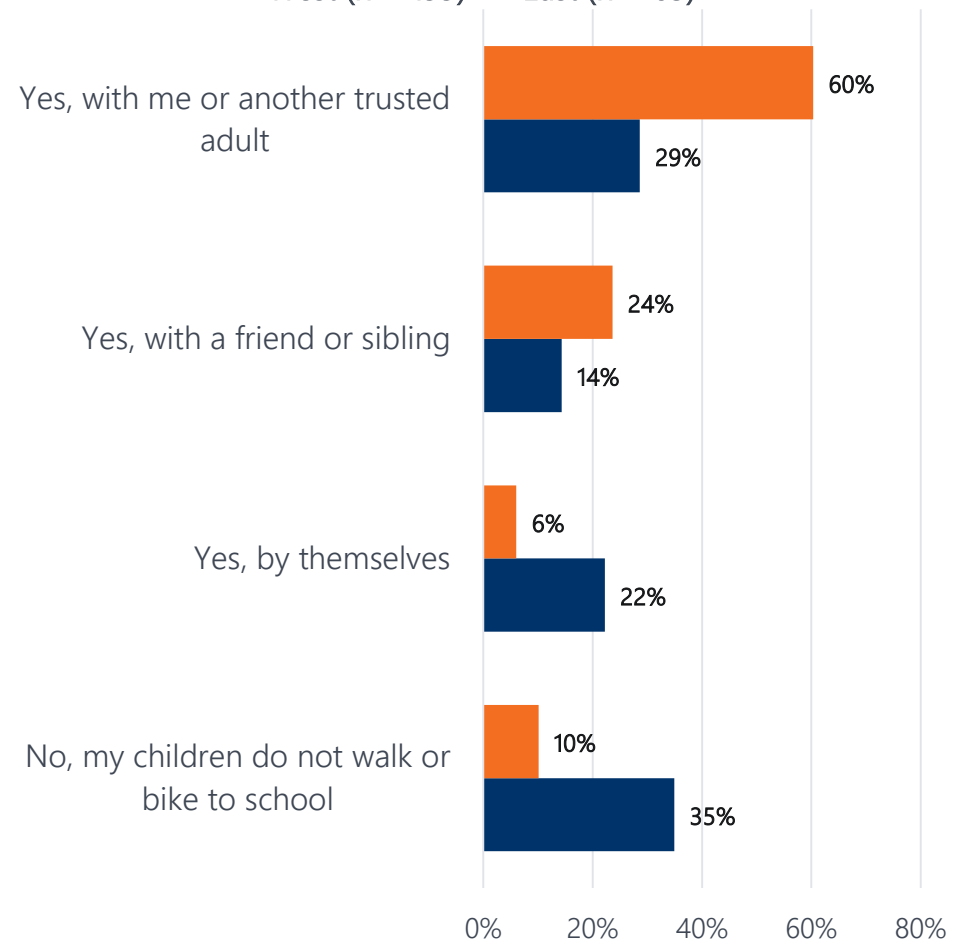
■ West (n = 269) ■ East (n = 145)



Do your school-age children walk or bike to school?

Base: respondents with school-age children (n = 252)

■ West (n = 199) ■ East (n = 63)



Looking Deeper

There were regional differences. **Western Portland Metro Area** children were three times more likely to walk or bike to school.

Conclusion

Conclusion

Partnering with communities of color to learn what works within our program offerings of travel options programs gives us key insights.

In partnership with local community organizations in Rockwood and Cornelius, we conducted a survey to learn how 414 Portland Metro Area POC access information about their travel options. We also learned about their needs and preferences related to walking, biking and transit and rideshare.

We found that people generally use travel options and would use them more if their trips were safe, comfortable, and could be planned in advance. We also saw that there are meaningful regional differences. Even though most people prefer using transit if they don't have access to a car, the **Eastern Portland Metro Area** prefers to walk and the **Western Portland Metro Area** prefers to use ride-hailing services.

We found some racial differences, including that Black/African American and Latinx communities were more likely to drive alone, regardless of where they lived. This tells us that creating specific messaging for and with these communities will be helpful for increasing these communities' use of travel options.

We saw that our investments in community-based projects was helpful in terms of reaching our communities and learning what messaging might work best. We hope to extend this in our future programming, outreach, and research to find how to best partner with communities of color in the Portland Metro region.

Programming Takeaways

There are several programmatic lessons learned:

- Many People of Color are already using travel options and could benefit with more information to make their trips easier or to use travel options more often.
- Continue to invest in community-based outreach projects and partnerships to encourage the public to drive less and use more travel options.
- Tailor messaging to specific communities of color, particularly to Black and Latinx residents who are more likely to drive alone). This could be accomplished by: creating messages about travel options for these two specific groups, including more insights from these communities in the message-creation process, offering multilingual materials.
- People would generally appreciate a messaging campaign that offers guidance on how to have a safe and comfortable trip.

Specific regional-based programming, including messaging, should consider geographic differences:

- Highlight ridesharing for **Western Portland Metro Area** communities
- Highlight walking routes and services for **Eastern Portland Metro Area** communities
- Knowing trips can be planned with the internet or a smartphone mattered most to **Western Portland Metro** area residents who typically just want to avoid traffic.

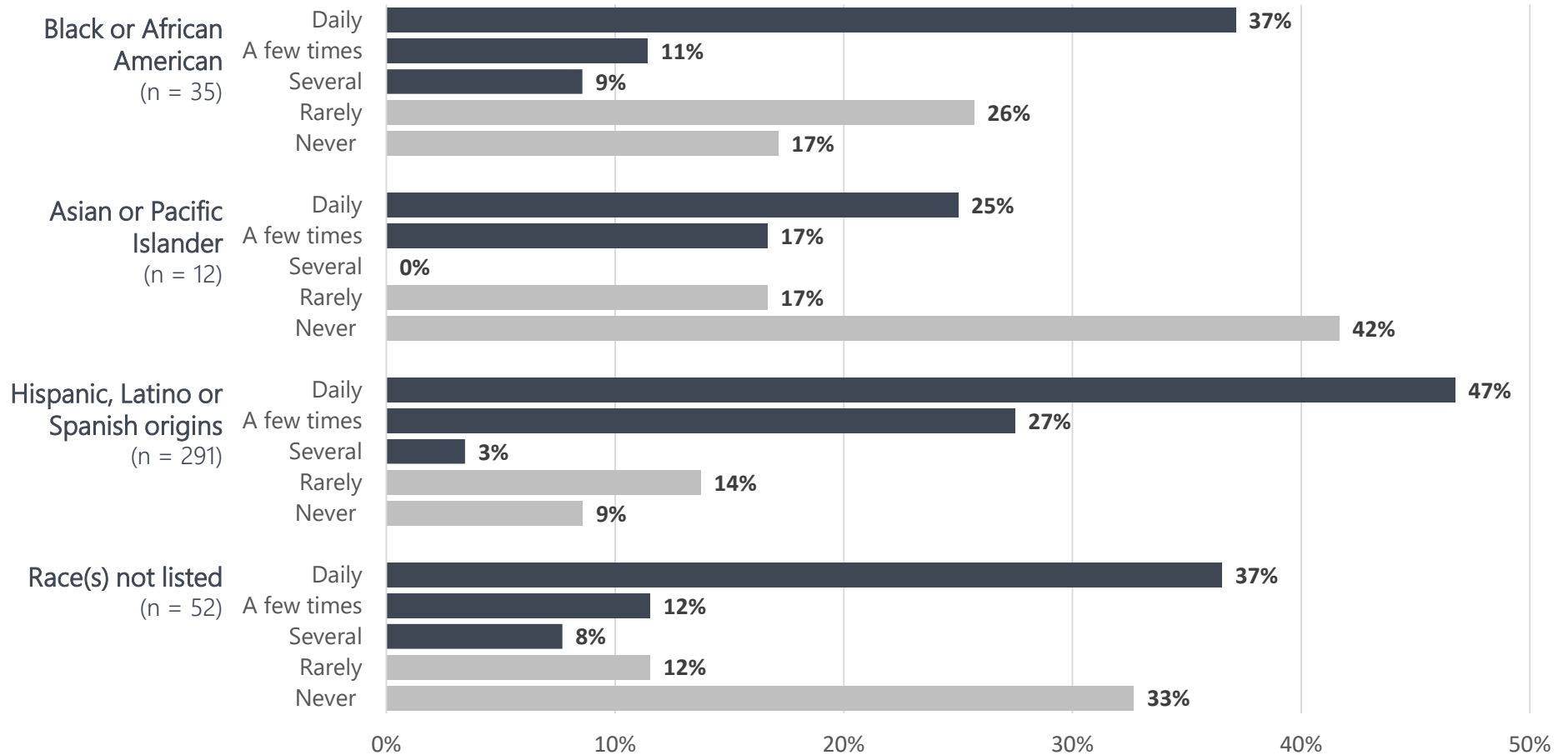
Addendum

Drive Alone by Race/Ethnicity

Over the course of this year, how often did you drive alone?

Base: all respondents.

■ Monthly or more ■ Rarely or more



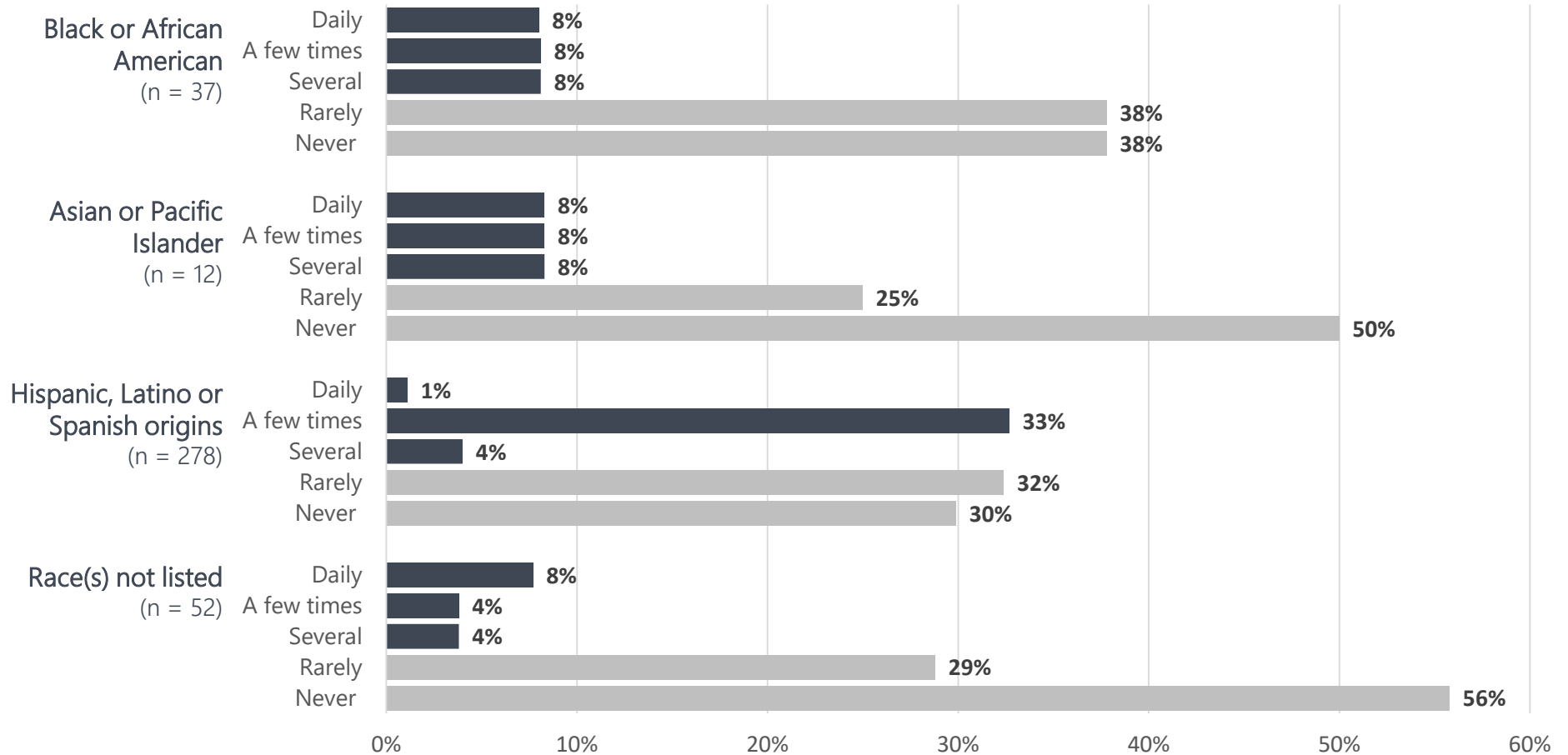
Even after accounting for other characteristics like age, we found statistically significant differences for how people traveled over the course of this year. Black or Latinx respondents are three times more likely to drive alone.

Ride a Bike by Race/Ethnicity

Over the course of this year, how often did you ride a bike?

Base: all respondents.

■ Monthly or more ■ Rarely or more

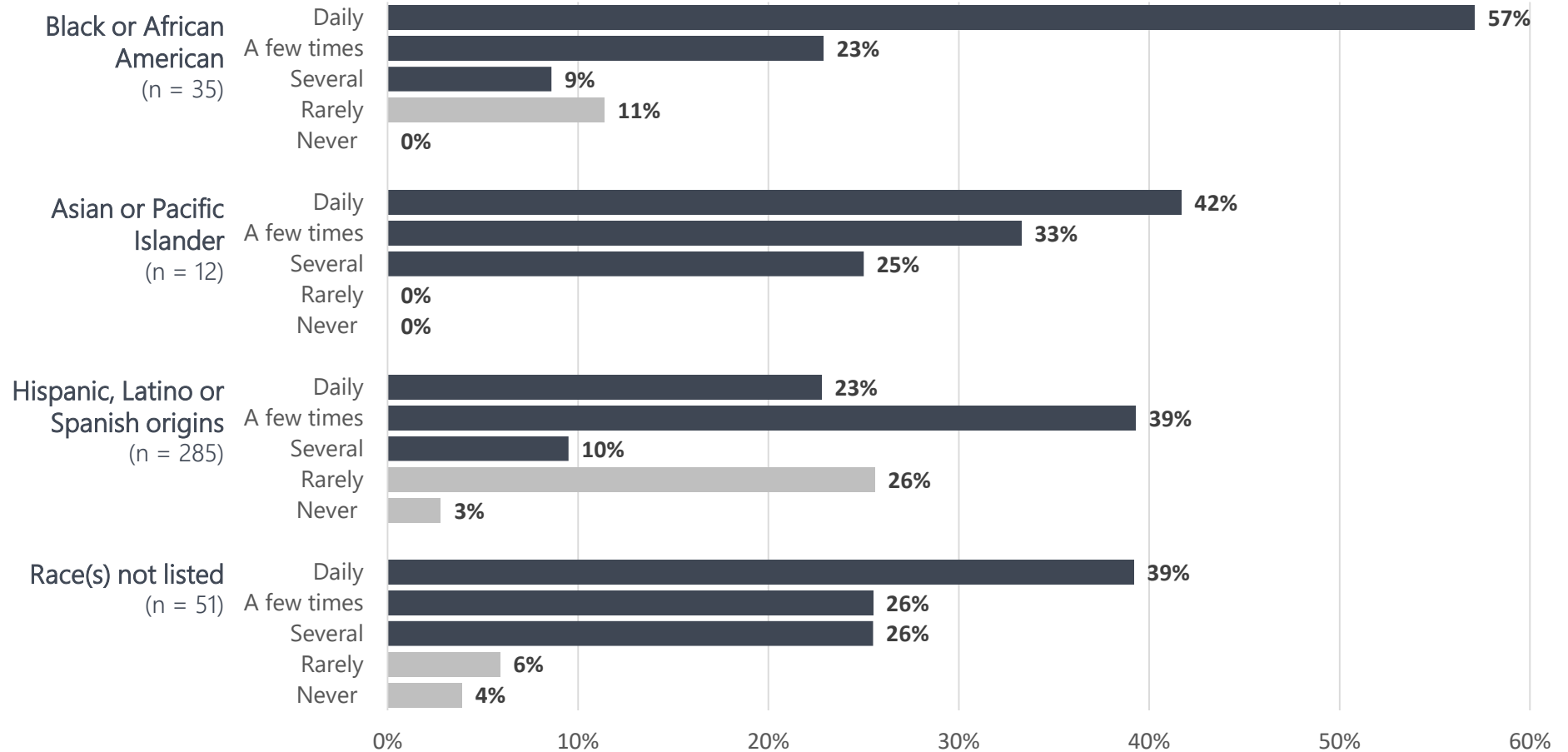


Walk by Race/Ethnicity

Over the course of this year, how often did you walk?

Base: all respondents.

■ Monthly or more ■ Rarely or more

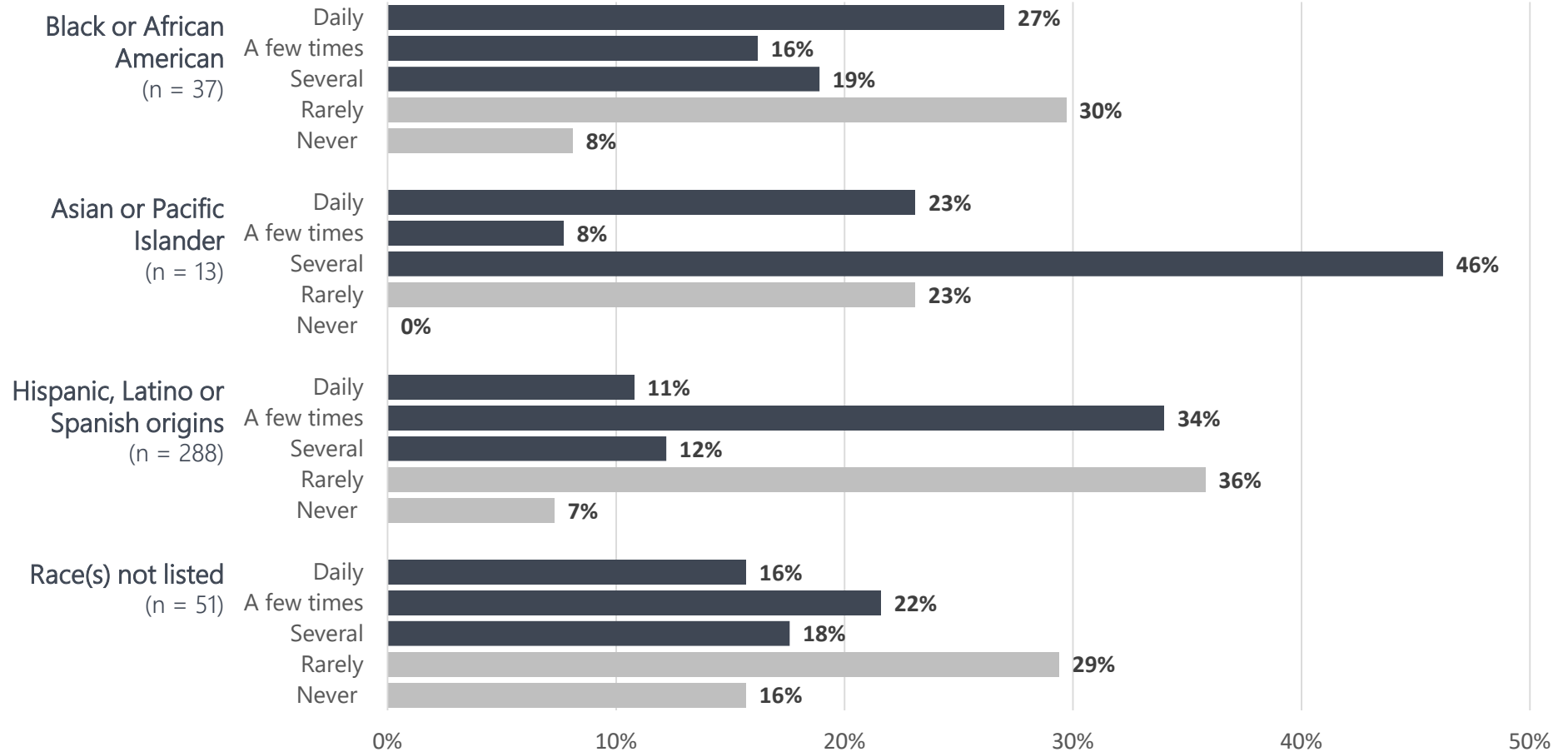


Public Transit by Race/Ethnicity

Over the course of this year, how often did you use public transit?

Base: all respondents.

■ Monthly or more ■ Rarely or more

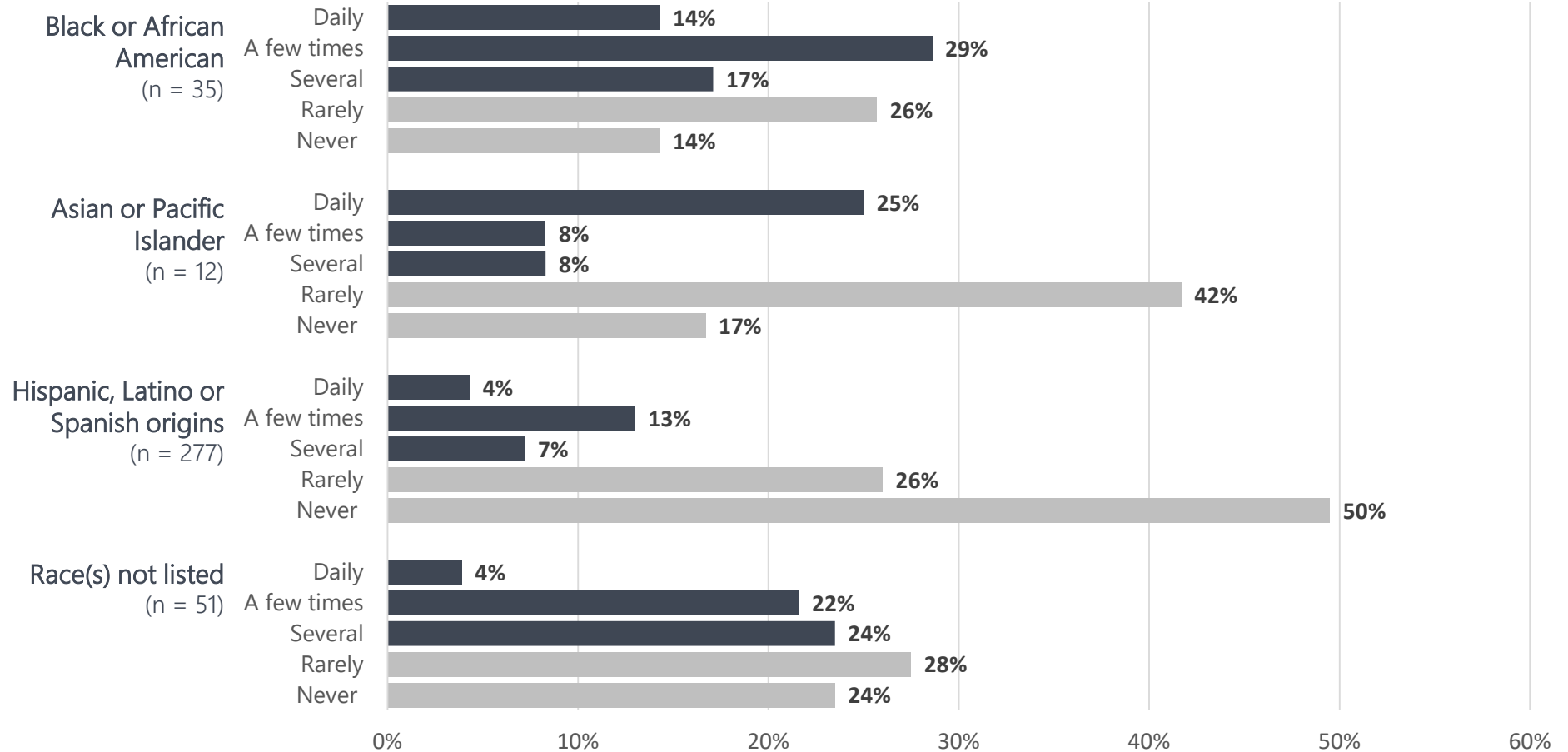


Carpool by Race/Ethnicity

Over the course of this year, how often did you carpool?

Base: all respondents.

■ Monthly or more ■ Rarely or more



Mobility Device by Race/Ethnicity

Over the course of this year, how often did you use a mobility device?

Base: all respondents.

■ Monthly or more ■ Rarely or more

