# Climate Leadership Summit

**Friday, April 1, 2011**

**8 am - Noon**

**Oregon Convention Center,**

**Room 256-257**

## Program

7:30 a.m.
Registration and light breakfast

8 a.m.
Moving toward a more climate smart and sustainable future with local solutions – Metro Councilor Carlotta Collette, JPACT chair

Climate change raises uncertainties for Oregon's economy and environment, but the policy choices the region makes can have a big impact. Today's summit kicks off an assessment of how to best address the issue in the context of growing the regional economy and creating more livable communities.

8:15 a.m.
A Region Ready for Action: Results of local public opinion research on climate change – Adam Davis, Davis, Hibbitts & Midghall

A leading pollster will tell us where Portland metro area residents stand on climate change and related strategies, based on research finished in recent weeks. Davis will explain the most effective ways to communicate about land use, transportation and climate change. Davis will use keypad polling to show us where participants at today's event stand on the issue.

8:35 a.m.
Q & A and group discussion/keypad polling – Adam Davis, facilitator

8:50 a.m.
You and climate change: a showcase of public and private leadership and innovation

Public and private sector leaders are building vibrant, prosperous and equitable communities – that also happen to address climate change.

Connie Ashbrook, executive director, Oregon Tradeswomen, Inc. – Ashbrook describes the success of her organization and partners to provide green economy jobs for women and minorities who are often left behind.

Greg Chambers, director of climate and energy, Nike – Chambers discusses the business case for climate action, Nike's work on climate change policies and how it has changed business practices to address the issue.

Craig Dirksen, mayor, City of Tigard – Tigard's mayor will make the city's case for landing the region's next light rail line by building a walkable, vibrant regional center. This effort wasn't motivated by climate change, but climate policies could help.

Dwight Unti, Tokola Properties – Developer Unti will share the challenges and opportunities that came as he built apartments and a grocery store in downtown Gresham. Fully leased in the midst of recession, the project indicates market demand for climate smart development.

9:10 a.m.
Q & A and group discussion – Carlotta Collette, moderator

9:35 a.m.
Break

9:45 a.m.
What does a Climate Smart Community look like and how do we get there from here? – John Fregonese, Fregonese and Associates, Inc.

Learn which land use and transportation strategies are most effective in reducing carbon emissions and see what different land use and transportation strategies might look like in communities in the region and other places.

10:15 a.m.
Q & A and introduction to keypad polling exercise – John Fregonese, facilitator

10:30 a.m.
Discussion and polling activity – Tell the region what you think about potential climate smart solutions

Provide input on different approaches for meeting state targets with land use and transportation. Use your keypad device to rank strategies on their potential to advance your community's aspirations.

11:45 a.m.
What we learned today – Carlotta Collette

A wrap up of new ideas from the morning's discussion

11:55 a.m.
Working together regionally – What's next? – Clackamas County Chair Charlotte Lehan, MPAC chair

noon
Adjourn

Materials following this page were distributed at the meeting.

**Dwight Unti, CPM, president and owner, Tokola Properties Inc.**

Tokola Properties Inc. is a real estate development, construction and property management company focused on multifamily and mixed-use development in Oregon and Washington. The firm acted as developer, prime contractor, and property manager in 19 developments with a total of 1,842 multifamily housing units. Unti is a past president of the Columbia River Chapter of the Institute of Real Estate Management. He currently serves as chair of the City of Gresham's Public Safety Committee, vice president of the Gresham Center for the Arts Foundation, executive board member and past president of the Gresham Downtown Development Association and member of the East Metro Connections Plan Steering Committee.

## Today's hosts

**Carlotta Collette, Metro Councilor, JPACT chair**

Collette was appointed to the Metro Council in November 2007, and elected in May 2008 and May 2010. She also chairs Metro's Joint Policy Advisory Committee on Transportation, which determines priorities and projects slated for funding with federal transportation dollars in the region. The council appointed her to serve as Metro Council President from October 2010 to January 2011. She chairs the Lake Oswego to Portland Transit Project Steering Committee. Collette represents District 2, which includes the cities of Gladstone, Johnson City, Lake Oswego, Milwaukie, Oregon City, Rivergrove, West Linn, a portion of Southwest Portland and unincorporated parts of Clackamas County. She previously served on the Milwaukie City Council.

**Charlotte Lehan, Clackamas County chair, MPAC chair**

Lehan was elected to the Clackamas County Board of Commissioners in November 2008. She was appointed chair of the commission in March 2011. She also chairs the Metro Policy Advisory Committee, which advises the Metro Council on issues including management of the urban growth boundary and protection of lands outside the UGB. She recently served as one of the Core 4 voting members of the Reserves Steering Committee, which advised on designating land for development or agricultural use for the next half century. Previously, as mayor of Wilsonville for 12 years, Lehan oversaw tremendous economic and population growth in a city that still retains its reputation for high standards in environmental protection and livability.

## Metro Council

Metro Council President
Tom Hughes

Metro Council
Shirley Craddick, District 1
Carlotta Collette, District 2
Carl Hosticka, District 3
Kathryn Harrington, District 4
Rex Burkholder, District 5
Barbara Roberts, District 6

Auditor
Suzanne Flynn

## Joint Policy Advisory Committee on Transportation

The Joint Policy Advisory Committee on Transportation is a 17-member committee of elected officials and representatives of agencies involved in transportation that makes recommendations to the Metro Council on transportation needs in this region.

Agencies represented are Clackamas, Multnomah and Washington counties; the city of Portland; the cities within each of the counties; the Oregon Department of Transportation; TriMet; the Port of Portland; Department of Environmental Quality; Metro Council and state of Washington.

www.oregonmetro.gov/JPACT

## Metro Policy Advisory Committee

Established by the Metro Charter in 1992, the Metro Policy Advisory Committee advises the Metro Council on the amendment or adoption of the Regional Framework Plan, which governs all of the agency's activities. Discussion or action items addressed by the committee include: regional transportation; management of the urban growth boundary; protection of lands outside the urban growth boundary for natural resource, future urban or other uses; planning responsibilities required by state law; other growth management and land use planning matters determined by the Metro Council to be of metropolitan concern which will benefit from regional planning.

MPAC is comprised of 21 voting members representing cities, counties, special districts, and the public and six nonvoting members including a representative from the Oregon Department of Land Conservation and Development, Port of Portland, cities in Clackamas County outside the urban growth boundary, cities in Washington County outside the UGB, the City of Vancouver, Wash., and Clark County, Wash. In addition, three Metro Councilors participate as nonvoting liaisons.

www.oregonmetro.gov/MPAC

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# Climate Leadership Summit

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

**Friday, April 1, 2011**
8 a.m. to noon
Oregon Convention Center
Room 256-257

Metro | *Making a great place*
www.oregonmetro.gov

## Program

7:30 a.m. **Registration and light breakfast**

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Metro Councilor Carlotta Collette, JPACT chair

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Adam Davis, Davis, Hibbitts & Midghall

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Chambers discusses the business case for climate action, Nike's work on climate change policies and how it has changed business practices to address the issue.

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Tigard's mayor makes the city's case for landing the region's next light rail line by building a walkable, vibrant regional center. This effort wasn't motivated by climate change, but climate policies could help.

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11:45 a.m. **What we learned today**
Carlotta Collette

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11:55 a.m. **Working together regionally – What's next?**
Clackamas County Chair Charlotte Lehan, MPAC chair

noon **Adjourn**

## Today's speakers

**Adam Davis, Davis, Hibbitts & Midghall, Inc. (DHM Research)**

DHM Research is a premier public opinion research and consultation firm which assists private, public, and nonprofit clients with planning and decision-making through telephone and online surveys, focus groups, large group studies, one-on-one interviews, and public outreach. It is nonpartisan and independent, and specializes in providing high-quality public opinion research to advise in the development of public policy and communication strategies. Davis has more than 30 years of experience in all phases of public opinion research. In addition to issues directly related to growth management, he has completed a number of projects for organizations across the nation addressing related issues such as water quality, natural resource management, public health, renewable energy and sustainability. He is a recognized national authority on public opinion research design, has published articles in national periodicals, and served as an expert witness.

**John Fregonese, Fregonese Associates**

Fregonese has been a planner for 30 years, earning the rare reputation of being able both to create an energizing vision for communities and to develop concrete, workable solutions to urban problems. His regional plans and comprehensive plans in both small towns and large metropolitan areas have won acclaim and national attention. Prior to his consulting career, Fregonese was planning director for the cities of Woodburn and Ashland and later was planning director at Metro in Portland, where he oversaw creation of the 2040 Growth Concept. He was a key consultant in the Envision Utah regional plan, as well as Chicago Metropolis 2020, the initiative by the Chicago Commercial Club to reprise the seminal Chicago Plan of 1909. He has since worked in a number of areas in the United States, with regional plans in Southern California, Chicago, and Southern Louisiana, comprehensive plans for Denver, Dallas, and Baton Rouge, and downtown plans for cities as diverse as Beaverton and Waco, Texas.

**Connie Ashbrook, executive director, Oregon Tradeswomen, Inc.**

Oregon Tradeswomen, Inc. is a nonprofit organization dedicated to promoting success for women in the trades through education, leadership and mentoring. Ashbrook founded OTI in 1989 and served the organization as a volunteer until coming on staff in 1996. Ashbrook previously worked in the trades for seventeen years as a dump truck driver, carpenter apprentice and elevator constructor. Co-chair of the Oregon Council on Civil Rights, she is passionate about working to achieve gender, racial, economic and environmental justice. Under her leadership, thousands of diverse women and girls have gained  information about careers in the building, construction, mechanical and utility trades, and hundreds of women have moved into these high-wage, high-skilled trades careers.

**Gregory C. Chambers, director of climate and energy, Nike Inc.**

Chambers is the new director of climate and energy at Nike, Inc. Working from within the Integration team of the Sustainable Business and Innovation group, Chambers is leading the integration of Nike's efforts to reduce its climate and energy impacts. A career environment and sustainability professional, Chambers has 30 years of corporate, international consulting and sales experience. He has worked in high tech electronics, aerospace and semiconductor industries for such companies as Quantum Corporation, Hewlett Packard, TRW Aerospace and Hughes Aircraft Company.

**Craig Dirksen, mayor, City of Tigard**

An industrial designer for a local engineering consulting firm, Dirksen worked for over 30 years in the engineering field with experience in power generation, microelectronics, pulp and paper and food processing. A Tigard resident since 1977, Dirksen grew up in Klickitat, Wash., in the Columbia River Gorge, and graduated from Clark College in Vancouver. Prior to his election to the council in 2000, Dirksen was an active City of Tigard volunteer for more than 10 years. He served on the parks board, as a facilitator for the Citizen Involvement Team, and on the Budget Committee. He and his wife Jackie also devoted many years as board members and past presidents of the Tigard Soccer Club.

# Climate Leadership Summit

Confirmed Registrations

3/29/11

JPACT = Joint Policy Advisory Committee on Transportation
MPAC = Metro Policy Advisory Committee
MTAC = Metro Technical Advisory Committee
TPAC = Transportation Policy Alternatives Committee
SPKR = April 1 Guest Speakers or Panelists
INT = Interested Parties
STAFF = Metro Staff

| No. | LAST NAME | FIRST NAME | ORGANIZATION | JPACT/MPAC/ MTAC/TPAC/SPKR/ INT/STAFF |
|---|---|---|---|---|
| 1 | Allgood | Janna | Metro | STAFF |
| 2 | Anderson | Susan | City of Portland, Bureau of Planning and Sustainability | MTAC |
| 3 | Anderson | Jared | Clackamas County | INT |
| 4 | Armstrong | Tom | City of Portland, Bureau of Planning and Sustainability | MTAC |
| 5 | Armstrong | Kimberly | Washington County Department of Housing Services | INT |
| 6 | Ashbrook | Connie | Oregon Tradeswomen, Inc. | SPKR |
| 7 | Asher | Kenny | City of Milwaukie | TPAC |
| 8 | Averbeck | Roger | Multnomah County Bike & Ped CAC | INT |
| 9 | Babbitt | Michael | City of West Linn | INT |
| 10 | Back | Andy | Washington County | TPAC |
| 11 | Bantle | Kelly | Pac/West Communications | INT |
| 12 | Barnes | William | | INT |
| 13 | Baugh | Andre | Portland Planning & Sustainability Commission | INT |
| 14 | Beasley | Chuck | Multnomah County Land Use and Transportation | MTAC |
| 15 | Bellows | Carol | LyricDancer Design | INT |
| 16 | Belusko | Tom | City of Forest Grove | INT |
| 17 | Benner | Dick | Metro | STAFF |
| 18 | Berkow | Matt | Alta Planning + Design/Mult. Co. Citizen Representative | MPAC |
| 19 | Bhutani | Puja | City of Lake Oswego | INT |
| 20 | Blizzard | Meeky | Office of Congressman Earl Blumenauer | INT |

| No. | LAST NAME | FIRST NAME | ORGANIZATION | JPACT/MPAC/ MTAC/TPAC/SPKR/ INT/STAFF |
|---|---|---|---|---|
| 21 | Blocher | Daniel | TriMet | JPACT |
| 22 | Bohard | Jerri | ODOT | INT |
| 23 | Bradway | Margi | ODOT | INT |
| 24 | Brandom | Peter | City of Hillsboro | INT |
| 25 | Bricker | Scott | Bricker Consulting | INT |
| 26 | Brooks | Kelly | Oregon Department of Transportation | INT |
| 27 | Brown | Aaron | Metro | INT |
| 28 | Buehner | Gretchen | City of Tigard | INT |
| 29 | Burkholder | Rex | Metro Council | JPACT |
| 30 | Burkman | Jack | City of Vancouver | JPACT |
| 31 | Campbell | Pat | City of Vancouver | MPAC |
| 32 | Carley | Ron | Coalition for a Livable Future | INT |
| 33 | Carson | Jody | City of West Linn | MPAC |
| 34 | Chambers | Greg | Nike Inc. | INT |
| 35 | Chapman-Duer | Ronda | Washington County | INT |
| 36 | Chesarek | Carol | Forest Park Neighborhood Association | INT |
| 37 | Ciarlo | Catherine | Office of Mayor Sam Adams | INT |
| 38 | Clark | Olivia | TriMet | JPACT |
| 39 | Clark | Steve | TriMet Board of Directors | MPAC |
| 40 | Clark | Cathy | City of Keizer | INT |
| 41 | Cohen | Cassie | Groundwork Portland | INT |
| 42 | Collette | Carlotta | Metro Council | JPACT |
| 43 | Collier | Corky | Columbia Corridor Association | INT |
| 44 | Collins | Bob | Hill International | INT |
| 45 | Cooper | Colin | City of Hillsboro | MTAC |
| 46 | Cooper | Dan | Metro | STAFF |
| 47 | Cortright | Bob | Department of Land Conservation and Development | INT |
| 48 | Coston | Heather | Metro | STAFF |
| 49 | Cotugno | Andy | Metro | INT |
| 50 | Craddick | Shirley | Metro Council | JPACT |
| 51 | Crim | Michele | City of Portland, Bureau of Planning and Sustainability | INT |
| 52 | Crumpacker | Blair | Washington County DLUT | INT |
| 53 | Cummings | Teri | City of West Linn | INT |
| 54 | Dahlstrom | Marie | Familias en Accion | INT |

| No. | LAST NAME | FIRST NAME | ORGANIZATION | JPACT/MPAC/ MTAC/TPAC/SPKR/ INT/STAFF |
|---|---|---|---|---|
| 55 | Dalin | Jef | City of Cornelius | JPACT |
| 56 | Darcy | Nathalie | Washington County Citizen Representative | MPAC |
| 57 | Davis | Robert | Washington County | INT |
| 58 | Davis | Adam | Davis, Hibbits & Midghall, Inc. | SPKR |
| 59 | Debbaut | Anne | DLCD | INT |
| 60 | DeConcini | Nina | Oregon Department of Environmental Quality | JPACT |
| 61 | Dingfelder | Jackie | Oregon State Legislature | INT |
| 62 | Dirksen | Craig | City of Tigard | JPACT/SPKR |
| 63 | Ditzler | Phil | Federal Highway Administration; Oregon Division | INT |
| 64 | Dixon | Rob | City of Hillsboro | INT |
| 65 | Donaldson | David | City of Lake Oswego | INT |
| 66 | Donnely | Jennifer | Dept. of Land Conservation and Development | MPAC |
| 67 | Doyle | Denny | City of Beaverton | MPAC |
| 68 | Durkee | Joe | | INT |
| 69 | Duyck | Andy | Washington County | MPAC |
| 70 | Edinger | Jeff | Gresham Downtown Development Association | INT |
| 71 | Egner | Dennis | City of Lake Oswego | INT |
| 72 | Eldronka | Cindy | | INT |
| 73 | Ellis | Kim | Metro | STAFF |
| 74 | Enlow | Chris | KEEN | INT |
| 75 | Faith | Rich | City of Troutdale | INT |
| 76 | Files | Sean | Multnomah County, District 4 | INT |
| 77 | Fiore | Ellie | Cogan Owens Cogan | INT |
| 78 | Fitzgerald | Marianne | Southwest Neighborhoods, Inc. | INT |
| 79 | Fitzgerald | Erika | City of Fairview | INT |
| 80 | Fleisher | Charles | City of Hillsboro | INT |
| 81 | Flynn | Erin | Portland Development Commission | INT |
| 82 | Franklin | Jason | Parametrix | INT |
| 83 | Fregonese | John | Fregonese Associates | SPKR |
| 84 | Frisbee | Denise | City of Lake Oswego | INT |
| 85 | Frost | Karen | Westside Transportation Alliance | INT |
| 86 | Gall | Joseph | City of Fairview | INT |
| 87 | Gamba | Mark | City of Milwaukie Planning Commission | INT |
| 88 | Gardner | John | CAWS/Worksystems | INT |

| No. | LAST NAME | FIRST NAME | ORGANIZATION | JPACT/MPAC/ MTAC/TPAC/SPKR/ INT/STAFF |
|---|---|---|---|---|
| 89 | Gastellum | Jana | Oregon Environmental Council | INT |
| 90 | Gertler | Elissa | Clackamas County | TPAC |
| 91 | Gila | Michele | Roots Realty | INT |
| 92 | Gilmour | Cam | Clackamas Co. Dept. of Transportation & Development | INT |
| 93 | Gordon | Lavinia | Portland Bureau of Transportation | INT |
| 94 | Greene | Kristin | Cogan Owens Cogan, LLC | INT |
| 95 | Gross | Mara | Coalition for a Livable Future | TPAC |
| 96 | Guenin | Heidi | Upstream Public Health | INT |
| 97 | Guerrero | Ernie | Confluence Environmental Center | INT |
| 98 | Gutman | Steve | Portland Sustainability Institute | INT |
| 99 | Haffner | Samuel | ODOT | INT |
| 100 | Hajduk | Julia | | MTAC |
| 101 | Hamlin | Suzannah | Metro | STAFF |
| 102 | Handaly | Keri | City of Gresham | INT |
| 103 | Hansel | Mary | | INT |
| 104 | Harrington | Kathryn | Metro Council | MPAC |
| 105 | Henry | Ashley | Climate Solutions | INT |
| 106 | Hesse | Eric | TriMet | INT |
| 107 | Hofbauer | Derek | Metro | STAFF |
| 108 | Hoglund | Mike | Metro | INT |
| 109 | Hosticka | Carl | Metro Council | MPAC |
| 110 | Houck | Mike | Urban Greenspaces Institute and Intertwine Alliance | INT |
| 111 | Hudson | Laura | City of Vancouver | MPAC |
| 112 | Hurley | Peter | Portland Bureau of Transportation | INT |
| 113 | Jenkins | John | Greater Vancouver Interested Party | INT |
| 114 | Jennings | Rodney | City of Portland | INT |
| 115 | Johnson | Courtney | CRAG law center | INT |
| 116 | Jordan | Donna | City of Lake Oswego | JPACT/MPAC |
| 117 | Kafoury | Deborah | Multnomah County | JPACT |
| 118 | Karam | Lauren | Oregon Public Health Division | INT |
| 119 | Kean Campbell | Alison | Metro | STAFF |
| 120 | Kebbe | Kebbe | Cumulus Resources | STAFF |
| 121 | Kelly | Katherine | City of Gresham | TPAC |
| 122 | Kight | Jim | City of Troutdale | INT |

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|---|---|---|---|---|
| 123 | Knapp | Tim | City of Wilsonville | MPAC |
| 124 | Knowles | David | CH2M HILL | INT |
| 125 | Koonce | Peter | City of Portland | INT |
| 126 | Kowalczyk | Bill | Portland YouthBuilders | INT |
| 127 | Kramer | Nancy | | INT |
| 128 | Kransky | Gerik | Bicycle Transportation Alliance | INT |
| 129 | Lahsene | Susie | Port of Portland | JPACT |
| 130 | Lazarean | Angela | Department of Land Conservation and Development | INT |
| 131 | Lehan | Charlotte | Clackamas County | MPAC |
| 132 | Lehto | Alan | TriMet | TPAC |
| 133 | Leo | Jane | Portland Metropolitan Association of Realtors | INT |
| 134 | Libby | Lisa | Office of Mayor Sam Adams | INT |
| 135 | Lidz | Jerry | Dept of Land Conservation & Development | INT |
| 136 | Lienhart | Nolan | Zimmer Gunsul Frasca Architects | INT |
| 137 | Lookingbill | Dean | SW Regional Transportation Council | JPACT |
| 138 | Lowe | Victoria | City of Forest Grove | INT |
| 139 | Lynch | Tim | Multnomah County | INT |
| 140 | Lyons | Kari | Multnomah County Health Department | INT |
| 141 | MacGillivray | Don | League of Women Voters | INT |
| 142 | Malinowski | Greg | Washington County Commission | INT |
| 143 | Martin | Jim | Oak Lodge Sanitary District | INT |
| 144 | Mattson | Annette | David Douglas School District | MPAC |
| 145 | McArthur | Robin | Metro | STAFF |
| 146 | McCurdy | Mary Kyle | 1000 Friends of Oregon | MTAC |
| 147 | McFarland | Jane | Multnomah County | TPAC |
| 148 | McFarlane | Neil | TriMet | JPACT |
| 149 | McInelly | Marcy | Urbsworks, Inc. | INT |
| 150 | McKeel | Diane | Multnomah County | JPACT |
| 151 | McKillip | Mike | City of Tualatin | TPAC |
| 152 | McKinlay | Bonnie | | INT |
| 153 | McTighe | Lake | Metro | STAFF |
| 154 | McWilliams | Marilyn | Tualatin Valley Water District | MPAC |
| 155 | Meechan | Shawna | Congressman David Wu | INT |
| 156 | Mehta | Ishani | Metro/PSU | STAFF |

| No. | LAST NAME | FIRST NAME | ORGANIZATION | JPACT/MPAC/ MTAC/TPAC/SPKR/ INT/STAFF |
|---|---|---|---|---|
| 157 | Mendoza Gray | Steffeni | City of Portland | INT |
| 158 | Mermin | John | Metro | STAFF |
| 159 | Miner | Jason | 1000 Friends of Oregon | INT |
| 160 | Modrell | Linda | Benton County | INT |
| 161 | Morgan-Stasny | Jamie | Metropolitan Land Group | INT |
| 162 | Morrow | Cooper | | INT |
| 163 | Muldoon | Matt | City of Tigard | INT |
| 164 | Mullis | Kayla | Metro | STAFF |
| 165 | Mulvihill | Dennis | Washington County | INT |
| 166 | Myers | Chris | Metro | STAFF |
| 167 | Naramore | Josh | Metro | INT |
| 168 | Navrotsky | Susan | NW Permaculture Convergence | INT |
| 169 | Newell | Kelsey | Metro | STAFF |
| 170 | Nielsen | Dave | Home Builders Association of Metro Portland | MTAC |
| 171 | Nordberg | Dave | Oregon DEQ | TPAC |
| 172 | Obrien | Tim | Metro | STAFF |
| 173 | Ocken | Julie | City of Portland, Bureau of Planning and Sustainability | INT |
| 174 | Odermott | Don | City of Hillsboro | INT |
| 175 | Oppenheim | Shoshanah | PBOT | INT |
| 176 | Osuna | Hector | Catholic Charities of Oregon | INT |
| 177 | Ottenad | Mark | City of Wilsonville | INT |
| 178 | Owen | Jeff | City of Wilsonville/SMART Transit | INT |
| 179 | Pao | Linli | City of Tigard City Center Advisory Commission | INT |
| 180 | Parks | Wilda | North Clackamas Co. Chamber of Commerce/Clackamas Co. Citizen Rep. | MPAC |
| 181 | Pellegrino | Martha | City of Portland | INT |
| 182 | Pennington | Keturah | Citizen | INT |
| 183 | Peters | Linda | Citizen Participation Organization 8, Washington County | INT |
| 184 | Platman | Deena | Metro | STAFF |
| 185 | Plunkett | Jim | | INT |
| 186 | Posada | David | GBD Architects | INT |
| 187 | Purcell | Midge | Urban League of Portland | INT |
| 188 | Queral | Alejandro | Multnomah County Health Department | INT |
| 189 | Raber | Debbie | City of Hillsboro | INT |
| 190 | Radil | Ann | Parametrix | INT |

| No. | LAST NAME | FIRST NAME | ORGANIZATION | JPACT/MPAC/ MTAC/TPAC/SPKR/ INT/STAFF |
|---|---|---|---|---|
| 191 | Rahman | Lidwien | ODOT Region 1 | MTAC |
| 192 | Rall | Chris | Transportation For America | INT |
| 193 | Rapp | Jim | Parametrix | INT |
| 194 | Read | Tobias | Oregon House District 27 | INT |
| 195 | Read | J. Michael | Oak Lodge Sanitary District | INT |
| 196 | Reid | Ted | Metro | STAFF |
| 197 | Ribellia | Pat | City of Hillsboro | MTAC |
| 198 | Richardson | Robert | Portland State University | INT |
| 199 | Riordan | Daniel | City of Forest Grove | INT |
| 200 | Rivera | Dylan | Metro | STAFF |
| 201 | Roberts | Barbara | Metro Council | MPAC |
| 202 | Roberts | Brian | City of HIllsboro | INT |
| 203 | Ross | Kelly | Western Advocates, Inc. | INT |
| 204 | Rustad | Jeannine | City of Hillsboro | INT |
| 205 | Ryerson | Tyler | City of Beaverton | MTAC |
| 206 | San Soucie | Marc | City of Beaverton | MPAC |
| 207 | Sandhu | Satvinder | FHWA, Oregon Division Office | TPAC |
| 208 | Savas | Paul | Clackamas County | INT |
| 209 | Schauer | Dan | City of Hillsboro | INT |
| 210 | Schilling | Karen | Multnomah County | TPAC |
| 211 | Schooley | Sara | Portland Bureau of Transportation | INT |
| 212 | Schouten | Dick | Washington County | INT |
| 213 | Scott | Bill | Zipcar | INT |
| 214 | Singelakis | Andrew | Washington County Land Use & Transportation | INT |
| 215 | Skees-Gregory | Dresden | Sustainable Environmental Services/Wash. Co. Citizen Rep. | MPAC |
| 216 | Slyman | Paul | Metro | STAFF |
| 217 | Smith | Loretta | Multnomah County | MPAC |
| 218 | Smith | Paul | City of Portland Bureau of Transportation | TPAC |
| 219 | Smith | Chris | Portland Planning and Sustainability Commission | INT |
| 220 | Smith | Derek | Clean Energy Works Oregon | INT |
| 221 | Smtih | Lainie | Or. Dept of Transportation | MTAC |
| 222 | Sofich | Kathryn | Metro | STAFF |
| 223 | Solomon | Amy | Bullitt Foundation | INT |
| 224 | Staffenson | Tanney | Troutdale Planning Commission | INT |

| No. | LAST NAME | FIRST NAME | ORGANIZATION | JPACT/MPAC/ MTAC/TPAC/SPKR/ INT/STAFF |
|---|---|---|---|---|
| 225 | Stephens | Charles | Northwest Energy Efficiency Alliance | TPAC |
| 226 | Stott | Jeff | Clackamas County Planning and Zoning Commission | INT |
| 227 | Stringfield | Sierra | Bureau of Transportation, City of Portland | INT |
| 228 | Tara-Key | Nuin | Metro | STAFF |
| 229 | Tatham | Cindy | City of Beaverton | INT |
| 230 | Terry | Bob | Washington County | INT |
| 231 | Truax | Pete | City of Forest Grove | MPAC |
| 232 | Tsoi | Douglas | PSWCC | INT |
| 233 | Tucker | Randy | Metro | STAFF |
| 234 | Tump | Jessica | TriMet | MTAC/TPAC |
| 235 | Turiel | Alwin | City of Hillsboro | MTAC |
| 236 | Turner | David Isiah | Know Agenda Consultiing | INT |
| 237 | Unfred | Patty | Metro | STAFF |
| 238 | Unti | Dwight | Tokola Properties Inc. | SPKR |
| 239 | Ursin | Nikolai | Metro | STAFF |
| 240 | Valfre | Adolph | Washington County Department of Housing Services | INT |
| 241 | Valley | John | U.S. Senator Jeff Merkley | INT |
| 242 | Valone | Ray | Metro | STAFF |
| 243 | VanLeuven | Sheena | Metro | STAFF |
| 244 | Vannatta | JC | TriMet | INT |
| 245 | Vogel | Mary | Congress for the New Urbanism- Cascadia | INT |
| 246 | Vynne | Stacey | Climate Leadership Initiative | INT |
| 247 | Wagner | Don | WSDOT | JPACT |
| 248 | Walsh | Dee | REACH Community Development, Inc. | INT |
| 249 | Warner | Chris | Multnomah County, District 2 | INT |
| 250 | Warnock | Ed | Cumulus Resources | STAFF |
| 251 | Weber | Mary | Department of Land Conservation and Development | INT |
| 252 | Weber | Jeff | Department of Land Conservation and Development | INT |
| 253 | Weit | Ramsay | Community Housing Fund | MTAC |
| 254 | Wemple | Beth | Cambridge Systematics | INT |
| 255 | West | Kat | Multnomah County | INT |
| 256 | Wieghart | Bridget | Metro | STAFF |
| 257 | Wild | William | Oak Lodge Sanitary District Board of Directors | MPAC |
| 258 | Wiley | Alison | Oregon Dept of Transportation/Public Transit Division | INT |

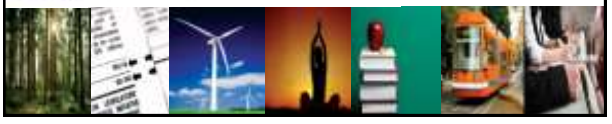
| No. | LAST NAME | FIRST NAME | ORGANIZATION | JPACT/MPAC/ MTAC/TPAC/SPKR/ INT/STAFF |
|---|---|---|---|---|
| 259 | Willey | Jerry | City of Hillsboro | MPAC |
| 260 | Williams | John | Metro | STAFF |
| 261 | Willis | Kate | NIKE | INT |
| 262 | Wind | Cory-Ann | Oregon Department of Environmental Quality | TPAC |
| 263 | Winter | Caleb | Metro | STAFF |
| 264 | Yake | Chris | Metro | STAFF |
| 265 | Yap | Anita | City of Damascus | INT |
| 266 | Zako | Rob | Department of Land Conservation and Development | INT |
| 267 | Zucker | Ina | Metro | STAFF |

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

**April 1, 2011**

**Prepared for:**
**Climate Leadership Summit**

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**



## Survey Results: Climate Change

## But first, what do you think?


Davis, Hibbitts & Midghall, Inc.

## Keypad Warm-up 1:

## County of Residence?

1. Clackamas
2. Multnomah
3. Washington
4. Other


Davis, Hibbitts & Midghall, Inc.

## Keypad Warm-up 2:

## Gender?

1. Male
2. Female


Davis, Hibbitts & Midghall, Inc.

## Keypad Warm-up 3:

## Age?

1. 18-24
2. 25-34
3. 35-54
4. 55-64
5. 65+


Davis, Hibbitts & Midghall, Inc.

## Keypad Warm-up 4:

## Who Is Here?

1. MPAC
2. JPACT
3. Other elected official
4. Government agency
5. Community organization/Non-profit
6. Other



## Keypad Warm-up 5:

## My Primary Community Focus/Interest Is:

1. Neighborhood
2. City – population under 25,000
3. City – population above 25,000
4. County
5. Region
6. State
7. Other



## Survey Results: Climate Change



**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 | | 53% |
| It is primarily caused by natural conditions | | 33% |
| Disagree that climate is changing (vol.) | | 3% |
| Don't know | | 11% |

**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 | | 33% |
| Somewhat support | | 25% |
| Neither support or oppose | | 15% |
| Somewhat oppose | | 8% |
| Strongly oppose | | 15% |
| Don't know | | 4% |



**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 | | 28% |
| Somewhat urgent | | 39% |
| Not too urgent | | 14% |
| Not at all urgent | | 16% |
| Don't know | | 3% |



## SURVEY RESULTS

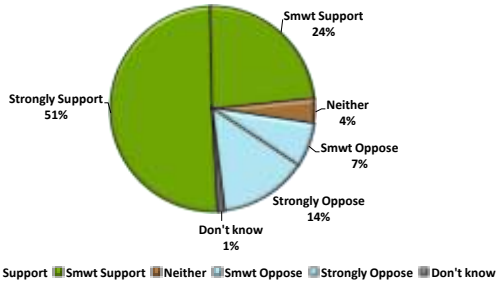
**Looking out into the future, over the next 25 years or so, please think about the kind of place you want the Portland metropolitan area to be to live, work, and play in.**

**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?**



## Survey Results: Transportation

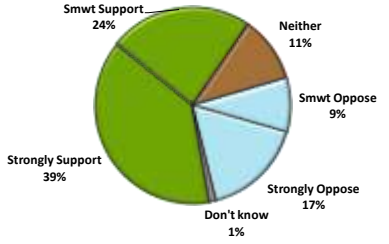
## Transportation: Encourage the development of more public transit







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







## Survey Results: Land Use




## But first, what do you think?

## 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 | | | | | | |
| Public | 33% | 35% | 11% | 9% | 10% | 2% |


Davis, Hibbitts & Midghall, Inc.

## 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 | | | | | | |
| Public | 26% | 32% | 17% | 11% | 12% | 2% |

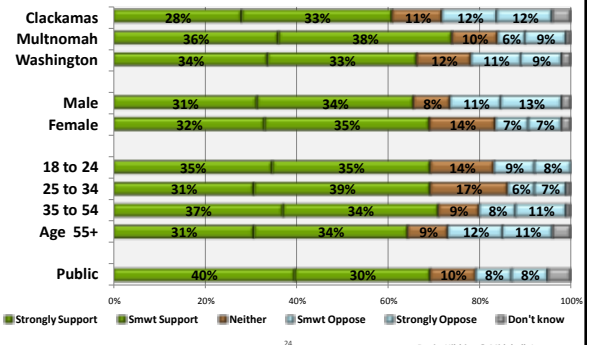

Davis, Hibbitts & Midghall, Inc.

## 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 | | | | | | |
| Public | 40% | 30% | 10% | 8% | 8% | 5% |


Davis, Hibbitts & Midghall, Inc.

## Tight Urban Growth Boundary:





Davis, Hibbitts & Midghall, Inc.

## Other Survey Findings




## Strongly oppose 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 of fees/mechanism for collecting not specified




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




## 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 |
|---|---|---|---|---|---|---|
| Public | 31% | 30% | 13% | 10% | 14% | 2% |
| Opt-In | 39% | 37% | 15% | 5% | 3% | 1% |

## 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% |



## 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% |



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

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

- Economic
- Environmental
- Social



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



## Consideration No. 1

1) Avoid using problematic semantics and imagery

**Issues:**

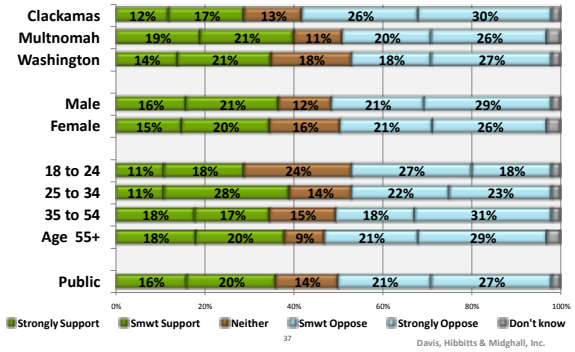
- "Compact neighborhoods"
- "Higher density development"



**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% |

## Building more compact neighborhoods



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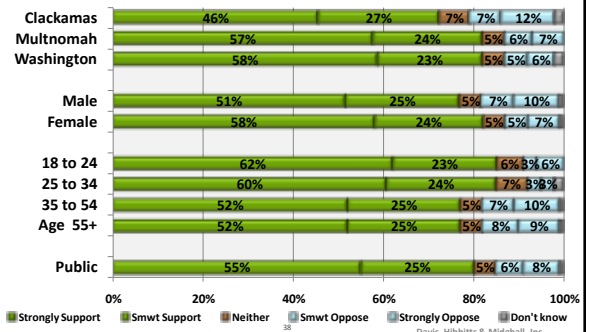
## Building more neighborhoods where people can get where they need to go by walking, biking, or taking public transit



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## Consideration No. 2

**2) Need to "upstream"-- link to land use and transportation proposals <u>from</u> issues that relate to core values and beliefs***

**<u>Issues:</u>**

- 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



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## But, what about climate change?

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



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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



## 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



## 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

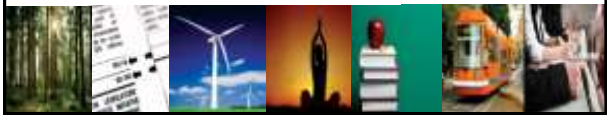


## THANK YOU!

Adam Davis
adavis@dhmresearch.com
503-220-0575

Join Opt-In—Invite your family and friends
www.optinpanel.org

DHM Davis, Hibbitts & Midghall, Inc.



# Climate Leadership Summit

Metro April 1, 2011

1

## County of Residence?

19% A. Clackamas
51% B. Multnomah
21% C. Washington
9% D. Other

2

## Gender?

55% A. Male
45% B. Female

3

## Age?

0% A. 18-24
15% B. 25-34
47% C. 35-54
30% D. 55-64
9% E. 65+

4

## Who Is Here?

| | |
|---|---|
| 12% | A. MPAC |
| 5% | B. JPACT |
| 12% | C. Other elected official |
| 39% | D. Government agency |
| 19% | E. Community organization/Non-profit |
| 13% | F. Other |

5

## My Primary Community Focus/Interest Is:

| | |
|---|---|
| 4% | A. Neighborhood |
| 12% | B. City – population under 25,000 |
| 27% | C. City – population above 25,000 |
| 18% | D. County |
| 26% | E. Region |
| 9% | F. State |
| 4% | G. Other |

6

## Survey Results: Climate Change

Davis, Hibbitts & Midghall, Inc. 7

## 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 temperature?

N=600

| Response Category | Summit | Public |
|---|---|---|
| A. Caused by human activities | 86% | 53% |
| B. Caused by natural conditions | 5% | 33% |
| C. Don't know | 9% | 11% |

Davis, Hibbitts & Midghall, Inc. 8

**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. . .?**

| | | Public |
|---|---|---|
| 69% | A. Strongly support | 33% |
| 22% | B. Somewhat support | 25% |
| 4% | C. Neither support or oppose | 15% |
| 3% | D. Somewhat oppose | 8% |
| 1% | E. Strongly oppose | 15% |
| 0% | F. Don't know | 4% |



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

N=600

| Response Category | Summit | Public |
|---|---|---|
| A. Very urgent | 50% | 28% |
| B. Somewhat urgent | 40% | 39% |
| C. Not too urgent | 8% | 14% |
| D. Not at all urgent | 2% | 16% |
| E. Don't know | 0% | 3% |



## Survey Results: Land Use

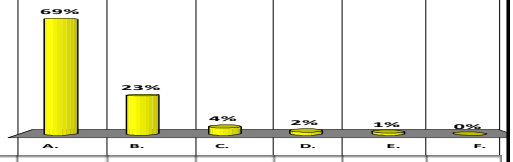


## But first, what do you think?

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

N=600

| Response Category | A. Strongly Support | B. Somewhat Support | C. Neither Support or Oppose | D. Somewhat Oppose | E. Strongly Oppose | F. Don't know |
|---|---|---|---|---|---|---|
| Summit | 69% | 23% | 4% | 2% | 1% | 0% |
| Public | 33% | 35% | 11% | 9% | 10% | 2% |

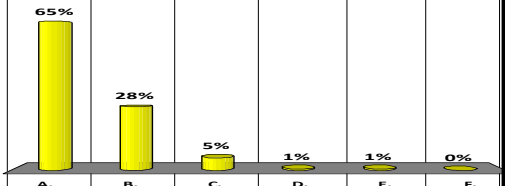



13

## Requiring more housing near employment centers?

N=600

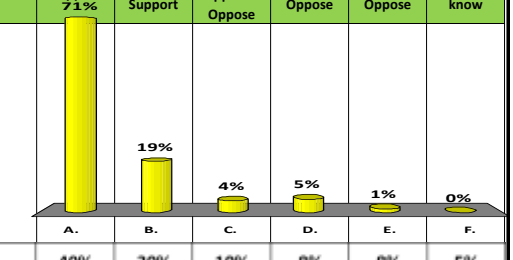
| Response Category | A. Strongly Support | B. Somewhat Support | C. Neither Support or Oppose | D. Somewhat Oppose | E. Strongly Oppose | F. Don't know |
|---|---|---|---|---|---|---|
| Summit | 65% | 28% | 5% | 1% | 1% | 0% |
| N=600 | 26% | 32% | 17% | 11% | 12% | 2% |




## Keeping a tight Urban Growth Boundary?

N=600

| Response Category | A. Strongly Support | B. Somewhat Support | C. Neither Support or Oppose | D. Somewhat Oppose | E. Strongly Oppose | F. Don't know |
|---|---|---|---|---|---|---|
| Summit | 71% | 19% | 4% | 5% | 1% | 0% |
| Public | 40% | 30% | 10% | 8% | 8% | 5% |



## Community Design

16

## Fits local plans and your community's aspirations

33% A. Increase mixed-use development in centers/corridors

33% B. Expand public transit service

33% C. Expand pedestrian, bike and trail connections

17

## Potential to help low-income, minority and underserved communities

29% A. Increase mixed-use development in centers/corridors

62% B. Expand public transit service

9% C. Expand pedestrian, bike and trail connections

18

## Supports a healthy economy

33% A. Increase mixed-use development in centers/corridors

33% B. Expand public transit service

33% C. Expand pedestrian, bike and trail connections

19

## Political feasibility and level of public support

33% A. Increase mixed-use development in centers/corridors

33% B. Expand public transit service

33% C. Expand pedestrian, bike and trail connections

20

## Potential to reduce carbon emissions

33% A. Increase mixed-use development in centers/corridors

33% B. Expand public transit service

33% C. Expand pedestrian, bike and trail connections

21

## Management & Operations

**Travel efficiency**

22

## Fits local plans and your community's aspirations

5% A. Expand incident management

64% B. Expand traffic signal timing/transit priority at intersections

31% C. Expand electric vehicle charging stations/infrastructure

23

## Potential to help low-income, minority and underserved communities

5% A. Expand incident management

89% B. Expand traffic signal timing/transit priority at intersections

6% C. Expand electric vehicle charging stations/infrastructure

24

## Supports a healthy economy

8% A. Expand incident management

57% B. Expand traffic signal timing/transit priority at intersections

35% C. Expand electric vehicle charging stations/infrastructure

25

## Political feasibility and level of public support

12% A. Expand incident management

73% B. Expand traffic signal timing/transit priority at intersections

15% C. Expand electric vehicle charging stations/infrastructure

26

## Potential to reduce carbon emissions

2% A. Expand incident management

42% B. Expand traffic signal timing/transit priority at intersections

56% C. Expand electric vehicle charging stations/infrastructure

27

## Travel programs

28

## Fits local plans and your community's aspirations

39% A. Expand commuter trip reduction programs

44% B. Expand household-based individualized marketing

16% C. Expand carsharing, carpooling & vanpooling participation

29

## Potential to help low-income, minority and underserved communities

19% A. Expand commuter trip reduction programs

33% B. Expand household-based individualized marketing

48% C. Expand carsharing, carpooling & vanpooling participation

30

## Supports a healthy economy

35% A. Expand commuter trip reduction programs

36% B. Expand household-based individualized marketing

28% C. Expand carsharing, carpooling & vanpooling participation

31

## Political feasibility and level of public support

36% A. Expand commuter trip reduction programs

43% B. Expand household-based individualized marketing

21% C. Expand carsharing, carpooling & vanpooling participation

32

## Potential to reduce carbon emissions

29% A. Expand commuter trip reduction programs

33% B. Expand household-based individualized marketing

39% C. Expand carsharing, carpooling & vanpooling participation

33

## Fits local plans and your community's aspirations

36% A. Charge mileage-based fees

31% B. Increase fuel-based taxes

23% C. Implement congestion pricing/tolling

10% D. Charge employee parking fees

35

## Potential to help low-income, minority and underserved communities

34% A. Charge mileage-based fees

13% B. Increase fuel-based taxes

34% C. Implement congestion pricing/tolling

19% D. Charge employee parking fees

36

## Supports a healthy economy

36% A. Charge mileage-based fees

23% B. Increase fuel-based taxes

37% C. Implement congestion pricing/tolling

4% D. Charge employee parking fees

37

## Political feasibility and level of public support

36% A. Charge mileage-based fees
18% B. Increase fuel-based taxes
21% C. Implement congestion pricing/tolling
25% D. Charge employee parking fees

38

## Potential to reduce carbon emissions

38% A. Charge mileage-based fees
35% B. Increase fuel-based taxes
17% C. Implement congestion pricing/tolling
9% D. Charge employee parking fees

39

April 1, 2011

# Climate Smart Communities

FREGONESE ASSOCIATES

*What does a climate smart community look like?*
*How do we get there from here?*

## Outline

- Scenario Planning for Climate Smart Communities
- The Strategies in Practice
  - Community Design
  - Travel Efficiency
  - Marketing
  - Pricing
- Testing the Strategies

## Scenario Planning

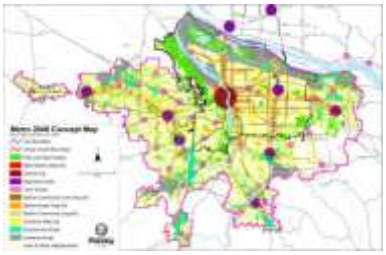
- Helps address the future
- Compares choices and consequences
- Develops strategies to optimize outcomes
- Allows you to discover new strategies

## Why Use Scenario Planning to Help Address Climate Change?

- We have many ideas
- We are not sure what works best
- We will have some surprises!

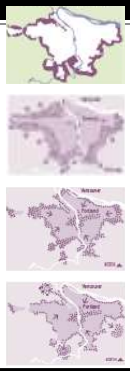
## Metro 2040 Growth Concept

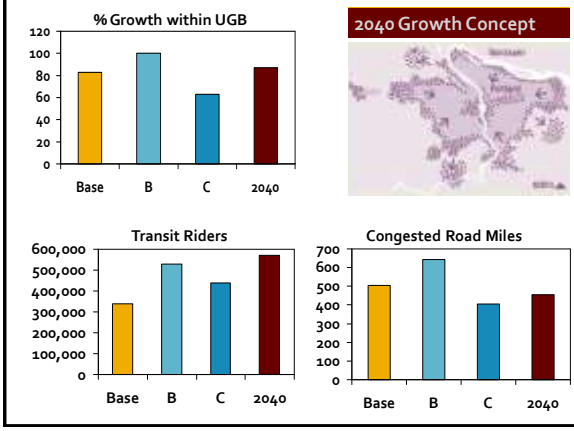
- The 2040 Plan was one of the first regional land use – transportation scenario plans in the country!



## 2040: Scenarios

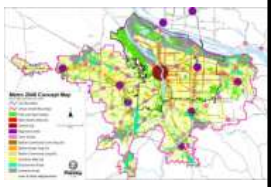
- **Base Case: Continuing Pattern** — expansion of UGB based on development seen 1985-1990, 121,000 acres added
- **Concept A: Growing Out** — significant expansion at UGB edge for housing; 51,000 added
- **Concept B: Growing Up** — no UGB expansion, use existing land
- **Concept C: Neighboring Cities** — shift 1/3 growth to next cities; add 22,000 acres





## Building Blocks

- Centers
  - Central City
  - Regional Center
  - Town Center

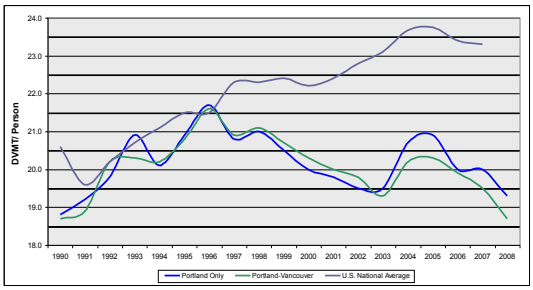


## Building Blocks

- Main Streets

- Corridors

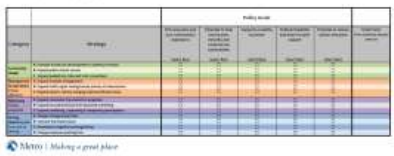
## Portland Region: Drop in Regional VMT (1990-2008)



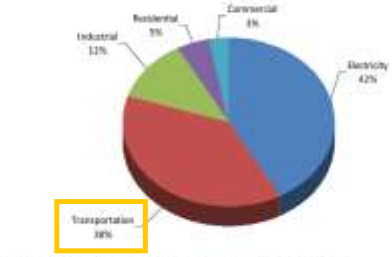

## Climate Change Strategies

- Community Design
- Travel Efficiency
- Marketing
- Pricing

- *AIM: To reduce carbon emissions from cars, small trucks, and SUVs*

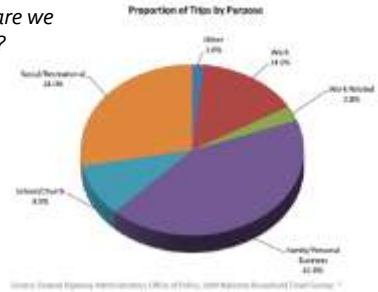


## Oregon's $CO_2$ Emissions by Sector




## It's not about commuting! Only 15% of trips are commuting.

- *Where are we driving?*




## Land use policies and patterns significantly affect how much we drive

- *How far away?*

- ***56% of trips are less than 5 miles***

## Planning for Climate Change
### *Lessons Learned*

**Key is to Reduce Auto Use:**

- Focus growth in mixed-use, transit-friendly and walkable neighborhoods
- Balance of jobs, services and housing is critical – not just alternative modes, but shorter trips.
- Balanced housing to meet future demand profile – transportation and equity issues

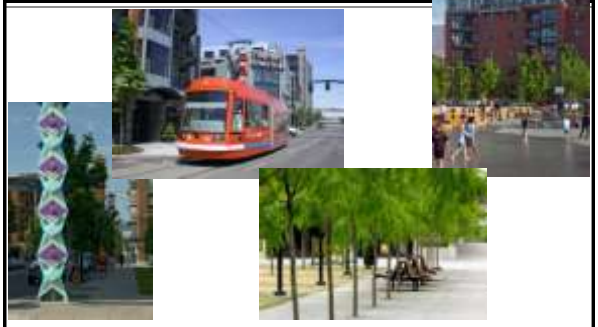
**Green technology, follow the science:**

- Vehicle fleet improvements make a large difference
- Transit may make a difference, but it depends on the efficiency of the transit fleet
- Walking and biking is almost always good for many reasons.

## Community Design

- Pearl District
  - Housing density plus high capacity transit
- Beaverton
  - Completing the street grid, bike network
  - Placemaking – pedestrian districts
  - Transforming Canyon

## Pearl District



Williams & Dame Development, Inc. www.wddcorp.com

## Pearl District

**Portland, Oregon**

Union Station Property c.1910

Williams & Dame Development, Inc. www.wddcorp.com

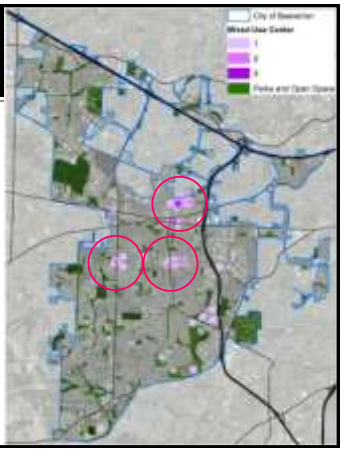
## Portland Streetcar, Inc.

Williams & Dame Development, Inc. www.wddcorp.com

Beaverton Civic Plan growing together

## Beaverton Civic Plan

- Walkable destinations around the city



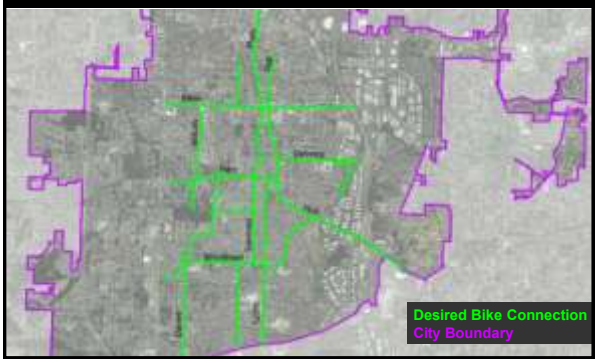
## Neighborhood Mixed Use

- Retail, Services, and Housing located in walking or biking distance of existing neighborhoods
- Storefronts open to sidewalk
- 1 to 3 stories
- Shared parking in rear

## Neighborhood Mixed Use

- Integrated land use means fewer trips

## Bike/Walk Connections from the Workshop




## Bike & Walk Improvements

**•Parallel Routes**

**•Wayfinding for bikes and pedestrians**

## Beaverton Central City

Big themes:

Walkability & Connectivity

Creeks Plazas & Open Spaces

Revitalization & Redevelopment

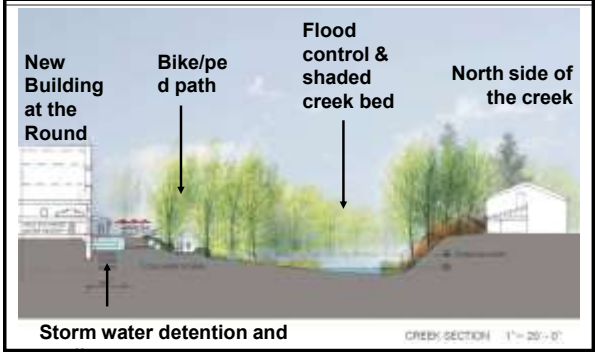
## Making a Better Grid North of Canyon

## Transforming Canyon Road

## Transforming Broadway

## Beaverton Creek

## Civic Spaces + Water Quality Improvements




## Travel Efficiency

- Incident management
- Traffic signal timing coordination
- Arterial system management
- Electric vehicle infrastructure

## Make getting around more efficient

- Accident clean up

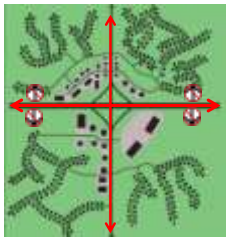
## Make getting around more efficient

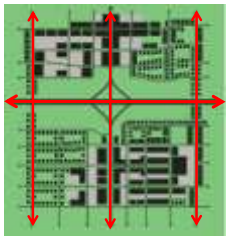
- Coordinated signals
- Ramp metering

Credit: MetroTransPort Committee

Credit: Flickr / So Cal Metro

## Connectivity





## Green the Fleet

- Start with transit and public vehicles
- Provide incentives for private fleets
- Encourage leading edge electric vehicle infrastructure

## First Electric Vehicle – Nissan Leaf

## Cars changed every Main Street

- From gathering place to parking lot

## In 1900, there were 20 million horses and only 4,000 cars in the United States.

Credit: Flickr/Canis Major

**1910 – 500,000**
**1920 – 7.5 million**
**Today – 250 million**

Credit: Flickr / ozfan22

## Make getting around more efficient

- Modern Roundabouts

## Reducing Trips

- Car Sharing
  - Autolib
  - Zipcar
- Employee sponsored programs
  - Nike Bucks
  - Intel Rideshare

## Zipcar is successful *today*

- Zipcar didn't seem possible 20 years ago; today it's very successful – 50+ cities!
- Like Zipcar but you don't have to return it to the original parking spot, and of course all electric

## Vehicle Sharing

- Paris bike and car sharing - Velib and Autolib
  - 20,000 bikes!

  - 3,000 electric vehicles & 1,000 charging stations by next year!

## Carpool Support from Employers

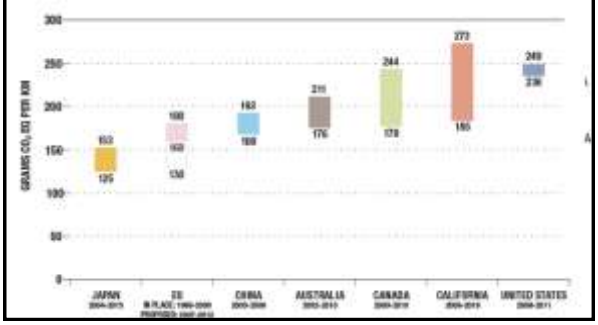
- Intel offers subsidized TriMet passes, vanpool, and emergency rides home
- Nike carpoolers receive priority parking at buildings across the campus and are entered in a prize drawing

## Pricing

- Fuel Costs
- Parking
- Congestion pricing
- Tolls

- Fuel costs already rising
  - USA: $3.55
- Almost the entire difference is taxes

## Reductions in GHG emissions due to recent regulations




## Fuel Tax

- Considering taxing fuel by mile rather than by gallon due to increasing vehicle efficiency
- Oregon fuel tax is slightly higher than US state average,
  - 49.4 cents/gal OR
  - 48.1 cents/gal US avg

## "Free" Parking Isn't Free

Credit: Cool Planning

- Land owners must give up valuable real estate to provide free parking
- Powerful determinant of urban form
- Pricing and deregulation of parking advocated by some.

## Tolls & Congestion Pricing

## Central London Congestion Charge

## Results

Table 17: Estimated $CO_2$ savings per year

| | £5 charge | £8 charge |
|---|---|---|
| Vehicle km saved | 211 million | 237 million |
| Fuel savings, litres | 48 million | 48 million |
| $CO_2$ savings, tonnes | 110,000 | 120,000 |
| $CO_2$ savings, £ | £2.3 million | £2.5 million |

## Hours Saved

Table 4: Vehicle hours saved per day, allowing for induced traffic; LTS model estimates

| | Am peak period | Inter peak period | Pm peak period | Out of hours | Total |
|---|---|---|---|---|---|
| Central | 2,900 | 5,400 | 2,900 | 800 | 12,000 |
| Inner | 3,600 | 5,800 | 4,000 | 1,000 | 14,200 |
| Outer | 1,800 | 2,000 | 1,600 | 400 | 5,800 |
| **Total** | **8,350** | **13,000** | **8,500** | **2,200** | **32,000** |

## Value of Time

Table 9: Value of Estimated Time and Reliability Savings by Area with £8 charge, £M per year, 2005 values and prices

| | Time | Reliability | Time and reliability |
|---|---|---|---|
| Central London | 107 | 32 | 139 |
| Inner London | 91 | 0 | 91 |
| Outer London | 29 | 0 | 29 |
| **Total** | **228** | **32** | **260** |

## Testing the Strategies

- Scenario planning – batches of strategies that work together

600 NE Grand Ave.
Portland, OR 97232-2736
503-797-1700
503-797-1804 TDD
503-797-1797 fax

www.oregonmetro.gov

Metro | *Memo*

Date: March 24, 2011

To: Climate Leadership Summit Participants

From: Kim Ellis, Principal Transportation Planner; Ray Valone, Principal Regional Planner

Re: Guide to Strategies For Reducing Carbon Emissions From Light Vehicles

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**Purpose**

The purpose of this memo is to convey to Climate Leadership Summit participants the actions, programs and incentives that local governments and Metro could implement to reduce carbon emissions from cars, small trucks and SUVs. The tables below provide descriptions of these various strategies and should be used in conjunction with the Discussion Worksheet included with the Summit packet.

The overview of actions, programs and incentives came mostly from a literature review conducted by Cambridge Systematics, Inc. as part of the Oregon Sustainable Transportation Initiative (OSTI) effort and Metro's Climate Smart Communities Scenarios effort. The literature review considered existing national, state and regional/local research completed in the past 10 years.

**Strategy Organization**

The strategies have been organized into five categories, with associated tables, grouping together those with common themes (see below). From the tables, it is clear that there are several strategies that can be used in reducing carbon emissions. For the purpose of simplicity and due to limited time at the Summit, we will discuss only a handful of these strategies. The shaded strategies at the beginning of each table indicate those that will be the focus of the Summit, and they can be found on the Discussion Worksheet included in this packet.

- Community design and the built environment
  - Land use *(Table 1)*
  - Public transit *(Table 2)*
  - Active transportation *(Table 3)*
- System management and operations/Intelligent Transportation Systems *(Table 4)*
- Technology and fleet *(Table 5)*
- Marketing and travel demand management *(Table 6)*
- Pricing *(Table 7)*

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### *Community design and the built environment*

The strategies outlined in Tables 1-3 aim to change community design and the built environment in ways that will reduce the number of vehicle miles traveled in the region and their corresponding emissions, and increase walking, biking and use of transit.

### Table 1. Land Use Actions, Programs and Incentives

| Action/Program/Incentive | Description |
|---|---|
| More mixed-use, infill and reinvestment in centers and transit corridors | Change in the mix and location of certain land use types and densities to result in:<br>• Increased density and mix of uses in strategic locations<br>• Increased percentage of new development in attached or small-lot detached units, with good bike/pedestrian/transit and mix of uses<br>• Mixing of residential and commercial so jobs and residences are in closer proximity. |
| Transit-oriented development (TOD) | Moderate to higher density development within walking distance to high frequency transit service, generally with a mix of residential, employment and shopping opportunities. |
| Infill development funding and incentives | Strategic public investment in projects such as streetscaping, walking, cycling, and transit infrastructure. Can include tools such as land assembly, system development charges, enterprise zones, urban renewal and tax increment financing to produce investments in centers and corridors. Also includes waiving/reducing fees, tax abatement and developer subsidies for infill development or other desired development. |
| Parking management | Manage the supply of parking provided at a particular site or area. Examples include shared parking credits; timed on-street parking; parking restrictions/minimums/maximums; structured parking and parking permit zones to prevent business customers and transit riders from using residential spaces; and programs that allows businesses certain number of free permits/mo then charge for additional ones. |
| Parking restrictions/remove parking minimums/implement parking maximums | Limit parking allowed at a particular site or area (e.g., downtown major commercial center). Portland set a cap of approx. 40,000 parking spaces downtown in 1975. The number increased in the 1980s and 1990s, but is still said to have helped increase transit use. *(Source: Victoria Policy Transport Institute)* |
| Shared parking credits | System in which parking spaces are shared by multiple users to promote efficient use of parking spaces. Arrangements vary, but in some cases, allow developers to pay in lieu fees instead of private off-street parking. |
| Urban growth boundary | This regional boundary is a locational land supply tool to manage urban expansion to protect farms and forests from urban sprawl and to promote the efficient use of land, public facilities and services inside the boundary. |

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| Action/Program/Incentive | Description |
|---|---|
| School siting/placement | School siting policies aimed at retaining existing schools, or constructing new schools within established communities. Schools with pedestrian and bicycle access can result in greater accessibility for students and parents without the need for a motor vehicle |

### *Public Transit*

Table 2 identifies public transit actions and programs. These strategies increase service levels, provide incentives for using transit (and thus reduce the number of single-occupancy vehicle (SOV) trips) and/or enhance operational efficiency of transit vehicles. Together, these investments improve accessibility and can increase ridership levels, facilitating a reduction in the number of cars on the road, congestion levels and VMT. Additional improvements in comfort levels and reductions in fares also help to make transit a more attractive option.

**Table 2. Public Transit Actions, Programs and Incentives**

| Action/Program/Incentive | Description |
|---|---|
| Increase frequency of transit service | Expand service frequency to increase ridership. |
| Expand public transportation options (LRT/BRT/Express bus/circulators) | Introduce new types of transit and add more service, routes, etc. |
| Discount transit passes/decrease fares | Reduce the cost of using transit. |
| Limited-stop service | Particularly useful for commuting, common routes into downtowns and major employment centers. |
| Park & ride facilities | These can include parking facilities at rail and bus stations, as well as near highway on-ramps to encourage ridesharing. |

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### *Active Transportation*

Table 3 summarizes the proposed active transportation actions and strategies. These strategies help reduce carbon emissions by expanding transportation options for people to walk and bike to meet some or all of their daily needs, particularly for short trips. The strategies also help make walking and biking more convenient and promote safety and access to local services and destinations.

**Table 3. Active Transportation Actions and Programs**

| Action/Program | Description |
|---|---|
| Construct new or connect existing bicycle and pedestrian facilities | Construct both on- and off-street facilities such as bicycle boulevards, bicycle lanes, trails, and bicycle parkways to promote walking, biking, and access to transit. |
| "Complete Streets" policy | Policy that takes into account all users of streets rather than just autos with a goal of completing the streets with adequate facilities for all users. |
| Pedestrian-oriented design/Buffered sidewalks | Protect sidewalks by creating a landscaped buffer between motorized traffic and pedestrians. |
| Bicycle parking at destinations including transit stations | To encourage use – could be all types of parking – short term, long term, secure. |
| Promote bicycle and pedestrian use | Through marketing programs, safety lessons, etc. |
| Traffic calming | Tools employed to reduce vehicle speeds, improve safety, and enhance one's quality of life. |
| Increase number of crossings, curb cuts and signalized crossings and reduce crossing distances and intersections and mid-block crossings | These actions help people of all mobility levels to cross the street and access destinations. Add signals at pedestrian crossings, especially on busy streets, to increase pedestrian safety and improve traffic flow. Could include innovative signal types, such as hybrid beacons that are dark when not in use to allow traffic flow, but are triggered to flash when pedestrians activate them. |
| Urban nonmotorized zones | Designated areas for nonmotorized transportation modes only. |

### *System Management and Operations/Intelligent Transportation Systems (ITS)*

Table 4 identifies actions and programs related to operations and ITS. These strategies improve system operations using technology to provide information about roadway conditions or other data and other management strategies.

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## Table 4. System Management and Operations/ITS Actions and Programs

| Action/Program | Description |
|---|---|
| Incident management | Restore "normal service operation" after roadway incidents (accidents or other actions that interrupt standard operation of roadways) as soon as possible after an incident. |
| Traffic signal timing coordination | When a group of two or more traffic signals work together so that vehicles moving through the group will make the least number of stops. |
| Traffic Signal Coordination/Arterial System Management | When a group of two or more traffic signals work together so that vehicles moving through the group will make the least number of stops. |
| Electric vehicle infrastructure | Build electric vehicle charging stations/infrastructure. |
| Ramp-metering | Control entry of traffic onto freeways to improve traffic flow and decrease accidents. Vehicles are stopped and allowed to enter via ramp at intervals determined by current congestion levels. |
| Electronic message signs | Signs located along roadways providing drivers with traveler information, such as accidents, detours, etc. |
| Transportation Management Center (TMC) | A facility into which real-time traffic data from roadways flows that provides coordinated transportation management on transportation facilities (e.g., state highways, other parts of system). Data is processed and decisions are made (such as rerouting, etc.) in order to maintain best possible system operations. In an emergency, TMC is command center that directs relief efforts. |
| Freeway management system | Provides highway conditions data, including freeway traffic camera, and information on related programs and services. |
| Active Traffic Management (ATM) | Use of automatic systems and human intervention to manage traffic flow, aka "managed lanes" or "smart lanes." |
| Integrated corridor management | Using all possible capacity in a transportation system to get out most of entire network. For example, using formerly underused parallel routes to help mitigate heavy traffic on freeways or using the nonpeak direction during peak hours. |
| Road weather management | Includes 3 types of strategies applied during inclement weather: advisory (fog warnings, etc.); control strategies (speed limit reductions using signs, etc.); and treatment strategies (sand, salt, ice). |
| Arterial management | Program designed to improve traffic signal systems operation, improve flow of traffic, and reduce arterial congestion. |
| Access management | Coordination between land use and design of roadways to improve transportation. |

| | |
|---|---|
| "Eco-driving" training programs | Programs that train drivers to use techniques that reduce gas consumption, such as avoiding rapid acceleration and braking, driving at lower speeds, proper gear changes, and other strategies; also includes proper vehicle maintenance, including tire pressure, etc. |
| Transit priority treatments (includes signal prioritization) | Tools used to reduce transit vehicle delay. Could include bus lanes, queue-jumper lanes, bus-priority traffic signals, intersection reconfiguration, and grade separation so transit is not delayed by cross-streets and traffic congestion. |
| Traveler information system | Dissemination of traveler information through radio, traffic hotline (511) and other technologies such as the internet and smart phone applications. |
| Vehicle Infrastructure Integration (VII) | Research and applications dedicated to linking road vehicles to their physical surroundings to improve road safety. |
| Reduce speed limit | Lower speeds on city and county roads, possibly to 20 mph to increase bicycle/pedestrian safety. |
| Yield signs | Increase use of yield signs, as opposed to stop signs, which reduces car idling and helps bicycles move along faster. It would take driver education, but it's common in Europe. In the U.S., research has shown that completely unmarked intersections and roundabouts are safe. |

### *Technology and Fleet Actions and Programs*

Table 5 identifies fleet actions and programs. These provide incentives or disincentives to change travel behavior in a way that will reduce VMT and/or improve system operations.

**Table 5. Technology and Fleet Actions/Programs**

| Action/Program | Description |
|---|---|
| Vehicle age programs | Policies to influence the age of vehicles on the road (may be incentive or regulatory-based). |
| Vehicle type programs | Policies to influence vehicle type such as CAFE standards, etc. |

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### *Marketing and Travel Demand Management*

Table 6 identifies marketing and transportation demand management actions and programs including ridesharing. These actions and strategies reduce carbon emissions by reducing trips, shifting trips to other modes and thus reducing vehicle-miles traveled (VMT).

**Table 6. Marketing and Travel Demand Management Actions, Programs and Incentives**

| Action/Program/Incentive | Description |
|---|---|
| Employer-based programs:<br><br>Alternative work schedules<br><br>Telecommuting<br><br>Teleconferencing/videoconferencing<br><br>Ride-sharing<br><br>Vanpool programs<br><br>Park & ride<br><br>Mandatory SOV reduction programs for large employers<br><br>Parking cash-out<br><br>Guaranteed ride home | Commuter incentive programs take advantage of a variety of options used to reduce SOV trips for workplace travel. Employers can adopt programs that best suit the needs of their employee base, including:<br><br>Alternative work schedules – Schedules other than 9:00 a.m.-5:00 p.m.)<br><br>Telecommuting – Employees work from home rather than a central office<br><br>Teleconferencing/videoconferencing – Use of live video connections in place of physical meetings<br><br>Ride-sharing – Practice of commuting with other people (generally those that live nearby), often aided by a service or program that matches people going to the same employment area<br><br>Vanpool programs – Similar to ride-sharing but on a larger scale, allowing many people to ride in one vehicle<br><br>Park & ride – Parking facilities at transit stations, bus stops, and highway on-ramps, generally charging lower fees than in CBDs; these help facilitate transit use and ride-sharing<br><br>Mandatory SOV-reduction programs for large employers – Employers of a certain size would be required to reduce the number of SOV that commute to their offices<br><br>Parking cash-out – Program in which an employer offers a choice between a paid-for parking space or a cash allowance, equivalent to the market value of the parking place, giving employees an opportunity to save money if they avoid driving.<br><br>Guaranteed ride home – Provides subsidized ride home from work to commuters who use alternative modes. For example, a commuter would receive a ride if his/her carpool driver must stay late at work or a bus rider must return home in an emergency. This addresses challenges to the use of alternative modes. |

| | |
|---|---|
| Individualized Marketing (IM) | IM is a voluntary travel behavior change program that provides personalized information, motivation and support to targeted households that are interested in replacing automobile trips with other travel modes such as bicycling, walking, public transportation and carpooling. Mostly targeted to residents, some programs have targeted employees at work places. |
| Car-sharing<br><br>Standard<br><br>Personal Vehicle Car-Sharing (PVCS) | Standard – Program in which automobile rental services are used to substitute private vehicle use and ownership. Programs are designed to be accessible to residences, affordable, follow easy check-in/out processes, and reliable.<br><br>PVCS – Enables private car owners to make their vehicle available on a temporary basis to a carsharing company for rental. In return, the vehicle owner gets a substantial portion of the rental revenue from the carsharing company. When not rented, the vehicle owner can continue to use their car as before. Also called "peer to peer carsharing" (abbreviated P2P carsharing). |
| Tire fuel efficiency programs | Public education program to encourage the purchase of fuel efficient replacement tires. |
| Financial support for public, private, or nonprofit car-sharing organizations | Increased financial support show commitment to this program. |
| Pay-as-you-drive insurance (PAYD) | A system where participants are assessed based on the number of vehicle miles traveled in combination with traditional risk based rates. PAYD goes beyond what current insurance companies are offering in premiums to low distance drivers. Shifting to this type of mileage-based auto-insurance system allows motorists to reduce their costs while encouraging them to drive less. |

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## *Pricing*

Actions and programs related to pricing are included in Table 7. These actions and programs focus on raising the cost of vehicle miles traveled (VMT) and fuel consumption, which have been shown to result in people driving less – thereby reducing carbon emissions. These strategies also can help improve system operations by mitigating congestion.

**Table 7. Pricing Actions, Programs and Incentives**

| Action/Program/Incentive | Description |
|---|---|
| Vehicle Miles Traveled (VMT) fee | Fee charged based on how many miles a car is driven; odometer readings determine the exact fee charged; a city or county could modify the structure of the fee to include a carbon fee; VMT fees can by layered to be higher or lower based on the fuel economy of one's car. |
| Fuel tax | A fuel tax (also known as a gasoline or gas tax) is an excise tax imposed on the sale of fuel. In most countries the fuel tax is imposed on fuels which are intended for transportation. Fuels used to power agricultural vehicles and/or home heating oil, which is similar to diesel, are taxed at a different, usually lower, rate. |
| Congestion pricing/road user fees | Tolls are charged to drivers using congested roadways; toll based on specific level of service goal; refers to parking, tolling, or other road user fees where prices increase during congested times in congested locations. |
| Parking pricing | Fees charged for all parking in a certain area; could include:<br>• Central business districts (CBD), employment areas, and retail areas<br>• Higher fees on previously free parking lots<br>• All downtown workers pay for parking<br>• Requirements for residential parking permits and for visitors<br>• Dynamic pricing is another form of parking pricing; it involves changing pricing based on the time of day; pricing could be higher during peak traffic periods to create a disincentive to drive.<br>A flat fee-per-space on parking spaces provided by businesses would discourage automobile-dependent development, encouraging more efficient land use, and – to the extent the fees are passed on to parkers – encourage non-auto transportation choices. The revenue generated by such a fee (on parking spaces, not their use) could be used for transit and other transportation investments not eligible for highway dollars. |
| Traffic Impact Fee | A charge on new development to cover the full cost of the additional transportation capacity, including transit, required to serve the development. Only those developments that result in an increase in vehicle trips would be charged. |

| | |
|---|---|
| Emissions-based vehicle registration fees | Fees based on emissions. |
| Cordon pricing/area pricing | Requires all motorists who pass through a certain area, generally an area around a CBD or other major employment or retail area, to pay a fee. |
| Traditional toll roads | Payment charged for passage on roads, bridges or ferries that carry cars. |
| Nontraditional toll roads<br>• Managed lanes<br>• High-occupancy toll (HOT) lanes | • Managed Lanes – A lane or lanes designed to increase freeway efficiency through a combination of operational and design actions.<br>• HOT Lanes – High Occupancy Vehicle (HOV) lanes that allow a limited number of low-occupancy vehicles to use the lane if a fee is paid |

**The region's six desired outcomes**

# Climate Smart Communities Scenarios

## Background

In 2007, the Oregon Legislature established statewide goals to reduce carbon emissions – calling for stopping increases in emissions by 2010, a 10 percent reduction below 1990 levels by 2020, and a 75 percent reduction below 1990 levels by 2050. The goals apply to all sectors, including energy production, buildings, solid waste and transportation.

In 2009, the Oregon Legislature passed House Bill 2001, directing the region to "develop two or more alternative land use and transportation scenarios" by January 2012 that are designed to reduce carbon emissions from cars, small trucks and SUVs. The legislation also mandates adoption of a preferred scenario after public review and consultation with local governments, and local government implementation through comprehensive plans and land use regulations that are consistent with the adopted regional scenario. The Climate Smart Communities Scenarios effort responds to these mandates and Senate Bill 1059, which provided further direction to scenario planning in the Portland metropolitan area and the other five metropolitan areas in Oregon.

Metro's Making the Greatest Place initiative resulted in a set of policies and investment decisions adopted in the fall of 2009 and throughout 2010. These policies and investments focused on six desired outcomes for a successful region, endorsed by the Metro Council and Metro Policy Advisory Committee in 2008: vibrant communities, economic prosperity, safe and reliable transportation, environmental leadership, clean air and water, and equity. Making the Greatest Place included the adoption of the 2035 Regional Transportation Plan and the designation of urban and rural reserves. Together these policies and actions provide the foundation for better integrating land use decisions with transportation investments to create prosperous and sustainable communities and to meet state climate goals.

The 2040 Growth Concept - the region's adopted growth management strategy

## **State response** Oregon Sustainable Transportation Initiative

The Oregon Department of Transportation and the Department of Land Conservation and Development are leading the state response through the Oregon Sustainable Transportation Initiative. An integrated effort to reduce carbon emissions from transportation, the initiative will result in a statewide transportation strategy, toolkits and specific performance targets for the region to achieve.

## **Regional response** Climate Smart Communities Scenarios

The Climate Smart Communities Scenarios effort will build on the state-level work and existing plans and efforts underway in the Portland metropolitan area. The project presents an opportunity to learn what will be required to meet the state carbon goals and how well the strategies support the region's desired outcomes.

A goal of this effort is to further advance implementation of the 2040 Growth Concept, local plans and the public and private investments needed to create jobs, build great communities and meet state climate goals. Addressing the climate change challenge will take collaboration, partnerships and focused policy and investment discussions and decisions by elected leaders, stakeholders and the public to identify equitable and effective solutions through strategies that create livable, prosperous and healthy communities.

Metro's policy and technical advisory committees will guide the project, leading to Metro Council adoption of a "preferred" land use and transportation strategy in 2014.

Metro

## About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

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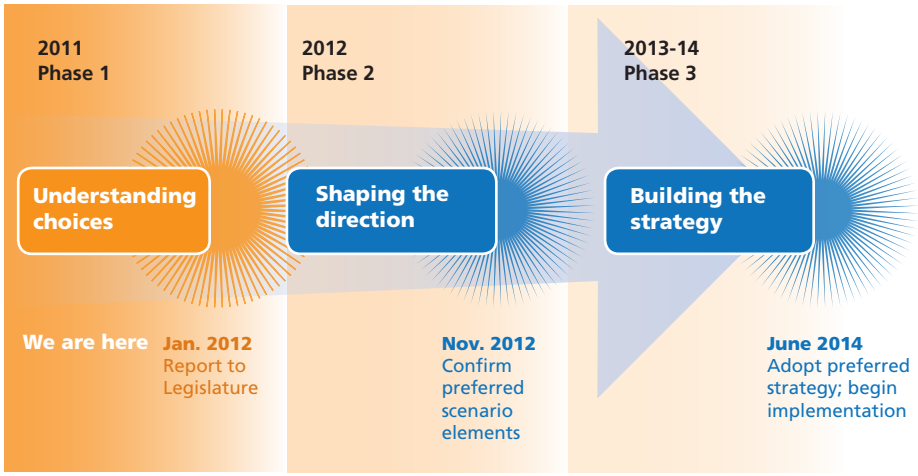
### Climate Smart Communities Scenarios planning process




## Phase 1

### Understanding the choices (We are here)

The first phase of regional-level scenario analysis will occur during summer 2011 and focus on learning what combinations of land use and transportation strategies are required to meet the state greenhouse gas emissions targets. Strategies will include transportation operational efficiencies that can ensure faster, more dependable business deliveries; more sidewalks and bicycle facilities; more mixed use and public transit-supportive development in centers and transit corridors; more public transit service; incentives to walk, bike and use public transit; and user-based fees.

Potential impacts and benefits will be weighed against the region's six desired outcomes. Findings and recommendations from the analysis will be reported to Metro's policy committees in fall 2011 before being finalized for submittal to the Legislature in January 2012.

## Phase 2

### Shaping the direction

In 2012, the region will analyze more refined alternative regional-level scenarios that apply the lessons learned from phase 1 to develop a "draft" preferred land use and transportation scenario. This phase provides an opportunity to incorporate strategies and new policies identified through local and regional planning efforts that are underway in the region (e.g., SW Corridor Plan, East Metro Connections Plan, Portland Plan, and other local land use and transportation plan updates).

By the end of 2012, Metro's policy committees will be asked to confirm a "draft" preferred scenario that will be brought forward to the final phase of the process.

## Phase 3

### Building the strategy and implementation

The final project phase during 2013 and 2014 will lead to adoption of a "preferred" land use and transportation strategy. The analysis in this phase will be conducted using the region's most robust analytic tools and methods – the regional travel demand model, MetroScope and regional emissions model, MOVES. Additional scoping of this phase will occur in 2012 to better align this effort with mandated regional planning and growth management decisions.

This phase will identify needed changes to regional policies and functional plans, and include updates to the Regional Transportation Plan and region's growth management strategy. Implementation of approved changes to policies, investments, and other actions would begin in 2014 at the regional and local levels to realize the adopted strategy.

**Climate Leadership Summit | April 1, 2011**

# Climate Strategies Worksheet – Tell Us What You Think

**Gathering your view of carbon reduction strategies**

This worksheet is intended to gather input about strategies that could help reduce carbon emissions from cars, small trucks and SUVs in the Portland metropolitan region. Potential strategies have been grouped into four categories to help organize this discussion.

Using your electronic keypad, you will be asked to select the strategy within each category below by your view of which one has the greatest potential to meet each of five policy goals. Please refer to the memo "Guide to Strategies For Reducing Carbon Emissions" in your packet for more information about these and other strategies.

*The list is not intended to be exhaustive or prescriptive, but to serve as a starting point for the region's discussion. You may add to the list of strategies on the yellow comment card.*

**What's next?**

The electronic keypad results and the responses you provide on the comment card will inform Metro's technical analysis and research this summer on the feasibility and effectiveness of these and other related strategies. Your input will also frame how the tradeoffs and choices of different strategies are presented to policymakers and community leaders in the fall. Findings and recommendations from the analysis will be reported to the 2012 Legislature.

In 2012, the region will analyze a more refined set of strategies to recommend a preferred set of strategies for the region. The strategies recommended through this process will be used in 2013-14 to shape the policies, actions and investment priorities needed to help the Portland metropolitan region reduce carbon emissions and support other regional and local aspirations.

| | | **Policy Goals** | | | | | |
|---|---|---|---|---|---|---|---|
| **Category** | **Strategy** | Fits local plans and your community's aspirations<br>Select Best | Potential to help low-income, minority and underserved communities<br>Select Best | Supports a healthy economy<br>Select Best | Political feasibility and level of public support<br>Select Best | Potential to reduce carbon emissions<br>Select Best | Total Points<br>*From audience keypad exercise* |
| **Community design** | **A** Increase mixed-use development in centers/corridors | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **B** Expand public transit service | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **C** Expand pedestrian, bike and trail connections | ☐ | ☐ | ☐ | ☐ | ☐ | |
| **Management & operations** *Travel efficiency* | **A** Expand incident management | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **B** Expand traffic signal timing/transit priority at intersections | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **C** Expand electric vehicle charging stations/infrastructure | ☐ | ☐ | ☐ | ☐ | ☐ | |
| **Marketing** *Travel programs* | **A** Expand commuter trip reduction programs | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **B** Expand household-based individualized marketing | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **C** Expand carsharing, carpooling & vanpooling participation | ☐ | ☐ | ☐ | ☐ | ☐ | |
| **Pricing** *Reflecting the true cost of driving* | **A** Charge mileage-based fees | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **B** Increase fuel-based taxes | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **C** Implement congestion pricing/tolling | ☐ | ☐ | ☐ | ☐ | ☐ | |
| | **D** Charge employee parking fees | ☐ | ☐ | ☐ | ☐ | ☐ | |

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# Metro | *Comment form*

Name _____

Affiliation (if any) _____

Address _____

_____

E-mail _____

☐ Include my e-mail in your notification list.

What strategies are missing that should be considered? _____

_____

_____

_____

_____

_____

*Continued on back*

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Metro | *Comment form*

Name _____

Affiliation (if any) _____

Address _____

_____

E-mail _____

☐ Include my e-mail in your notification list.

What strategies are missing that should be considered? _____

_____

_____

_____

_____

_____

*Continued on back*

Is there anything else you would like to share?

Is there anything else you would like to share?

# Talk back to your government

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