

 **Metro** | *Agenda*

Meeting: Metro Council Work Session  
Date: Tuesday, April 12, 2011  
Time: 2 p.m.  
Place: Council Chambers

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**CALL TO ORDER AND ROLL CALL**

- 2 PM**      **1. DISCUSSION OF AGENDA FOR COUNCIL REGULAR MEETING, APRIL 14, 2011/ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS**
- 2:15 PM**   **2. CLIMATE LEADERSHIP SUMMIT: WRAP UP, PUBLIC OPINION PRESENTATION AND RECOMMENDATIONS-INFORMATION / DISCUSSION**      **Unfred Ellis  
Adam Davis,  
Davis, Hibbitts, &  
Midghall, Inc**
- 3:00 PM**   **3. SETTING CARBON EMISSIONS REDUCTION TARGETS FOR THE METRO REGION AND THE STATE RULEMAKING PROCESS - INFORMATION/DISCUSSION**      **Bob Cortright,  
DLCD**
- 4:00 PM**   **4. URBAN GROWTH BOUNDARY TIMELINE - INFORMATION**      **Williams**
- 4:25 PM**   **5. COUNCIL BRIEFINGS/COMMUNICATION**
- ADJOURN**

Agenda Item Number 2.0

**CLIMATE LEADERSHIP  
SUMMIT:  
WRAP UP, PUBLIC OPINION  
PRESENTATION AND  
RECOMENDATIONS**

Metro Council Work Session  
Tuesday, April 12, 2011  
Metro Council Chamber

# METRO COUNCIL

## Work Session Worksheet

Presentation Date: April 12, 2011 Time: \_\_\_\_\_ Length: 45 minutes

Presentation Title: Climate Leadership Summit: Wrap up, Public opinion presentation and recommendations

Service, Office, or Center:

Planning Department, Communications Department

Presenters:

Patty Unfred, ext. 1685; Adam Davis, Davis, Hibbitts, & Midghall, Inc., Kim Ellis, ext. 1617.

### **ISSUE & BACKGROUND**

The Metro Council and Metro Policy Advisory Committee have adopted “leadership on climate change” as one of the region’s six desired outcomes. In addition, the state of Oregon has required the region to adopt policies by 2014 that are designed to meet carbon emissions reduction targets for cars, light trucks and SUVs by 2035. To develop a set of policies that will meet state targets but also respond to and reinforce community aspirations and the region’s other desired outcomes, Metro has devised the Climate Smart Communities: Scenarios project.

Metro convened nearly 300 participants on Friday, April 1 at the Oregon Convention Center for a Climate Leadership Summit to explore strategies and policies that could help the area meet the state targets. This was a joint meeting of MPAC and the Joint Policy Advisory Committee on Transportation but also included other elected officials, local government staff, and leaders from minority and underserved communities, community groups and the business community.

At the summit, Adam Davis of Davis, Hibbitts, & Midghall, Inc. presented the results of public opinion research, which included focus groups, telephone polls and an Opt In survey. He was not able to complete his presentation at the event, so he will discuss the results of his research and implications for council communications at this work session.

In addition, staff will provide an overview of the input received on April 1 at the work session. A report summarizing the summit’s proceedings, keypad polling results and comment card responses will be available in late April.

A future work session will be scheduled to seek input from Council on the approach for testing the land use and transportation strategies that will help the region reduce carbon emissions and meet state goals.

### **OPTIONS AVAILABLE**

N/A.

### **IMPLICATIONS AND SUGGESTIONS**

Based on this research, staff recommends the following in regard to Metro's climate change communications:

- Climate change should not be discussed in isolation or as a sole desired outcome, but framed around and tied to local values and priorities.
- Research has shown that education about climate change will not change people's opinion. Resources should be focused on behavior related to regional values rather than changing people's minds about or influencing behavior because of climate change.

Staff is studying the best ways to communicate about climate change and will be developing communication tools for Council and others to use.

**QUESTION(S) PRESENTED FOR CONSIDERATION**

- Does this approach to Metro's climate change communications make sense?
- Does this approach support Metro Council's desire to be a leader on climate change?
- If we focus on local values and priorities and reserve climate change as a secondary message, does that diminish the sense of urgency to act?

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION \_\_Yes \_XNo  
DRAFT IS ATTACHED \_\_Yes \_X\_No**

**\*\*\* PLEASE SEE BACKGROUND DOCUMENT ATTACHED.**



# Climate Smart Communities

Working together to build livable, prosperous, equitable and climate smart communities

Residents of the Portland metropolitan area want livable, smart communities that:

- protect clean air and water
- provide jobs close to home
- preserve farm, forest land and natural areas
- promote healthy lifestyles that include walking, biking and taking transit
- pioneer green technology to reduce energy use and create new jobs.

Ask anyone why they choose to live and work in this region and they won't hesitate in their answer: because of the lush, green beauty, proximity to natural areas and wildlife, clean air and water, and communities close to transit, schools and jobs. Because these are the things we value, it just makes sense to protect the air and water, conserve energy, grow food locally and choose transportation options that don't rely as much on fossil fuels. It costs less, keeps money in the local economy and supports a healthier lifestyle.

Research conducted by Davis, Hibbitts & Midghall and Carlson Communications reveals that though a majority of residents are concerned about climate change and believe it should be a priority for local governments, it remains a much lower priority relative to other issues. Effective communication shouldn't lead with climate change but, instead, tie it to other values and priorities for the region. People are already making personal choices that impact the amount of carbon in our atmosphere – they carpool or take transit to work, walk to the store and choose local products whenever possible. They support investments that are needed to create climate smart communities – thriving downtowns supported by transit, safe sidewalks and bike trails, new technology like electric vehicles and signal timing. These choices support their personal values, with a secondary benefit of addressing climate change.

## Recommendations

Based on this research, the following recommendations apply to Metro's climate change communications:

- Climate change should not be discussed in isolation or as a sole desired outcome, but framed around and tied to local values and priorities.
- Research has shown that education about climate change will not change people's opinion. Resources should be focused on behavior related to regional values rather than changing people's minds about or influencing behavior because of climate change.

## Excerpts from recent research and survey data

Opinion data from telephone survey:<sup>1</sup>

- 58 percent support legislation reducing greenhouse gas emissions
- 53 percent are certain the GHG emissions are causing climate change and that climate change is caused by human activities
- 67 percent feel it should be an urgent priority for local governments to address climate change
- 67 percent are likely to make lifestyle changes to support a more sustainable future for Oregon
- The majority surveyed opposes or strongly opposes raising fees and taxes to change transportation behavior.
- The majority surveyed supports or strongly supports government providing incentives to encourage people to drive less.
- The top concerns about potential climate change impacts are (first and second concerns combined):
  - changes in food prices and loss of agricultural crops (40 percent)
  - loss of native fish, wildlife and plant species (36 percent)
  - reduced snowpack in the mountains causing drought and water supply shortages (31 percent).

Responses of interviewed stakeholders (35 elected officials, community and business leaders):<sup>2</sup>

- About half feel climate change is a relevant issue for their communities (1/3 somewhat relevant, remainder not very relevant)
- Two-thirds stated a need for more information – data based on science and economics and from credible sources – and more information about what their constituents are willing to do to address climate change
- 80 percent of respondents stated that their organization has made decisions or taken actions to address climate change (need to get those to use as local examples)
- Identified Metro's primary role as providing coordination and communication support

Climate change communications research report:<sup>3</sup>

- focus on livability and environmental benefits (economic benefits may require more research)
- make climate change and solutions local, relevant and urgent
- focus on carbon – people are putting too much carbon into the atmosphere
- connect climate change with the economy – quantify economic benefits of addressing climate change (data gap here) and cost of doing nothing
- tap into residents' identities and values
- provide specific examples of actions that people can take
- communicate through or with trusted local sources
- celebrate local success and make benefits tangible

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<sup>1</sup> Metro Climate Change Telephone Survey – annotated, March, 2011. Davis, Hibbitts & Midghall, Inc.

<sup>2</sup> Metro Climate Smart Communities Stakeholder Interviews, Feb. 28, 2011. Cogan Owens Cogan.

<sup>3</sup> Metro Climate Smart Communities Report Final March 2, 2011. Carlson Communications.

Agenda Item Number 3.0

**SETTING CARBON EMISSIONS  
REDUCTION TARGETS FOR THE  
METRO REGION AND STATE  
RULEMAKING PROCESS**

Metro Council Work Session  
Tuesday, April 12, 2011  
Metro Council Chamber

# METRO COUNCIL

## Work Session Worksheet

Presentation Date: April 12, 2011 Time: 3:00 PM Length: 45 minutes

Presentation Title: Setting Carbon Emissions Reduction Targets for the Portland region

Service, Office, or Center: Planning Department

Presenters: Bob Cortright, Department of Land Conservation and Development

### **ISSUE & BACKGROUND**

- House Bill 2001 (2009) and Senate Bill 1059 (2010) direct Oregon's Land Conservation and Development Commission (LCDC) to adopt greenhouse gas (GHG) emissions reduction targets for the state's six metropolitan areas by rule by June 1, 2011.
- The targets are intended to guide metropolitan areas as they conduct land use and transportation scenario planning to reduce greenhouse gas emissions from light vehicles.
- Recommended rules were developed with guidance from the Target Rulemaking Advisory Committee (TRAC); the TRAC was comprised of elected officials and stakeholders from across the state.
- Councilor Collette has served as the Portland region TRAC representative, and reviewed and commented on the draft rule throughout the rulemaking process to ensure the draft rule included:
  - Clear and easy to understand language
  - Reasonable, yet aggressive assumptions for advancements in vehicle fleet, technologies and fuels
  - Assurances that the region's share of interstate and intercity travel will be addressed in the Statewide Transportation Strategy being developed by the Oregon Department of Transportation
  - Opportunities for future LCDC review as new information becomes available and GHG analysis techniques mature
- On March 30, the Target Rulemaking Advisory Committee (TRAC) recommended a draft rule and targets for consideration by LCDC.
- On April 1, DLCD released the draft rule and targets for public comment. The draft rule assumes significant advancements in vehicle fleet, technologies and fuels, but also calls for the Portland region to reduce per person carbon emissions by 21 percent through other transportation and land use strategies that will be evaluated through the region's scenario planning.
- LCDC will hold a public hearing on April 21, and is expected to adopt the rule and carbon emissions reduction targets on May 19, 2011.



- More information on the LCDC rulemaking effort can be found at:  
[http://www.oregon.gov/LCD/target\\_rulemaking\\_advisory\\_committee.shtml](http://www.oregon.gov/LCD/target_rulemaking_advisory_committee.shtml)

### **OPTIONS AVAILABLE**

- Support the draft rule as presented.
- Provide comments and/or recommend additional refinements to the draft rule.

### **IMPLICATIONS AND SUGGESTIONS**

This is an opportunity for Council members to ask questions and share concerns about the draft rule.

Given the timeline for LCDC consideration of the draft rule and the significant input provided through the TRAC process, staff recommends Council support the draft rule as proposed.

With Council direction, staff will prepare a formal letter of support to LCDC from the Council President and Councilor Collette.

### **QUESTION(S) PRESENTED FOR CONSIDERATION**

1. Does Council **support the draft rule** as presented by DLCD staff?
2. What **additional comments** would Council like to forward to LCDC for consideration?

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION** \_\_Yes \_X\_No  
**DRAFT IS ATTACHED** \_\_\_Yes \_X\_No

\*\*\* Draft - Proposed new rules: Division 44 Metropolitan Greenhouse Gas Reduction Targets (dated April 1, 2011) **ATTACHED.** \*\*\*

# DRAFT—PROPOSED NEW RULES

April 1, 2011

Developed by the Target Rulemaking Advisory Committee  
for consideration by the Land Conservation and Development Commission  
at a public hearing on April 21, 2011

## DIVISION 44

### METROPOLITAN GREENHOUSE GAS REDUCTION TARGETS

1 **660-044-0000**

2 **Purpose**

- 3 (1) This division implements provisions of Oregon Laws 2010, chapter 85, section 5(1) and  
4 Oregon Laws 2009, chapter 865, section 37(6) that direct the Land Conservation and  
5 Development Commission (Commission) to adopt rules setting targets for reducing  
6 greenhouse gas emissions from light vehicle travel for each of the state's metropolitan areas  
7 for the year 2035 to aid in meeting the state goal in ORS 468A.205 to reduce the state's  
8 greenhouse gas emissions in 2050 to 75 percent below 1990 levels.
- 9 (2) The targets in this division provide guidance to local governments in metropolitan areas on  
10 the level of reduction in greenhouse gas emissions to achieve as they conduct land use and  
11 transportation scenario planning. Land use and transportation scenario planning to meet the  
12 targets in this division is required of the Portland metropolitan area and is encouraged, but  
13 not required, in other metropolitan areas.
- 14 (3) Land use and transportation scenario planning is intended to be a means for local  
15 governments in metropolitan areas to explore ways that urban development patterns and  
16 transportation systems would need to be changed to achieve significant reductions in  
17 greenhouse gas emissions from light vehicle travel. Scenario planning is a means to address  
18 benefits and costs of different actions to accomplish reductions in ways that allow  
19 communities to assess how to meet other important needs, including accommodating  
20 economic development and housing needs, expanding transportation options and reducing  
21 transportation costs.
- 22 (4) The expected result of land use and transportation scenario planning is information on the  
23 extent of changes to land use patterns and transportation systems in metropolitan areas  
24 needed to significantly reduce greenhouse gas emission reductions from light vehicle travel  
25 in metropolitan areas, including information about the benefits and costs of achieving those  
26 reductions. The results of land use and transportation scenario planning are expected to  
27 inform local governments as they update their comprehensive plans and to inform the  
28 legislature, state agencies and the public as the state develops and implements an overall  
29 strategy to meet state goals to reduce greenhouse gas emissions.

## DRAFT—PROPOSED RULES

- 1 (5) The greenhouse gas emission reduction targets in this division are intended to guide an  
2 initial round of land use and transportation scenario planning over the next two to four  
3 years. The targets are based on available information and current estimates about key  
4 factors, including improvements in vehicle technologies and fuels. The Commission will  
5 review the targets by 2015, based on updated information about expected changes in vehicle  
6 technologies and fuels, state policies and other factors and to consider results of scenario  
7 planning.
- 8 (6) Success in meeting the targets will require a combination of local regional, and state  
9 actions. State actions include not only improvements in vehicle technology and fuels, but  
10 also other statewide efforts to reduce greenhouse gas emissions from light vehicle travel.  
11 These efforts – which are programs and actions to be implemented at the state level - are  
12 currently under review by the Oregon Department of Transportation as part of its Statewide  
13 Transportation Strategy to reduce greenhouse gas emissions. As metropolitan areas develop  
14 scenario plans to reduce greenhouse gas emissions and compare them to the targets in this  
15 division, it is incumbent that the metropolitan area and the state work as partners, with a  
16 shared responsibility of determining how local and statewide actions and programs can  
17 reach the targets.
- 18 (7) Nothing in this division is intended to amend statewide planning goals or administrative  
19 rules adopted to implement statewide planning goals.

20 **660-044-0005**

### 21 **Definitions**

22 For the purposes of this division, the definitions in ORS 197.015 and the statewide planning  
23 goals apply. In addition, the following definitions shall apply:

24 “1990 baseline emissions” means the estimate of greenhouse gas emissions from light vehicle  
25 travel in each metropolitan area for the year 1990, as presented by the Department of  
26 Environmental Quality and the Oregon Department of Energy included in the *Agencies’*  
27 *Technical Report*.

28 “2005 emissions levels” means an estimate of greenhouse gas emissions from light vehicle travel  
29 in a metropolitan area for the year 2005.

30 “2035 greenhouse gas emission reduction goal” means the percentage reduction in greenhouse  
31 gas emissions from light vehicle travel in a metropolitan area needed by the year 2035 in order to  
32 meet the state goal of a 75 percent reduction in greenhouse gas emissions from 1990 levels by  
33 the year 2050 as recommended by the Department of Environmental Quality and the Oregon  
34 Department of Energy in the *Agencies’ Technical Report*.

35 “Agencies’ Technical Report” means the report prepared by the Oregon Department of  
36 Transportation, the Department of Environmental Quality and the Oregon Department of Energy  
37 and submitted to the Commission on March 1, 2011, that provides information and estimates

## DRAFT—PROPOSED RULES

1 about vehicle technologies and vehicle fleet to support adoption of greenhouse gas reduction  
2 targets as required by Oregon Laws 2010, chapter 85, section 5(2) and Oregon Laws 2009,  
3 chapter 865, section 37(7).

4 “Greenhouse gas” means any gas that contributes to anthropogenic global warming including,  
5 but not limited to, carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons  
6 and sulfur hexafluoride. (ORS 468A.210(2)) Greenhouse gases are generally measured in terms  
7 of CO<sub>2</sub> equivalents – CO<sub>2</sub>e – which means the quantity of a given greenhouse gas multiplied by  
8 a global warming potential factor provided in a state-approved emissions reporting protocol.

9 “Greenhouse gas emissions reduction target” or “target” means the percent reduction in  
10 greenhouse gas emissions from light vehicle travel within a metropolitan area from 2005  
11 emission levels that is to be achieved by the year 2035. Greenhouse gas emissions reduction  
12 targets are expressed as a percentage reduction in emissions per capita from 2005 emissions  
13 levels but not including reductions in vehicle emissions that are likely to result by 2035 from the  
14 use of improved vehicle technologies and fuels as set forth in Tables 1 and 2 of  
15 OAR 660-044-0010.

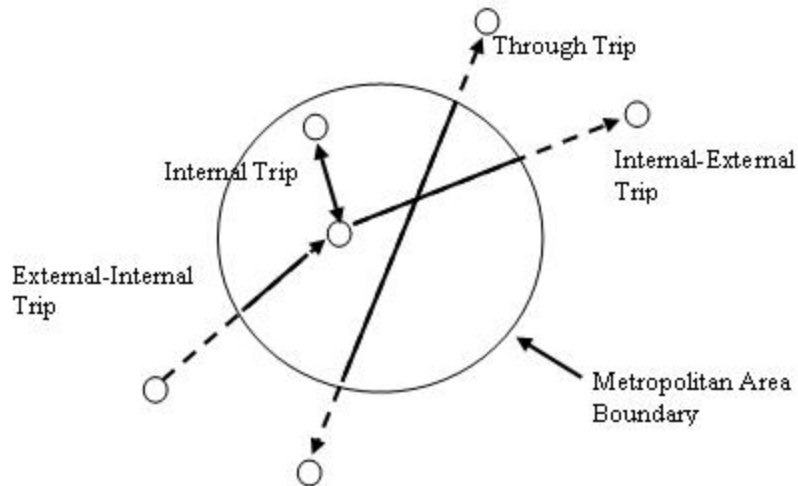
16 “Greenhouse gas emissions reduction toolkit” means the toolkit prepared by the Oregon  
17 Department of Transportation and the Department to assist local governments in developing and  
18 executing actions and programs to reduce greenhouse gas emissions from light vehicle travel in  
19 metropolitan areas as provided in Oregon Laws 2010, chapter 85, section 4.

20 “Land use and transportation scenario planning” means the preparation and evaluation by local  
21 governments of two or more land use and transportation scenarios and the cooperative selection  
22 of a preferred scenario that accommodate planned population and employment growth while  
23 achieving a reduction in greenhouse gas emissions from light vehicle travel in the metropolitan  
24 area. Land use and transportation scenario planning may include preparation and evaluation of  
25 alternative scenarios that do not meet targets specified in this division.

26 “Light vehicles” means motor vehicles with a gross vehicle weight rating of 10,000 pounds or  
27 less.

28 “Light vehicle travel within a metropolitan area” means trips made by light vehicles that begin  
29 and end within a metropolitan planning area and that portion of other trips made by light vehicles  
30 that occurs within a metropolitan planning area, including a portion of through trips (i.e. trips  
31 that pass through a metropolitan planning area but do not begin or end there) and that a portion  
32 of other light vehicle trips that begin or end within a metropolitan planning area. Trips and  
33 portions of trips that are within a metropolitan planning area are illustrated by solid lines as  
34 shown in Figure 1.

## DRAFT—PROPOSED RULES



**Figure 1. Light vehicle travel within a metropolitan area.** Circles indicate trip origins and destinations. Arrows indicate the direction of travel. Solid lines indicate the portion of each type of trip that is considered travel within a metropolitan area for purposes of this definition.

- 1
- 2 “Metropolitan planning area” or “metropolitan area” means lands within the boundary of a
- 3 metropolitan planning organization as of the effective date of this division.
- 4 “Metropolitan planning organization” means an organization located wholly within the State of
- 5 Oregon and designated by the Governor to coordinate transportation planning in an urbanized
- 6 area of the state pursuant to 49 U.S.C. 5303(c). ORS 197.629(7). Included are metropolitan
- 7 planning organizations for the following areas: the Portland metropolitan area, the Bend
- 8 metropolitan area, the Corvallis metropolitan area, the Eugene-Springfield metropolitan area, the
- 9 Salem-Keizer metropolitan area and the Rogue Valley metropolitan area.
- 10 “Scenario planning guidelines” means the guidelines established by the Oregon Department of
- 11 Transportation and the Department to assist local governments in conducting land use and
- 12 transportation scenario planning to reduce greenhouse gas emissions from light vehicle travel in
- 13 metropolitan areas as provided in Oregon Laws 2010, chapter 85, section 3.
- 14 “Statewide Transportation Strategy” means the statewide strategy adopted by the Oregon
- 15 Transportation Commission as part of the state transportation policy to aid in achieving the
- 16 greenhouse gas emissions reduction goals set forth in ORS 468A.205 as provided in Oregon
- 17 Laws 2010, chapter 85, section 2.

1 **660-044-0010**

2 **Target Setting Process and Considerations**

3 (1) This rule describes information and factors that provide the basis for greenhouse gas  
4 emission reduction targets included in this division. The purpose of this rule is to inform  
5 local governments and the public about information that was relied upon to set greenhouse  
6 gas emission reduction targets, to inform local governments as they conduct land use and  
7 transportation scenario planning and to inform the Department of Land Conservation and  
8 Development (Department) and Commission in the review and evaluation of greenhouse gas  
9 emission reduction targets as required in OAR 660-044-0035.

10 (2) Oregon Laws 2010, chapter 85, section 5(1) and Oregon Laws 2009, chapter 865, section  
11 37(6) direct the Commission to adopt rules identifying greenhouse gas emission reduction  
12 targets for emissions caused by light vehicles for each of the state’s metropolitan areas.  
13 These statutes direct that the rules must reflect greenhouse gas emissions reduction goals set  
14 forth in ORS 468A.205 and must take into consideration the reductions in vehicle emissions  
15 that are likely to result by 2035 from the use of improved vehicle technologies and fuels. The  
16 statutes also direct that the rules must take into consideration methods of equitably allocating  
17 reductions among the metropolitan areas given differences in population growth rates. The  
18 Commission has addressed these statutory considerations as follows:

19 (a) Reduction in greenhouse gas emissions from light vehicle travel needed in 2035 to  
20 achieve the state goal of a 75 percent greenhouse gas reduction by 2050.

21 Based on recommendations from the Department of Environmental Quality and the  
22 Oregon Department of Energy in the *Agencies’ Technical Report*, the Commission  
23 concludes that a reduction of 52 percent in greenhouse gas emissions from light vehicle  
24 travel in metropolitan areas from 1990 levels is needed by the year 2035 to support  
25 achieving greenhouse gas emissions reduction goals for 2050 set forth in ORS 468A.205.  
26 This percentage reduction assumes steady year by year progress through 2050 in reducing  
27 emissions and that the reduction in light vehicle emissions will be proportionate to the  
28 overall state goal for reducing greenhouse gas emissions. In reaching this conclusion, the  
29 Commission notes that absent a statewide transportation strategy and plan for achieving  
30 greenhouse gas emission reductions there is no policy or other basis at this time for  
31 assuming that light vehicle travel in metropolitan areas should be responsible for a larger  
32 or smaller share of expected statewide greenhouse gas emission reductions.

33 (b) Consideration of reductions in vehicle emissions likely to result by 2035 from use of  
34 improved vehicle technologies and fuels.

35 (i) The Commission has considered recommendations from the Oregon Department  
36 of Transportation, the Department of Environmental Quality and the Oregon  
37 Department of Energy about expected changes to the light vehicle fleet, vehicle  
38 technologies and vehicle fuels through the year 2035 as set forth in the *Agencies’*  
39 *Technical Report*. The Commission notes that the *Agencies’ Technical Report*  
40 indicates considerable uncertainty and a broad range of possible outcomes for

## DRAFT—PROPOSED RULES

1 each of the relevant factors. The Commission concludes that a midpoint in the  
 2 range of plausible fleet, technologies and fuel outcomes provides a reasonable  
 3 basis for greenhouse gas emission reduction targets to guide an initial round of  
 4 land use and transportation scenario planning. The baseline assumptions for 2035  
 5 light vehicle fleet, light vehicle technologies and vehicle fuels are for each  
 6 metropolitan area are set forth in Tables 1 and 2.

7 **Table 1. Baseline Assumptions for Vehicle Technologies for use in Land Use and**  
 8 **Transportation Scenario Planning**

<b>Vehicle Technologies</b>		
<b>Characteristic</b>	<b>2005 Model Year<sup>1</sup></b>	<b>2035 Model Year<sup>2</sup></b>
Auto fuel economy—internal combustion engine	28 mpg	68 mpg
Light truck fuel economy—internal combustion engine	20 mpg	48 mpg
Auto fuel economy—plug-in hybrids in charge sustaining mode	—	81 mpg
Light truck fuel economy—plug-in hybrids in charge sustaining mode	—	56 mpg
% of autos that are plug-in hybrids or electric vehicles	—	8%
% of light trucks that are plug-in hybrids or electric vehicles	—	2%
Plug-in hybrids battery range	—	35 miles
Electric vehicles battery range	—	175 miles
<b>Vehicle Fuels<sup>3</sup></b>		
<b>Characteristic</b>	<b>2005</b>	<b>2035</b>
% reduction in fuel carbon intensity from current levels	—	20%
Electric power sources compared to current Renewable Portfolio Standard	—	Meet
<b>Vehicle Fleet<sup>4</sup></b>		
<b>Characteristic</b>	<b>2005</b>	<b>2035</b>
Average vehicle replacement rate	10 years	8 years

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<sup>1</sup> Email from Brian Gregor, Oregon Department of Transportation, Transportation Planning Analysis Unit, “RE: 1990 and 2005 technology values,” 3/15/11.

<sup>2</sup> *Agencies’ Technical Report*, Table 1: Vehicle Technology Alternatives by 2035 and Table A-4: Key Technology Characteristics Assumed for 2035 Model Year. Technology Level 3.

<sup>3</sup> *Agencies’ Technical Report*, Table 1: Vehicle Technology Alternatives by 2035. Technology Level 3.

<sup>4</sup> *Agencies’ Technical Report*, Table 4: Rate of Vehicle Replacement and Table A.2: Key Vehicle Fleet Characteristics. 2005 and Fleet Level 3.

DRAFT—PROPOSED RULES

1 **Table 2. Additional Metropolitan Area Assumptions for use in Land Use and**  
 2 **Transportation Scenario Planning**

Metropolitan Area	% of Fleet that are Light Trucks <sup>5</sup>		Light Vehicle Emission Rates (grams CO <sub>2</sub> e per mile) <sup>6</sup>	
	2005	2035	2005	2035
Bend	55%	36%	513	180
Corvallis	45%	30%	494	174
Eugene-Springfield	47%	31%	503	173
Portland Metro	43%	29%	514	184
Rogue Valley	50%	34%	507	181
Salem-Keizer	47%	31%	510	177
Weighted Average	—	—	511	182

3 (ii) The greenhouse gas emission reduction targets in this division are for greenhouse  
 4 gas emission reductions to be met through land use and transportation scenario  
 5 planning and are in addition to reductions estimated to result from changes to the  
 6 light vehicle fleet, light vehicle technologies and light vehicle fuels in Tables 1  
 7 and 2.

8 (iii) In evaluating whether a proposed land use and transportation scenario combined  
 9 with actions and programs included in the Statewide Transportation Strategy  
 10 meets greenhouse gas emission reduction targets in this division, a local  
 11 government or metropolitan planning organization may include:

12 a. Policies or actions included in the Statewide Transportation Strategy that the  
 13 Oregon Department of Transportation estimates are likely to result in changes  
 14 to vehicle fleet, technologies or fuels above and beyond the values listed in  
 15 Tables 1 and 2;

16 b. Local or regional programs or actions identified in a land use and  
 17 transportation scenario plan that are likely to result in changes to vehicle fleet,  
 18 technologies or fuels above and beyond the values listed in Tables 1 and 2.  
 19 One example of such an action would be a local or regional program that is  
 20 estimated to result in adoption of hybrid or electric vehicles in a metropolitan  
 21 area at greater than the eight percent statewide assumption for the 2035 model  
 22 year provided in Table 1; and,

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<sup>5</sup> *Agencies' Technical Report*, Table 2: Light Trucks as a Percentage of Overall Fleet Mix and Table A.2: Key Vehicle Fleet Characteristics. 2005 and Fleet Level 3.

<sup>6</sup> *Agencies' Technical Report*, Table 6: 2035 Emission Rates by Region with Implementation of Vehicle Technology and Fleet Mix Alternatives and Table A.5: Estimated Light Vehicle GHG Emission Rates; revised and expanded in “*Summary Calculations for Agencies Technical Report*,” Brian Gregor, 3/18/11, Input 3-2035EmissionRates, Table 3: GreenSTEP Model Estimates of Average Vehicle Emission. 2005 and Technology Level 3, Fleet Level 3.



## DRAFT—PROPOSED RULES

1 c. Policies or actions included in the Statewide Transportation Strategy, other  
2 than those attributable to changes in vehicle fleet, technologies or fuels.  
3 Examples of such an action would be increased inter-city transit or pay-as-  
4 you-drive insurance. The Oregon Department of Transportation would  
5 coordinate with local governments and metropolitan planning organizations in  
6 each metropolitan area on estimating the amount of greenhouse gas emissions  
7 reductions expected to result within the metropolitan area from these  
8 programs and actions.

9 (c) Equitable allocation of responsibility for greenhouse gas emission reductions among  
10 metropolitan areas considering differences in population growth rates.

11 The greenhouse gas emission reduction targets in this division are in the form of  
12 percentage reductions in emissions per capita. The greenhouse gas emission reduction  
13 targets for individual metropolitan areas range from 18 percent to 25 percent per capita.  
14 The Commission concludes that setting the targets in the form of per capita reductions  
15 and adoption of comparable per capita reductions for each of the state's six metropolitan  
16 areas assures that those metropolitan areas that are expected to experience higher than  
17 average rates of population growth between 1990 and 2035 do not bear a greater  
18 responsibility for emission reductions than metropolitan areas that are expected to grow  
19 more slowly.

20 (d) Use of 2005 as a reference year for greenhouse gas emission reduction targets.

21 The greenhouse gas emission reduction targets in this division are set forth as reductions  
22 to be achieved from 2005 emission levels. 2005 is specified as a reference year for  
23 greenhouse gas reduction targets because more detailed data on emissions and light  
24 vehicle travel in metropolitan areas is available for this date than for 1990, and because it  
25 corresponds better with adopted land use and transportation plans and will thus enable  
26 local governments to better estimate what changes to land use and transportation plans  
27 might be needed to achieve greenhouse gas emissions reduction targets. While the targets  
28 are specified as reductions from 2005 emission levels, the targets have been set at a level  
29 that corresponds to the required reduction from 1990 levels to be achieved by 2035.

### 30 **660-044-0020**

#### 31 **Greenhouse gas emissions reduction target for the Portland metropolitan area**

##### 32 (1) Purpose and effect of targets

33 (a) Metro shall use the greenhouse gas emission reduction targets set forth in subsection (3)  
34 of this rule as it develops two or more alternative land use and transportation scenarios  
35 that accommodate planned population and employment growth while achieving a  
36 reduction in greenhouse gas emissions from light vehicle travel in the metropolitan area  
37 as required by Oregon Laws 2009, chapter 865, section 37(6).

## DRAFT—PROPOSED RULES

1 (b) This rule does not require that Metro or local governments in the Portland metropolitan  
2 area select a preferred scenario or amend the Metro regional framework plan (as defined  
3 in ORS 197.015(16)), functional plans, comprehensive plans or land use regulations to  
4 meet targets set in this rule. Requirements for cooperative selection of a preferred land  
5 use and transportation scenario and for implementation of that scenario through  
6 amendments to comprehensive plans and land use regulations as required by Oregon  
7 Laws 2009, chapter 865, section 37(8) will be addressed through a separate rulemaking  
8 that the Commission is required to complete by January 1, 2013.

9 (2) This rule applies to the Portland metropolitan area.

10 (3) The greenhouse gas emission reduction target for the Portland metropolitan area is a 21  
11 percent reduction in greenhouse gas emissions in the year 2035 below year 2005 emissions  
12 levels.

13 (4) The greenhouse gas emission reduction target in subsection (3) of this rule identifies the level  
14 of greenhouse gas emission reduction to be met through land use and transportation scenario  
15 planning consistent with baseline assumptions and guidance in OAR 660-044-0010(2)(b)(i)-  
16 (iii), including reductions expected to result from actions and programs identified in the  
17 Statewide Transportation Strategy.

### 18 **660-044-0025**

#### 19 **Greenhouse gas emissions reduction targets for other metropolitan areas**

20 (1) Purpose and effect of targets

21 (a) Local governments in metropolitan planning areas listed in subsection (2) of this rule  
22 may use the relevant targets set forth in subsection (3) of this rule as they conduct land  
23 use and transportation scenario planning to reduce expected greenhouse gas emissions  
24 from light vehicle travel in the metropolitan planning area.

25 (b) This rule does not require that local governments or metropolitan planning organizations  
26 conduct land use and transportation scenario planning. This rule does not require that  
27 local governments or metropolitan planning organizations that choose to conduct land use  
28 or transportation scenario planning develop or adopt a preferred land use and  
29 transportation scenario plan to meet targets in subsection (3) of this rule.

30 (2) This rule applies to the following metropolitan planning areas:

31 (a) Bend,

32 (b) Corvallis,

33 (c) Eugene-Springfield,

## DRAFT—PROPOSED RULES

1 (d) Rogue Valley, and

2 (e) Salem-Keizer.

3 (3) Targets

4 (a) The greenhouse gas emissions reduction target for the Bend metropolitan planning area is  
5 a 25 percent reduction in greenhouse gas emissions in the year 2035 below year 2005  
6 emissions levels.

7 (b) The greenhouse gas emissions reduction target for the Corvallis metropolitan planning  
8 area is a 23 percent reduction in greenhouse gas emissions in the year 2035 below year  
9 2005 emission levels.

10 (c) The greenhouse gas emissions reduction target for the Eugene-Springfield metropolitan  
11 planning area is a 21 percent reduction in greenhouse gas emissions in the year 2035  
12 below year 2005 emission levels.

13 (d) The greenhouse gas emissions reduction target for the Rogue Valley metropolitan  
14 planning area is a 24 percent reduction in greenhouse gas emissions in the year 2035  
15 below year 2005 emission levels.

16 (e) The greenhouse gas emissions reduction target for the Salem-Keizer metropolitan  
17 planning area is an 18 percent reduction in greenhouse emissions in the year 2035 below  
18 year 2005 emission levels.

19 (4) The greenhouse gas emission reduction targets in subsection (3) of this rule identify the level  
20 of greenhouse gas emission reduction to be met through land use and transportation scenario  
21 planning consistent with baseline assumptions and guidance in OAR 660-044-0010(2)(b)(i)-  
22 (iii), including reductions expected to result from actions and programs identified in the  
23 Statewide Transportation Strategy.

24 **660-044-0030**

25 **Methods for estimating greenhouse gas emissions and emission reductions**

26 (1) Local governments conducting land use and transportation scenario planning to meet  
27 greenhouse gas emission reductions targets established in this division may use information  
28 and methods for estimating greenhouse gas emissions levels from light vehicle travel  
29 recommended by the Oregon Department of Transportation and the Department as set forth  
30 in the greenhouse gas emissions reduction toolkit or as otherwise approved by the director of  
31 the Department and the director of the Oregon Department of Transportation.

32 (2) Local governments conducting land use and transportation scenario planning to meet the  
33 greenhouse gas emission reduction targets established in this division may use methods  
34 recommended by the Oregon Department of Transportation, Oregon Department of

## DRAFT—PROPOSED RULES

1 Environmental Quality and the Oregon Department of Energy to account for additional  
2 greenhouse gas emissions resulting from increased traffic congestion or reductions in  
3 emissions resulting from measures that reduce traffic congestion in estimating greenhouse  
4 gas emissions from light vehicles.

### 5 **660-044-0035**

#### 6 **Review and evaluation of greenhouse gas reduction targets**

- 7 (1) The Commission shall by June 1, 2015, and at four year intervals thereafter, conduct a review  
8 of the greenhouse gas emission reduction targets in OAR 660-044-0020 and  
9 OAR 660-044-0025.
- 10 (2) The review by the Commission shall evaluate whether revisions to the targets established in  
11 this division are warranted considering the following factors:
- 12 (a) Results of land use and transportation scenario planning conducted within metropolitan  
13 planning areas to reduce greenhouse gas emissions from light vehicles;
  - 14 (b) New or revised federal and state laws or programs established to reduce greenhouse gas  
15 emissions from light vehicles;
  - 16 (c) State plans or policies establishing or allocating greenhouse gas emission reduction  
17 goals to specific sectors or subsectors;
  - 18 (d) Policies and recommendations in the Statewide Transportation Strategy adopted by the  
19 Oregon Transportation Commission;
  - 20 (e) Additional studies or analysis conducted by the Oregon Department of Transportation,  
21 the Department of Environmental Quality, the Oregon Department of Energy or other  
22 agencies regarding greenhouse gas emissions from light vehicle travel in metropolitan  
23 areas, including but not limited to changes to vehicle technologies, fuels, and the vehicle  
24 fleet;
  - 25 (f) Changes in population growth rates, metropolitan planning area boundaries, land use or  
26 development patterns in metropolitan planning areas that affect light vehicle travel in  
27 metropolitan areas;
  - 28 (g) Efforts by local governments in metropolitan areas to reduce greenhouse gas emissions  
29 from all sources;
  - 30 (h) Input from affected local governments and metropolitan planning organizations; and
  - 31 (i) Land use feasibility and economic studies regarding land use densities.
- 32 (3) The Department shall, in consultation and collaboration with affected local governments,  
33 metropolitan planning organizations, and other state agencies, prepare a report addressing

## DRAFT—PROPOSED RULES

1 factors listed in subsection (2) of this rule to aid the Commission in determining whether  
2 revisions to targets established in this division are warranted.

Agenda Item Number 4.0

**URBAN GROWTH BOUNDARY  
TIMELINE**

Metro Council Work Session  
Tuesday, April 12, 2011  
Metro Council Chamber

# METRO COUNCIL

## Work Session Worksheet

Presentation Date: April 12, 2011 Time: 4:00 Length: 25 min.

Presentation Title: 2011 Growth Management Decision Timeline

Service, Office, or Center: Planning and Development Department

Presenters (include phone number/extension and alternative contact information):

Carl Hosticka, x1549

John Williams, x1635

### ISSUE & BACKGROUND

As described in more detail in the attached work program proposal, Council expects to make a growth management decision in fall 2011, following LCDC acknowledgment of urban and rural reserves. The work program details proposed timelines and key milestones to achieve this decision.

### OPTIONS AVAILABLE

Options are available both on the timeline of the project and on the content of the decision. Working with Councilor Hosticka as Council liaison, staff has developed the attached timeline to best accommodate related work programs and allow public outreach and advisory committee input. Future work sessions, Council meetings and advisory committee meetings will discuss the content of the decision in much more detail.

### IMPLICATIONS AND SUGGESTIONS

The Council's growth management decision is related to other work, most significantly the urban and rural reserves program, but also other programs as listed in the attached proposal.

### QUESTION(S) PRESENTED FOR CONSIDERATION

1. Does the proposed timeline allow for appropriate Council deliberation, advisory committee recommendations, and public outreach?
2. Are Metro's role, and the Council's role, defined correctly?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION  Yes  No

DRAFT IS ATTACHED  Yes  No

## 2011 Growth Management Decision Work Program

*Tim O'Brien, Project Manager*

**BACKGROUND:** In 2009 the Metro Council accepted the Urban Growth Report (UGR), an analysis of the region's capacity to accommodate forecasted population and employment growth over the next 20 years. The UGR provided range forecasts of both capacity and demand, acknowledging uncertainty about the future and allowing for growth management decisions to focus on desired outcomes rather than numbers. In December 2010 the Council by ordinance narrowed the range of uncertainty by finding that actions taken by the Council and local governments provided capacity for at least 50 percent of the housing and employment forecast. What remains is how to address any remaining capacity gap, in particular for residential needs and large-site industrial needs.



The Council must make this decision in 2011 and has agreed to wait until state acknowledgment of the urban and rural reserves decision, allowing use of urban reserves for any needed urban growth boundary expansions. The current schedule calls for review of a revised reserves map by the Land Conservation and Development Commission in August 2011. Thus, we expect Council consideration of growth management choices to be conducted in September to November 2011.

The Council and its advisory committees have already conducted significant work on this topic, including extensive discussions of the use of range forecasts, analysis of tradeoffs and alternatives, and assessment of UGB expansion options. Staff intends to carry forward this base level of understanding into the 2011 discussions.

**PROJECT GOAL:** Growth management decision that balances multiple desired outcomes to best meet the state, regional and local goals and aspirations.

### **METRO ROLE:**

- Lead technical analysis of urban reserve areas and provide staff recommendation for growth management decision including possible UGB expansion
- Implement public outreach program
- Coordinate with Metro committees and other interested parties
- Make growth management decision

### **WORK PROGRAM ELEMENTS:**

- Staff recommendation for possible UGB expansion
- Public Outreach
- MPAC/MTAC, JPACT/TPAC coordination
- Required notifications to DLCD, general public and 26-29 report



**RELATED PROJECTS/PROGRAMS:**

- Greater Portland Vancouver Indicators project and Metro performance monitoring
- Community Investment Initiative
- Climate Smart Communities scenarios
- Industrial and Employment areas work program, including large lot industrial inventory and replenishment

**EXTERNAL PARTNERS:**

- Citizens and stakeholders
- Cities and counties in the region
- State agencies

**COUNCIL ROLE** (*Carl Hosticka, Council liaison*)

- Provide direction on work program throughout timeframe
- Complete a growth management decision that balances multiple desired outcomes to meet state, regional and local goals and aspirations

**KEY MILESTONES AND DECISIONS TIMELINE**

1. Metro Council and county adoption of urban and rural reserves	April 2011
2. Council decision on UGB study areas (following request to locals for any additional areas to be studied)	June, 2011
3. LCDC hearing on urban and rural reserves	August 18-19, 2011
4. Staff recommendation on potential UGB expansion	September 13, 2011
5. Initiate committee review of staff recommendation	September 14, 2011
6. Written order from DLCD acknowledging reserves	September 2011
7. Public outreach, notice to DLCD and general public on proposed UGB expansion area(s)	September 19-30, 2011
8. "26-29 Report" describing impacts of potential UGB expansion distributed to potentially impacted homeowners (required by Charter)	October 20-27, 2011
9. Final MPAC recommendation on growth management decision	October 26, 2011
<b>10. Metro Council adoption of growth management ordinance</b>	<b>November 17, 2011</b>

*NOTE: FORMAL ACTIONS ARE BOLDED AND HIGHLIGHTED IN GRAY*

---

**DETAILED LISTING OF EVENTS AND PRODUCTS TO DELIVER KEY MILESTONES INCLUDING PROPOSED MEETING DATES**
**Milestone 1 (Metro Council and county adoption of urban and rural reserves):**

- Council adoption of Ordinance No. 11-1255 **April 21, 2011**
- Clackamas, Multnomah & Washington counties adoption of reserves **April 2011**

**Milestone 2 (Metro Council decision on study areas):**

- Notice to Mayors and County Chairs requesting submittal of any additional areas to be studied (we already have list from 2010) **April 26, 2011**
- Deadline for submittal of requests from local governments **May 20, 2011**
- Metro Council decision on study areas **May 24, 2011**

**Milestone 3 (LCDC Hearing on urban and rural reserves):**

- LCDC hearing **Aug 18-19**

**Milestone 4 (Staff recommendation on potential UGB expansion):**

- Complete alternatives analysis study **June-Aug. 2011**
- Staff recommendation on proposed UGB expansion **Sept. 13, 2011**

**Milestone 5 (Initiate committee review of staff recommendation):**

- Initial MPAC review of staff recommendation **Sept. 14, 2011**
- Initial MTAC review of staff recommendation **Sept. 21, 2011**
- TPAC review of staff recommendation **Sept. 30, 2011**
- JPACT review of staff recommendation **Oct. 13, 2011**

**Milestone 6 (Written order from DLCD acknowledging reserves):**

- DLCD to provide written order acknowledging reserves **Sept. 2011**

**Milestone 7 (Public Outreach DLCD and general public notice):**

- Public Outreach **Sept. 19-30, 2011**
- Provide notice to DLCD on proposed UGB expansion area(s) **Sept. 27, 2011**
- Provide general public notice in newspaper **Sept. 27, 2011**

**Milestone 8 (26-29 Report distributed to potentially impacted homeowners):**

- Complete 26-29 Report on proposed expansion area(s) **Sept.-Oct. 2011**
- Distribute 26-29 Report to potentially impacted homeowners **Oct. 20-27, 2011**

**Milestone 9 (Final MPAC Recommendation):**

- MPAC makes final recommendation on proposed UGB expansion area(s) **Oct. 26, 2011**

**Milestone 10 (Metro Council growth management decision):**

- Council work session
- Metro Council first reading of growth management ordinance **Nov. 10, 2011**
- Metro Council adopts growth management ordinance **Nov. 17, 2011**

Materials following this page were distributed at the meeting.

# Metro Area Residents' Attitudes about Climate Change and Related Land Use and Transportation Issues

April 12, 2011

Prepared for:  
Metro Council

**DHM** | Davis, Hibbitts & Midghall inc. | Opinion Research and Consultation



## What are their feelings?

## Why do they feel that way? (Communications Considerations)

## **Research Methodologies**

- **Focus Groups—Urban/Suburban, Rural, Youth, Business**
- **Scientific Random Sample Survey**

3

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## **Survey Results: Climate Change**

4

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**Keypad:** There is strong evidence that the earth's climate has warmed over the last few decades but different opinions about why. What do you believe is the primary reason for this rise in global temperatures?

Response Category	Summit	Public
It is primarily caused by human activities	86%	53%
It is primarily caused by natural conditions	5%	33%
Disagree that climate is changing (vol.)		3%
Don't know	9%	11%

5

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**Keypad:** Oregon has a law that has set firm commitments on reducing greenhouse gas emissions, which many believe are responsible for causing climate change. The law requires that Oregon reduce its greenhouse gas emissions to 10% below what we produced as a state in 1990 by 2020 and 75% below 1990 levels in 2050. Knowing this, would you. . . ?

Response Category	Summit	Public
Strongly support	69%	33%
Somewhat support	22%	25%
Neither support or oppose	4%	15%
Somewhat oppose	3%	8%
Strongly oppose	1%	15%
Don't know	--	4%

6

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**Keypad:** How urgent of a priority, if at all, do you believe addressing climate change should be for your local government?

Response Category	Summit	Public
Very urgent	50%	28%
Somewhat urgent	40%	39%
Not too urgent	8%	14%
Not at all urgent	2%	16%
Don't know	--	3%

7

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## Telephone Survey Validation

Results from PEW National Telephone Survey (n=1000)

How important is it for Congress to pass legislation to address climate change?

- 32% very important
- 33% somewhat important
- 13% not too important
- 16% not at all important
- 1% not needed
- 4% Don't know

8

National Telephone Survey, 2010

## **SURVEY RESULTS**

**Looking out into the future, over the next 25 years or so, please think about the kind of place you want the Portland metropolitan area to be to live, work, and play in.**

**For each of the following please tell me if you would strongly support, somewhat support, neither support or oppose, somewhat oppose, or strongly oppose your local government making it a priority?**

9

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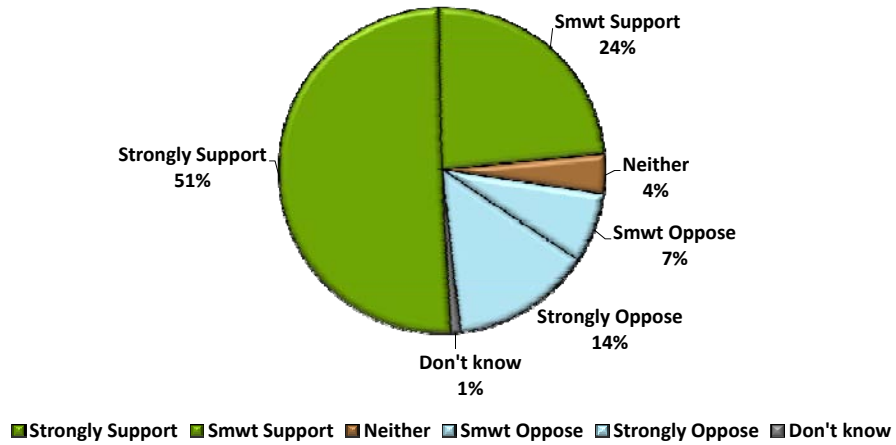
## **Survey Results: Transportation**

10

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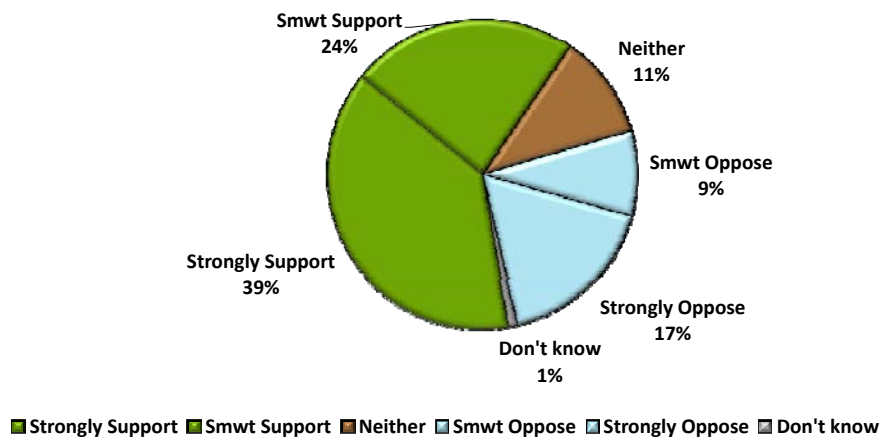
## Transportation: Encourage the development of more public transit



11

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## Transportation: Encourage more people to get around on bicycles



12

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## Survey Results: Land Use

13

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### Results: Requiring more housing in areas that are well served by public transit?

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Summit	69%	23%	4%	2%	1%	--
Public	33%	35%	11%	9%	10%	2%

14

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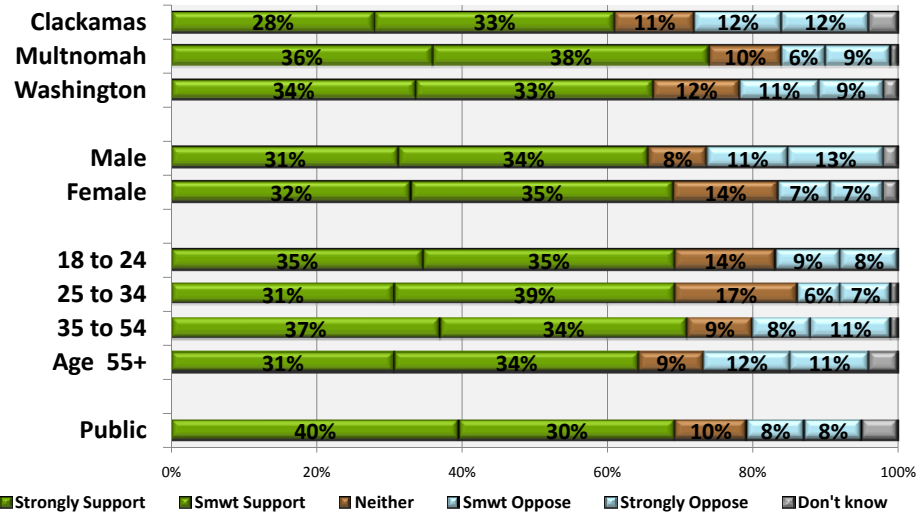
**Results: Requiring more housing near employment centers?**

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Summit	65%	28%	5%	1%	1%	--
<b>Public</b>	<b>26%</b>	<b>32%</b>	<b>17%</b>	<b>11%</b>	<b>12%</b>	<b>2%</b>

**Results: Keeping a tight Urban Growth Boundary.**

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Summit	71%	19%	4%	5%	1%	--
<b>Public</b>	<b>40%</b>	<b>30%</b>	<b>10%</b>	<b>8%</b>	<b>8%</b>	<b>5%</b>

### Tight Urban Growth Boundary:



17

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### Telephone Survey Validation

#### Results from National Telephone Survey (n=1,026)

- **58%** prefer to live in a neighborhood that has a mix of houses, stores, and other businesses that are easy to walk to
- **66%** think it's important to be within an easy walking distance of a mix of places near their homes

National Association of Realtors,  
National Onlin Survey, 2011

18

## Other Survey Findings

19

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### Strongly oppose raising taxes/charging fees to discourage some behaviors related to transportation?

- Raising the gas tax
- Charging higher tax rates for parking in commercial areas
- Replacing the gas tax for a tax on the number of miles driven

#### Considerations

- Weak economy
- Amount/mechanism for collecting not specified
- How money used/monitoring not specified

20

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## Support of incentive programs to encourage people to drive less

21

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## Offering incentive for people to enroll in car sharing programs that allow people to borrow cars from a fleet located near their home or work

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
<b>Public</b>	<b>31%</b>	<b>30%</b>	<b>13%</b>	<b>10%</b>	<b>14%</b>	<b>2%</b>
<b>Opt-In</b>	<b>39%</b>	<b>37%</b>	<b>15%</b>	<b>5%</b>	<b>3%</b>	<b>1%</b>

22

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## Offering tax incentives to business that offer programs that encourage their workers to carpool

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Public	46%	34%	6%	7%	8%	1%
Opt-In	34%	41%	15%	6%	4%	1%

23

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## Offering tax incentives to business that offer telecommuting and flexible work hours

N=600						
Response Category	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Public	45%	32%	8%	6%	8%	1%
Opt-In	43%	36%	12%	5%	3%	1%

24

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**We've seen support for doing something about climate change and for certain kinds of transportation investments and land use. But, why?**

25

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26

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**The content analysis of the focus group written exercises and discussions revealed many different reasons:**

- **Economic**
- **Environmental**
- **Social**
- **Health**

27

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**The survey and focus groups also suggest how best to communicate about more compact or dense development—  
Things to Consider:**

28

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## Consideration No. 1

### 1) Avoid using problematic semantics and imagery

#### Issues:

- “Compact neighborhoods”
- “Higher density development”

29

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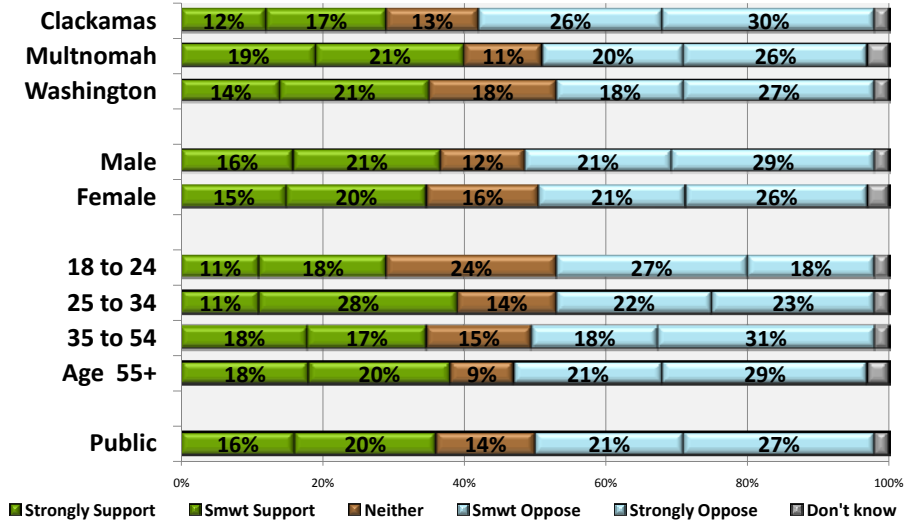
Looking out in the future, over the next 25 years or so, please think about the kind of place you want the Portland metropolitan area to be to live, work, and play in. For each of the following please tell me if you would strongly support, somewhat support, neither support or oppose, somewhat oppose, or strongly oppose your local government making it a priority?

Response Category N=600	Strongly Support	Somewhat Support	Neither Support or Oppose	Somewhat Oppose	Strongly Oppose	Don't know
Building more compact neighborhoods	16%	20%	14%	21%	27%	2%
Building more neighborhoods where people can get where they need to go by walking, biking, or taking public transit	55%	25%	5%	6%	8%	1%

30

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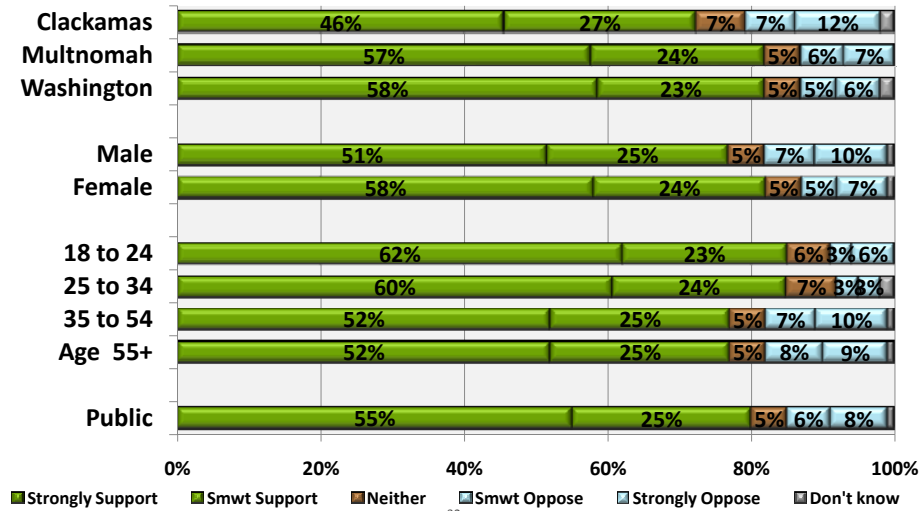
### Building more compact neighborhoods



31

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### Building more neighborhoods where people can get where they need to go by walking, biking, or taking public transit



32

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## Consideration No. 2

2) Need to “upstream”-- link to land use and transportation proposals from issues that relate to core values and beliefs\*

### Issues:

- Preservation of farm land
- Building sense of community
- More active living-better health
- Less sitting in traffic congestion - less stress, more time for other things
- Better air quality, less cars using the road
- Same money-car related expenses, new infrastructure
- People should have options
- Help small neighborhood businesses
- Accommodate aging, less mobile population

\*What the issues are and the best ones to use will vary by location and population subgroup

33

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**But, what about climate change?**

**Not as strong. Mention other at same time.**

34

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## Consideration No. 3

### 3) Use positive semantics and imagery\*

#### Issues:

- “Prevent urban sprawl”
- Preservation of farm and forest land
- “Community health”
- “Choice”
- “Options”
- Examples that people have seen and like –  
Orenco Station, The Crossings, Portland  
neighborhoods (Sellwood, Mississippi, Lloyd  
Center/Irvington)

\*Will vary by location—know the best semantics and imagery for your area

35

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## Consideration No. 4

### 4) Need to specify, quantify, and qualify the nature of the development (pre-empt objections)

#### Issues:

- Parks & open space (counter backyards)
- Access to public transportation
- Specific services within walking distance
- Safety at intersections and cross-walks
- The number and location of additional units

36

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## Consideration No. 4 (continued)

### 4) Need to specify, quantify, and qualify the nature of the development (pre-empt objections)

#### Issues:

- The design of units
- Public safety features (e.g., sidewalks, street lighting, park safety, etc.)
- Consequences for classroom sizes
- Noise impact
- Parking
- Community gardens

37

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## THANK YOU!

Adam Davis

[adavis@dhmresearch.com](mailto:adavis@dhmresearch.com)

503-220-0575


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## Proposed Greenhouse Gas Reduction Targets for Metropolitan Areas



April 2011

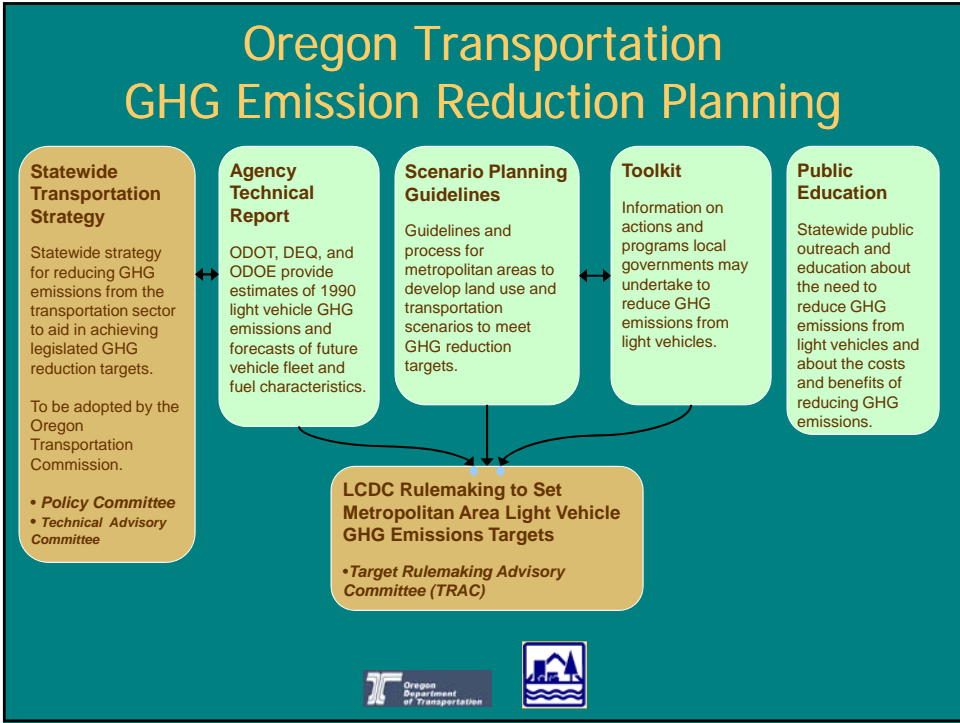


## State Greenhouse Gas Reduction Goals


*... to take necessary action to begin reducing greenhouse gas emissions in order to prevent disruption of Oregon's economy and quality of life*

- 2010: stop growth of GHG emissions
- 2020: 10% below 1990 levels
- 2050: 75% below 1990 levels

*HB 3543 (2007)*



## Role of Targets



- Guide planning by state and metropolitan areas
- Help meet state goal to reduce GHG emission in 2050 to 75% below 1990 levels





## Scenario Planning

- Estimate what it would take to meet targets
- Changes to land use and transportation
- Estimate costs and benefits
- Inform legislative discussion and plan updates



## HB 2001/SB1059

- LCDC to adopt targets by June 1
- ODOT, DEQ & ODOE estimate:
  - reductions needed in 2035 to meet 2050 goal
  - expected contribution of changes to vehicle technology, fleet & fuels by 2035



## Recommended 2035 Goal

*Agencies' Technical Report* recommends:

- **52%** reduction in emissions
- = **5%** reduction per year

*...to be on track for 2050 reduction goal of 75%*



## Improvements in Technology, Fleet & Fuels

*TRAC recommendation based on ATR*

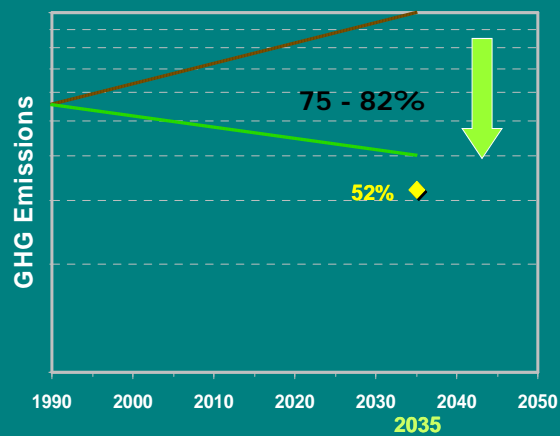
- Auto fuel economy increases to over 60 mpg by 2035
- Shift to more cars; fewer pickups & SUVs
- Growth in electric vehicles (EVs)
- More low carbon fuels

## 2035 Technology & Fleet Estimates for Portland Metro

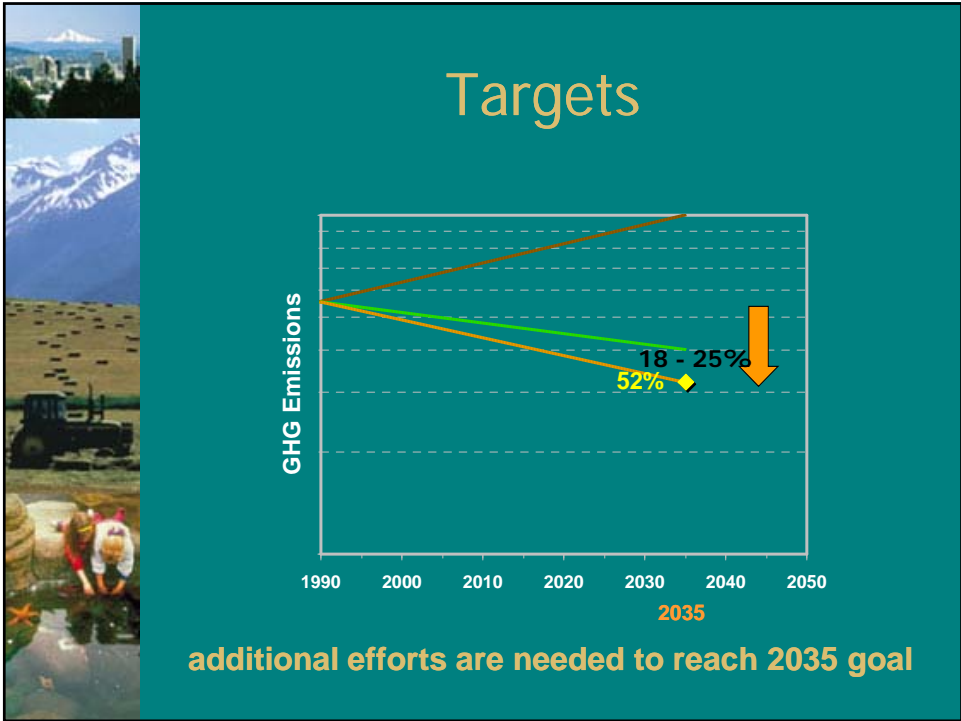
	Fuel Economy mpg cars & trucks	Fleet Mix percentage cars & trucks	% Hybrids cars & trucks	Carbon Content of Fuels % improvement
2005	28 - 20	57 - 43	0	0
2035	68 - 48	71 - 29	8 - 2	20



## Technology and Fleet Changes



...get most of the way to the 2035 goal



## Proposed Targets

Metropolitan Area	Proposed Reduction Target
Portland Metro	21%
Eugene-Springfield	21%
Salem-Keizer	18%
Rogue Valley	24%
Bend	25%
Corvallis	23%



## What's in the rule?

- Targets
  - per capita reduction
  - Percentage reduction (18 – 25%)
  - Reduction from 2005 levels
- Reductions are in addition to expected baseline improvements in technology/fleet/fuels
- LCDC to review targets by June 2015




## Targets Guide State & Metropolitan Planning

- State
  - Statewide Transportation Strategy prepared by ODOT
- Local - Regional
  - Land Use and Transportation Scenario Planning



## Key Actions to meet targets...

- Changes to land use and transportation plans that
  - reduce trip lengths
  - expand transportation options
- Boost the adoption of new technology



## Next Steps

- ODOT work on state level actions and assumptions (Statewide Trans Strategy)
- Metro develops/evaluates scenarios
- Other metropolitan areas encouraged to start:
  - Review existing plans
  - Identify actions to reduce GHG emissions



## State Assistance

- Scenario Planning Guidelines
- GHG Reduction Toolkit
- Public Outreach Plan



## Comments on the Rule

- Public hearing April 21st
- LCDC will consider adopting the rule at its May 19th meeting

*Both meetings will be held in Salem at the Agriculture Building, 635 Capitol Street NE.*

**DETAILED LISTING OF EVENTS AND PRODUCTS TO DELIVER KEY MILESTONES INCLUDING PROPOSED MEETING DATES**

**Milestone 1 (Metro Council and county adoption of urban and rural reserves):**

- Council adoption of Ordinance No. 11-1255 **April 21, 2011**
- Clackamas, Multnomah & Washington counties adoption of reserves **April 2011**

**Milestone 2 (Metro Council decision on study areas):**

- Notice to Mayors and County Chairs requesting submittal of any additional areas to be studied (we already have list from 2010) **April 26, 2011**
- Deadline for submittal of requests from local governments **May 20, 2011**
- Metro Council decision on study areas **May 24, 2011**

**Milestone 3 (Staff recommendation on potential UGB expansion):**

- Complete alternatives analysis study **June-July 2011**
- Staff recommendation on proposed UGB expansion **Aug. 2, 2011**

**Milestone 4 (Initiate committee review of staff recommendation):**

- Initial MTAC review of staff recommendation **Aug. 3, 2011**
- Initial MPAC review of staff recommendation **Aug. 10, 2011**

**Milestone 5 (LCDC Hearing on urban and rural reserves):**

- LCDC hearing **Aug. 18-19**

**Milestone 6 (Public Outreach DLCD and general public notice):**

- Public Outreach **Aug. 22-31, 2011**
- Provide notice to DLCD on proposed UGB expansion area(s) **Sept. 2, 2011**
- Provide general public notice in newspaper **Sept. 2, 2011**

**Milestone 7 (26-29 Report distributed to potentially impacted homeowners):**

- Complete 26-29 Report on proposed expansion area(s) **Aug.-Sept., 2011**
- Distribute 26-29 Report to potentially impacted homeowners **Sept. 26-30, 2011**

**Milestone 8 (Final MPAC Recommendation):**

- MPAC makes final recommendation on proposed UGB expansion area(s) **Sept. 28, 2011**  
*(Note: date conflicts with League of Oregon Cities meeting)*

**Milestone 9 (Written order from DLCD acknowledging reserves):**

- DLCD to provide written order acknowledging reserves **Late Sept. 2011**

**Milestone 10 (Metro Council growth management decision):**

- Council work session
- Metro Council first reading of growth management ordinance **Oct. 13, 2011**
- Metro Council adopts growth management ordinance **Oct. 20, 2011**