



# MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

*Celebrating 25 Years of Business*

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October 11, 2007

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*This memo contains results of a telephone survey of adult residents (age 18+) of the Metro Service District. A total of 600 interviews were conducted, January 13-17, 2007. The potential sampling error is plus or minus 4% at the 95% confidence level.*

## **Overview**

Traffic and congestion is the most frequently volunteered response when respondents are asked to name the transportation problem that most affects "getting around" the Metro area for school, work or running errands. However, there is no consensus about the best way to address congestion in the region – in fact, respondents are evenly divided between managing traffic flows and providing additional alternative means of getting around.

When it comes to whether the region should focus on maintaining existing roads or build new ones, maintenance is widely preferred (72-21%) over building new roads and highways.

Residents of the Metro region clearly recognize that a good transportation system is important in maintaining a strong local economy. In addition, the survey reveals that residents make a connection between jobs and the economy, and that people recognize the need to have a good system in place to get to and from their place of employment. This is evidenced when asked "why" a transportation system is important to maintain a good economy, to which nearly a quarter of respondents say "so I can get to my job." Additionally, fully six-in-ten respondents in the region report that the length of their commute had an impact on job and school selection. Moreover, fully one-in-four say this was a "major" factor in their decision about where to work or go to school.

In evaluating the potential for transportation improvements in the region, the survey finds the public is most willing to pay for:

- Maintenance of existing roads, highways and bridges
- Safer sidewalks on roads and boulevards
- Expanded public transportation services

With regard to transportation planning efforts, Metro area residents place significant importance on a number of factors that should be considered in that process, including:

- Protecting air quality
- Increasing safety
- Meeting needs of people of all ages, abilities and income levels
- Protecting fish habitat
- Making sure the system is balanced

More detailed findings follow.

### Transportation Problems in the Metro Area

“Traffic/congestion” is the leading problem “getting around” the Metro area today. When asked to describe in their own words, the main problem they have getting to work, school or to complete errands, 39% volunteered “traffic/congestion,” distantly followed by “bad drivers” (2%), “construction” (2%), “lack of service to areas” (2%), “parking” (2%) and “streets/highways” (2%). No other problem was mentioned by more than 1% of respondents. However, 28% had no complaints and 10% had no opinion.

Traffic/congestion is a bigger concern for residents in Clackamas and Washington Counties than in Multnomah County.

#### Main Problem Getting Around

	<u>All</u>	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
Traffic/congestion	39%	50%	30%	48%
Bad drivers	2%	1%	3%	2%
Construction	2%	2%	3%	--
Lack of service to areas	2%	1%	3%	4%
Parking	2%	1%	3%	--
Streets/highways	2%	2%	2%	4%
None/nothing	28%	21%	33%	25%
Don't know	10%	10%	11%	9%

There is no consensus about the best way to address congestion in the Metro area. While 40% say it is more important to “manage traffic flows through improving things like roads or traffic signal timing,” another 40% believe it’s more important to “provide people with more alternative ways of getting around, such as transit, business shuttles, carpools, sidewalks and bike lanes.” Another 14% say both are equally important and 6% have no opinion.

Looking at reactions by key subgroups, Multnomah County residents prefer alternative transportation, but Washington County residents would rather see traffic flows managed. Clackamas County respondents are divided. Additionally, lower income respondents (households earning less than \$30,000 annually), favor alternative transportation but sentiment is divided among higher income households. At the same time, registered voters are divided but non-voters favor alternative transportation.

## The Next 10 Years

Looking at transportation priorities another way, when respondents are asked to describe in their own words, what they would most like to see happen in our transportation system in the next 10 years, "better/more roads" (16%), "improve public transit" (10%), "extend light rail" (9%), "improve highways/freeways" (8%), "MAX line" (8%) and "improve traffic" (6%) are mentioned most often.

When combining responses into broader categories, we find that fully 43% of respondents mention something about alternative transportation, compared to 27% who mention improvements to roads and highways. Respondents in Clackamas and Multnomah Counties are more likely to prefer alternative transportation related items. Roads/highways are mentioned most often in Washington County. Indeed, in Washington County roads/highways are mentioned just as often as alternative transportation.

The following table shows the leading responses to the question.

**Most Like to See in Next 10 Years**

	<u>All</u>	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
Better/more roads	16%	19%	13%	21%
Improve/more public transportation/ bus system/TriMet	10%	6%	15%	4%
Extend light rail	9%	11%	9%	7%
Improve highways/freeways	8%	7%	6%	12%
MAX line (general)	8%	14%	6%	8%
Improve traffic	6%	6%	7%	6%
Accessibility/expansion of transit system	5%	4%	4%	7%
Mass transit	4%	3%	6%	3%
Additional/improved/more bike lanes	3%	1%	5%	1%
<b>TOTAL roads/highways</b>	<b>27%</b>	<b>29%</b>	<b>20%</b>	<b>36%</b>
<b>TOTAL alternative transportation</b>	<b>43%</b>	<b>43%</b>	<b>49%</b>	<b>34%</b>

Respondents were also given the opportunity to voice what they would *least* like to see happen in the transportation system in the next 10 years. Leading responses included "more traffic/more congestion" (11%), "more freeways/highways" (8%), "roads/more roads" (7%), "more cars" (7%) and "another light rail expansion" (5%). Nearly one-in-five (17%) had no comment. When combining similar responses together, we find that 26% mention roads/highways and 17% mention alternative transportation.

By county, Multnomah County residents are least interested in seeing a road/highway related issue.

### Least Like to See in Next 10 Years

	<u>All</u>	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
More traffic/more congestion	11%	11%	12%	11%
More freeways/highways	8%	5%	12%	6%
Roads/more roads/improve roads	7%	5%	8%	7%
More cars	7%	5%	9%	5%
Another light rail/expansion of light rail/expand MAX	5%	9%	3%	4%
More public transportation	4%	4%	4%	4%
Population/growth	4%	9%	2%	5%
Things stay the same/nothing to happen/nothing being done	4%	2%	3%	6%
<b>TOTAL roads/highways</b>	<b>26%</b>	<b>18%</b>	<b>34%</b>	<b>21%</b>
<b>TOTAL alternative transportation</b>	<b>17%</b>	<b>19%</b>	<b>18%</b>	<b>15%</b>

#### Potential Transportation Improvements

Respondents were asked to evaluate their willingness to pay for seven potential transportation improvements. A majority described themselves as willing (very or somewhat) to pay for “maintaining existing roads, highways and bridges” (91% willing) and “safer sidewalks on roads and boulevards” (80%). Smaller majorities are also willing to pay more for:

- More or expanded public transportation services (74%)
- More vehicle lanes added to major roads and highways (68%)
- More dedicated, non-road bike and pedestrian routes (64%)
- More bike lanes added to existing roads (57%)

By county, we find Clackamas County residents are more willing than those elsewhere in the Metro area to pay for maintenance of existing roads, bridges and highways, while Multnomah County residents are more willing than the rest of the Metro area to pay for public transportation services. There are no significant differences by county on willingness to pay for other potential transportation improvements.

By income, higher income residents are more willing than lower income residents to pay for maintenance of roads/bridges/highways, but there are no significant differences in sentiment on other potential transportation improvements.

Today, a wide majority favor maintaining existing roads before spending additional money on new ones. For example, fully 72% agree that, “before we spend any money on building new roads and highways, our existing ones must be adequately maintained,” while just 21% agree that, “our population is growing so fast that we must build new roads and highways, even if that means we can’t adequately maintain our existing ones.” There is consensus agreement throughout the Metro area in all three counties that roads must be maintained adequately before spending money on new ones.

#### Transportation and the Economy

There is widespread agreement that a good transportation system is important for a strong economy. Fully 87% believe a good transportation system is “very” (73%) or “fairly” important (13%) to helping maintain a strong economy. Just 12% rate a good transportation less important and 2% have no opinion. There is wide consensus throughout

Clackamas, Multnomah and Washington Counties that a good transportation system is important for a strong economy.

Respondents who described a good transportation system as “important” for a strong economy were asked to further describe in what way they see the transportation system as important. Leading responses included, “allows for transport to jobs” (25%), “general necessity” (19%), “contributes to commercial transportation” (16%) and “perpetuates/contributes to economy” (7%).

### **Transportation and Safety**

There was no consensus when residents are asked what should be done first to improve the safety of the transportation system. Responses included, “increased law enforcement/security” (16%), “road repair/maintenance” (10%) and “better public education in general” (5%). Nothing else was mentioned by more than 4% and fully a third (33%) had no opinion.

### **Air Pollution Solutions**

Area residents have a variety of ideas when asked what we should do about air pollution. At the top of the list of volunteered responses is “utilization of clean, alternative fuel sources” at 11%, followed by “more environmentally friendly/hybrid cars” (8%), “fewer cars/less driving” (7%), “better public transportation” (6%) and “decreasing traffic” (6%). It is interesting to combine the suggestions that relate to fuel and vehicles – in doing so, we find more than four-in-ten residents offered a solution that pertains to fuel, emissions and reduced traffic. This is strong evidence that residents are making a direct connection between air pollution and driving/vehicles.

### **Impact of Commute on Job Selection**

Commute time is a factor for most Metro area residents when choosing a job. Fully 60% say the length of commute had an impact on their job or school decision, including 24% of residents who say commute time was the “major” factor, and 16% who say it had “a great deal” of impact. For another 19%, commute time had “some” impact and for 40%, commute time had no impact on their job/school decision.

Commute time was a factor for majorities of residents in Clackamas (55%), Multnomah (59%) and Washington Counties (66%). However, commute time was more likely to be the major factor for residents of Multnomah and Washington Counties than Clackamas County. There are no significant differences by income, as majorities in all income levels say commute time was a factor in their job/school decision.

### **Planning Transportation Projects**

Metro district residents highly value a variety of factors when planning regional transportation projects. From a list of ten potential factors, more than six-in-ten say the following are “very” important.

- Protecting air quality (69% “very” important)
- Increasing safety (66%)
- Meeting needs of people of all ages, abilities and income levels (66%)
- Making sure that runoff from roads does not hurt fish habitat (62%)
- Making sure the transportation system is balanced and offers people a lot of different ways to get around (61%)

Additional factors generate lower levels of perceived importance, however, more than four-in-ten area residents still believe it is very important to “only pursue projects that can be paid for with available tax revenues,” and no fewer than three-in-ten place a great deal of importance on the following:

- Minimizing noise in neighborhoods (39%)
- Discouraging sprawl by directing new development in existing downtowns and commerce centers (36%)
- Planning for worthwhile projects, even if current tax revenues can’t pay for them yet (33%).

Residents place the least importance on “making street designs more attractive” (16% very important).

Looking at subgroup reactions to the five most important factors, we find very few differences in priorities between the three counties. However, air quality is perceived more important by Multnomah County residents than among Washington and Clackamas County residents. There are also significant variations between men and women. For example, women are more likely than men to place importance on air quality, safety, meeting needs of people of all ages, abilities and income levels, and making sure the transportation system is balanced and offers people a lot of different ways to get around. By age, reactions to importance factors are fairly consistent; however, seniors are much more likely to place importance on safety than are younger respondents.

Other notable differences are seen between Caucasian and non-Caucasian residents. Non-Caucasians place higher importance on each of the top five factors than Caucasians, and safety is at the top of the list for non-Caucasians, while there is no consensus leader among Caucasians. Among voters, air quality, safety and meeting needs of all people are perceived most important, while for non-voters, safety and meeting needs of all are most important.

### **Building Considerations**

In gauging reactions to building concepts, the survey finds widespread agreement that “houses should be built first where we already have roads and services, to minimize costs to the rest of the community.” In fact, fully 80% of residents agree with this, while only 16% disagree. At the same time, there is wide disagreement that “road and service should be built wherever new houses are built no matter how much it costs taxpayers, because people have a right to live wherever they want” – 72% disagree, while only 24% agree. Importantly, reactions in all three counties and among all subgroups are similar.

### **Funding Roads vs. Alternative Transportation**

The survey finds the majority of Metro district residents (63%) should “accept putting less money into roads and highways and more money into other forms of transportation that encourage community developments with housing employment and stores in close proximity.” At the same time, 28% would not reduce road funds to pay for other transportation forms, and the remaining 8% have no opinion. Reactions to this concept are similar in all three counties. However, there is a wide variation in attitudes by age – the majority of respondents age 18-64 would accept less money for roads (68-27%), but seniors only narrowly accept this tradeoff (44-35%).



**MOORE INFORMATION**

OPINION RESEARCH • STRATEGIC ANALYSIS

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# **Metro Residents and Transportation Issues**

January 2007

# Survey Methodology

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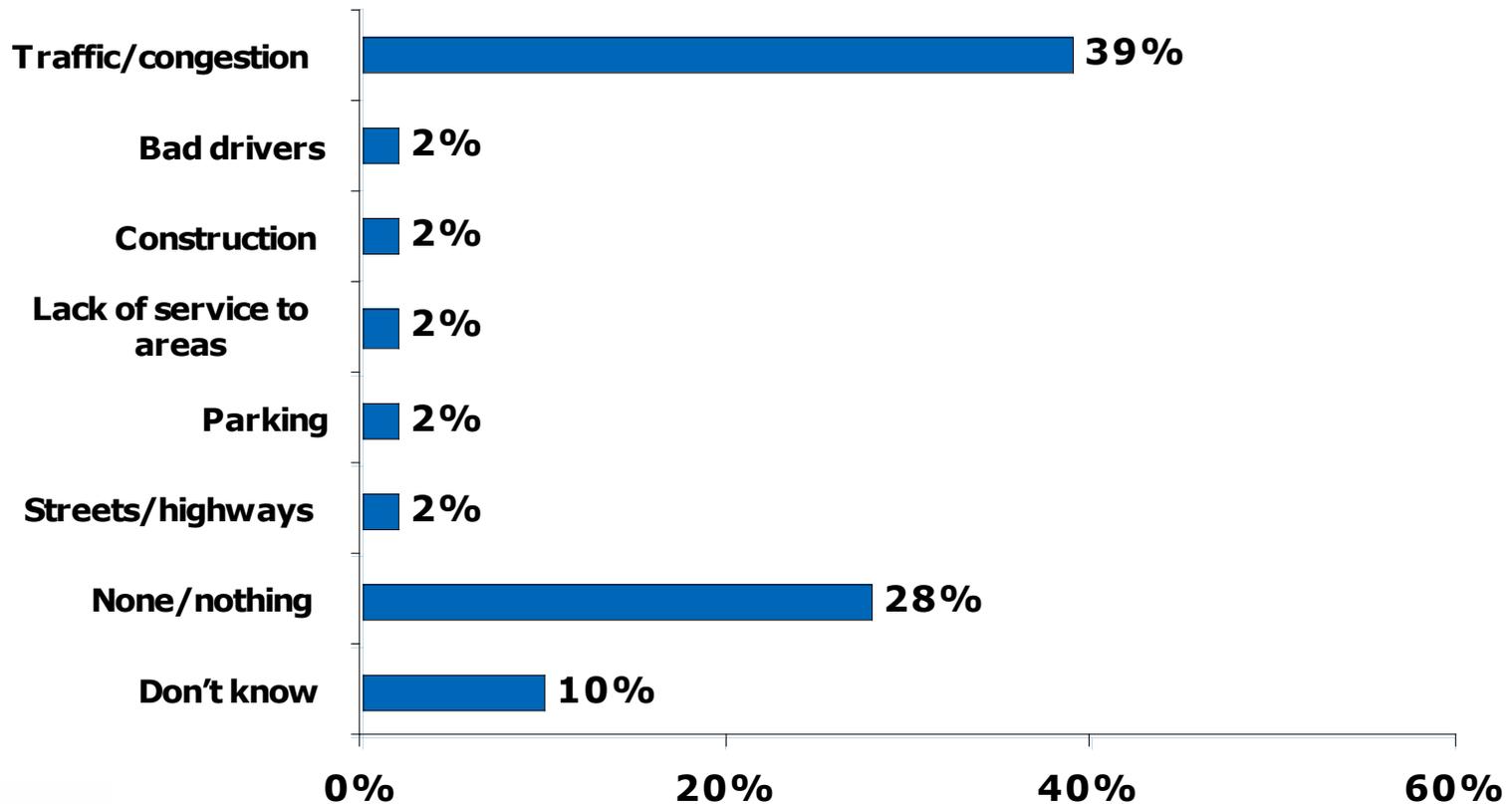
- Sample
  - A total of 600 interviews were conducted among adult residents in the Metro Service District, including 200 interviews each in Multnomah, Washington and Clackamas counties
  - Data have been weighted to reflect actual population in the District
- Method
  - Telephone interviews conducted January 13-17, 2007
- Sampling error
  - Plus or minus 4% at the 95% confidence level

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# **Transportation Problems in the Metro Area**

# Main Problem Getting Around Metro Area: *"Traffic and Congestion"*

"I have some questions about getting around the Metro area. What is the main problem you have in getting to work, school or to complete errands?" (Q1)

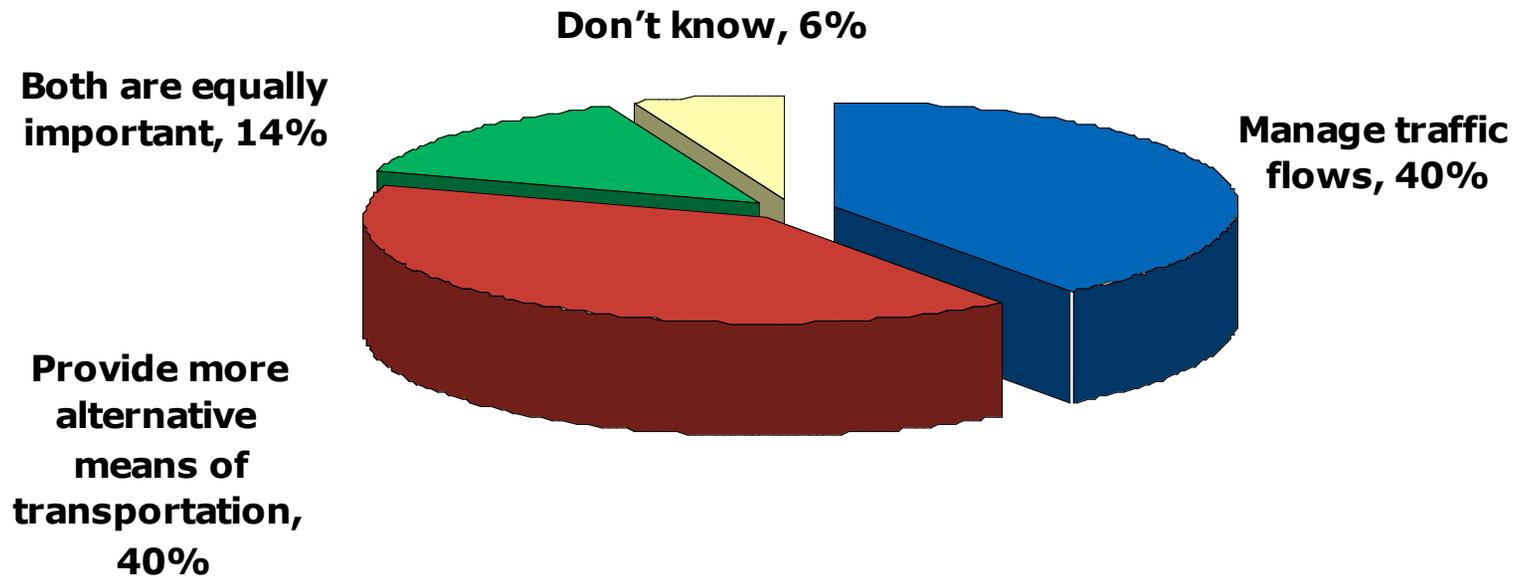


# Main Problem Getting Around by County

	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
Traffic/congestion	50%	30%	48%
Bad drivers	1%	3%	2%
Construction	2%	3%	--
Lack of service to areas	1%	3%	4%
Parking	1%	3%	--
Streets/highways	2%	2%	4%
None/nothing	21%	33%	25%
Don't know	10%	11%	9%

# Reducing Congestion

“Many people have said that congestion is a major problem in the Metro area. When it comes to reducing congestion, do you think it is more important to manage traffic flows through improving things like roads or traffic signal timing, or to provide people with more alternative ways of getting around, such as transit, business shuttles, carpools, sidewalks and bike lanes?” (Q2)



# Best Way to Reduce Congestion: *Key Subgroups-1*

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	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
Manage traffic flows	41%	35%	48%
More alternative transportation	37%	46%	34%
<b>Net manage traffic</b>	<b>+4%</b>	<b>-11%</b>	<b>+14%</b>
Both are equally important	19%	12%	13%
Don't know	4%	7%	6%

# Best Way to Reduce Congestion: Key Subgroups-2

	All	---Gender---		-----Age-----				
		Men	Women	18-34	35-44	45-54	55-64	65+
Manage traffic flows	40%	44%	36%	42%	34%	45%	38%	40%
More alternative transportation	40%	39%	42%	44%	45%	34%	43%	35%
<b>Net manage traffic</b>	<b>--</b>	<b>+5%</b>	<b>-6%</b>	<b>-2%</b>	<b>-11%</b>	<b>+11%</b>	<b>-5%</b>	<b>+5%</b>
Both are equally important	14%	12%	16%	9%	15%	19%	17%	9%
Don't know	6%	6%	6%	5%	6%	2%	3%	16%

# Best Way to Reduce Congestion: Key Subgroups-3

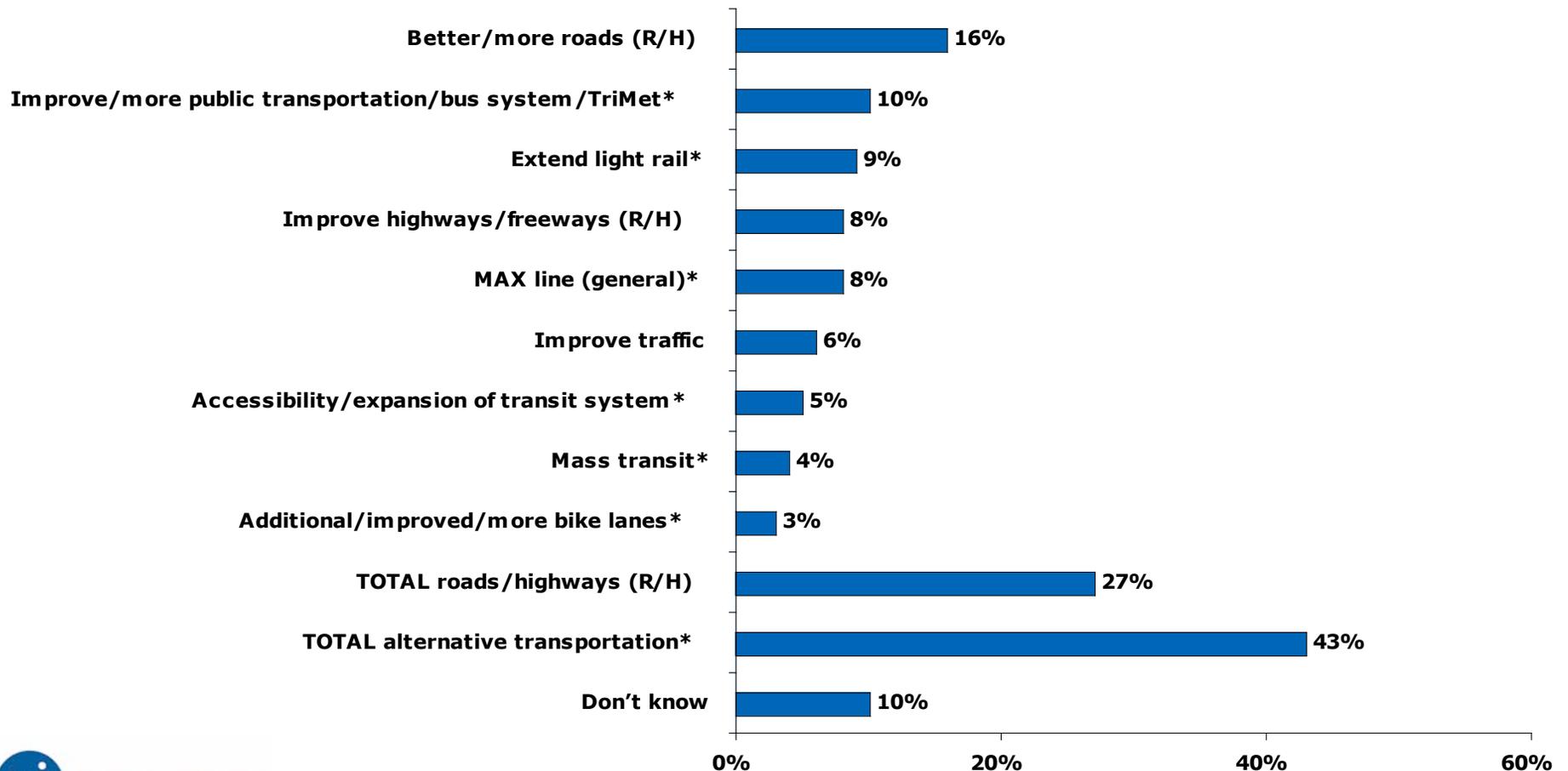
	All	---Ethnicity---		----Income----		---Registered to vote?---	
		Caucasian	Other	\$0-29K	\$30K+	Yes	No
Manage traffic flows	40%	40%	36%	32%	42%	41%	26%
More alternative transportation	40%	41%	42%	45%	41%	41%	42%
<b>Net manage traffic</b>	<b>--</b>	<b>-1%</b>	<b>-6%</b>	<b>-13%</b>	<b>+1%</b>	<b>--</b>	<b>-16%</b>
Both are equally important	14%	14%	15%	14%	14%	14%	18%
Don't know	6%	5%	7%	9%	4%	5%	13%

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# The Next 10 Years

# Transportation Wish List

“What would you **most** like to see happen in our transportation system in the next 10 years?” (Q3)

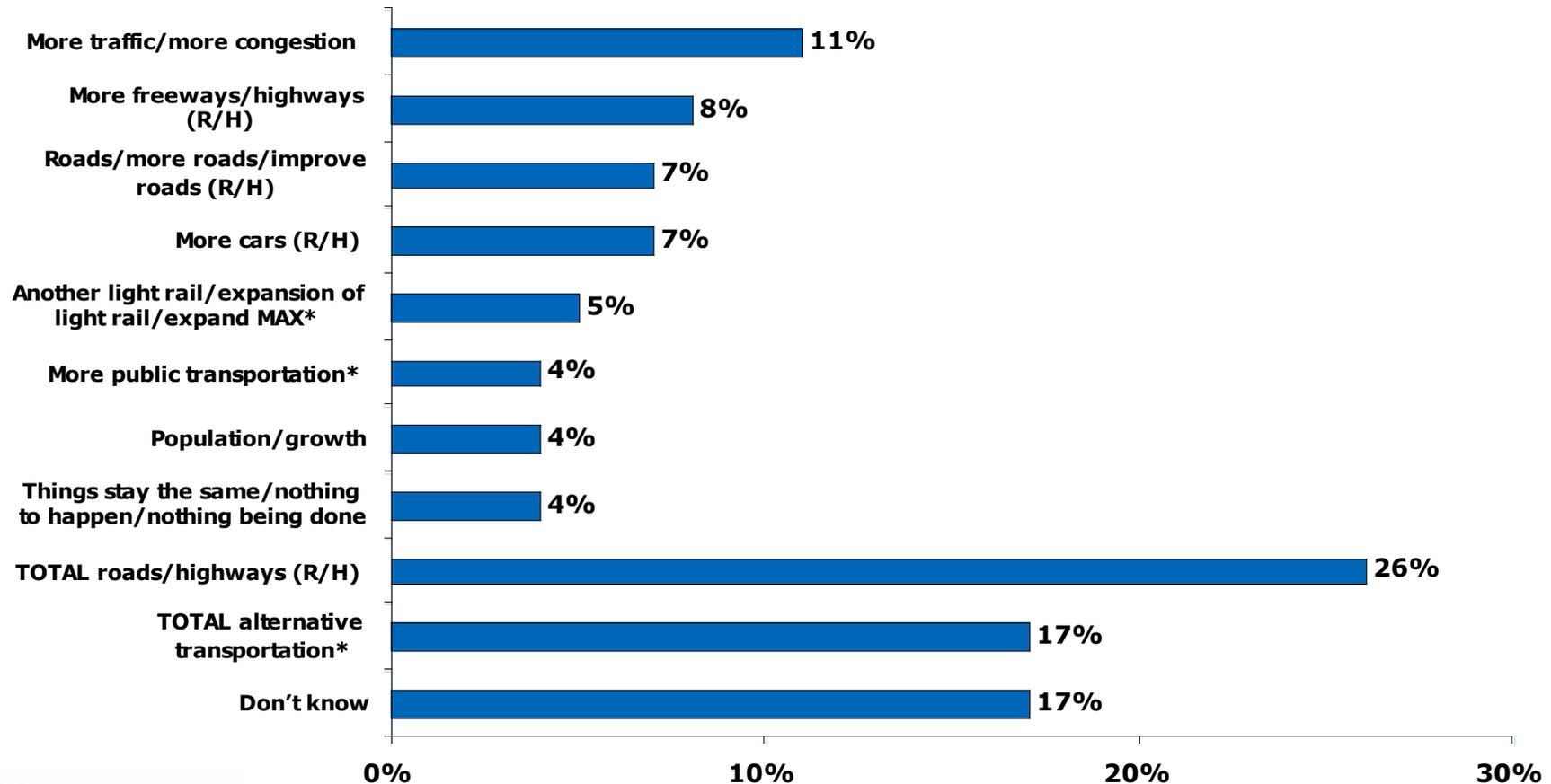


# Transportation Wish List by County

	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
Better/more roads	19%	13%	21%
Improve/more public transportation/bus system/TriMet	6%	15%	4%
Extend light rail	11%	9%	7%
Improve highways/freeways	7%	6%	12%
MAX line (general)	14%	6%	8%
Improve traffic	6%	7%	6%
Accessibility/expansion of transit system	4%	4%	7%
Mass transit	3%	6%	3%
Additional/improved/more bike lanes	1%	5%	1%
<b>TOTAL roads/highways</b>	<b>29%</b>	<b>20%</b>	<b>36%</b>
<b>TOTAL alternative transportation</b>	<b>43%</b>	<b>49%</b>	<b>34%</b>

# No Consensus on What Residents Would Least Like to See in the Next 10 Years

“What would you *least* like to see in the next 10 years?” (Q4)



# Issues Residents Would Least Like to See in the Next 10 Years by County

	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
More traffic/more congestion	11%	12%	11%
More freeways/highways	5%	12%	6%
Roads/more roads/improve roads	5%	8%	7%
More cars	5%	9%	5%
Another light rail/expansion of light rail/expand MAX	9%	3%	4%
More public transportation	4%	4%	4%
Population/growth	9%	2%	5%
Things stay the same/nothing to happen/nothing being done	2%	3%	6%
<b>TOTAL roads/highways</b>	<b>18%</b>	<b>34%</b>	<b>21%</b>
<b>TOTAL alternative transportation</b>	<b>19%</b>	<b>18%</b>	<b>15%</b>

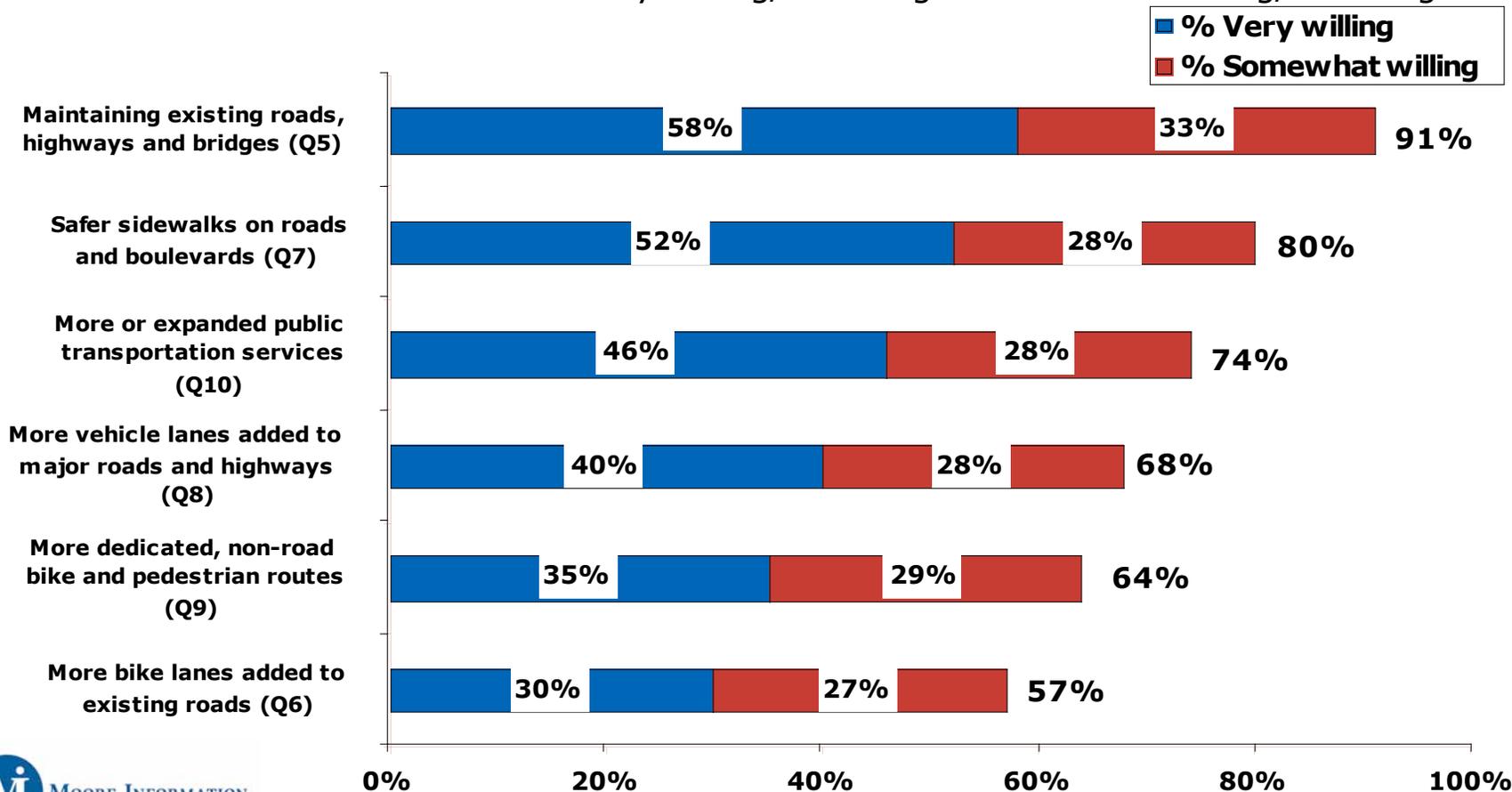
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# Potential Transportation Improvements

# Potential Transportation Improvements

"Here is a list of transportation improvements. Please tell me if you would be willing or unwilling to pay more to have each."

WAIT AND ASK: "Is that very willing/unwilling or somewhat willing/unwilling?"



# Potential Transportation Improvements:

## *Key Subgroups-1 (% Very Willing)*

	<u>All</u>	<u>-----County-----</u>			<u>---Gender---</u>	
		<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>	<u>Men</u>	<u>Women</u>
Maintaining existing roads, highways and bridges (Q5)	58%	67%	54%	59%	57%	59%
Safer sidewalks on roads and boulevards (Q7)	52%	49%	55%	49%	42%	61%
More or expanded public transportation services (Q10)	46%	39%	53%	41%	43%	49%
More vehicle lanes added to major roads and highways (Q8)	40%	43%	35%	48%	43%	38%
More dedicated, non-road bike and pedestrian routes (Q9)	35%	33%	40%	31%	30%	41%
More bike lanes added to existing roads (Q6)	30%	27%	34%	28%	29%	31%

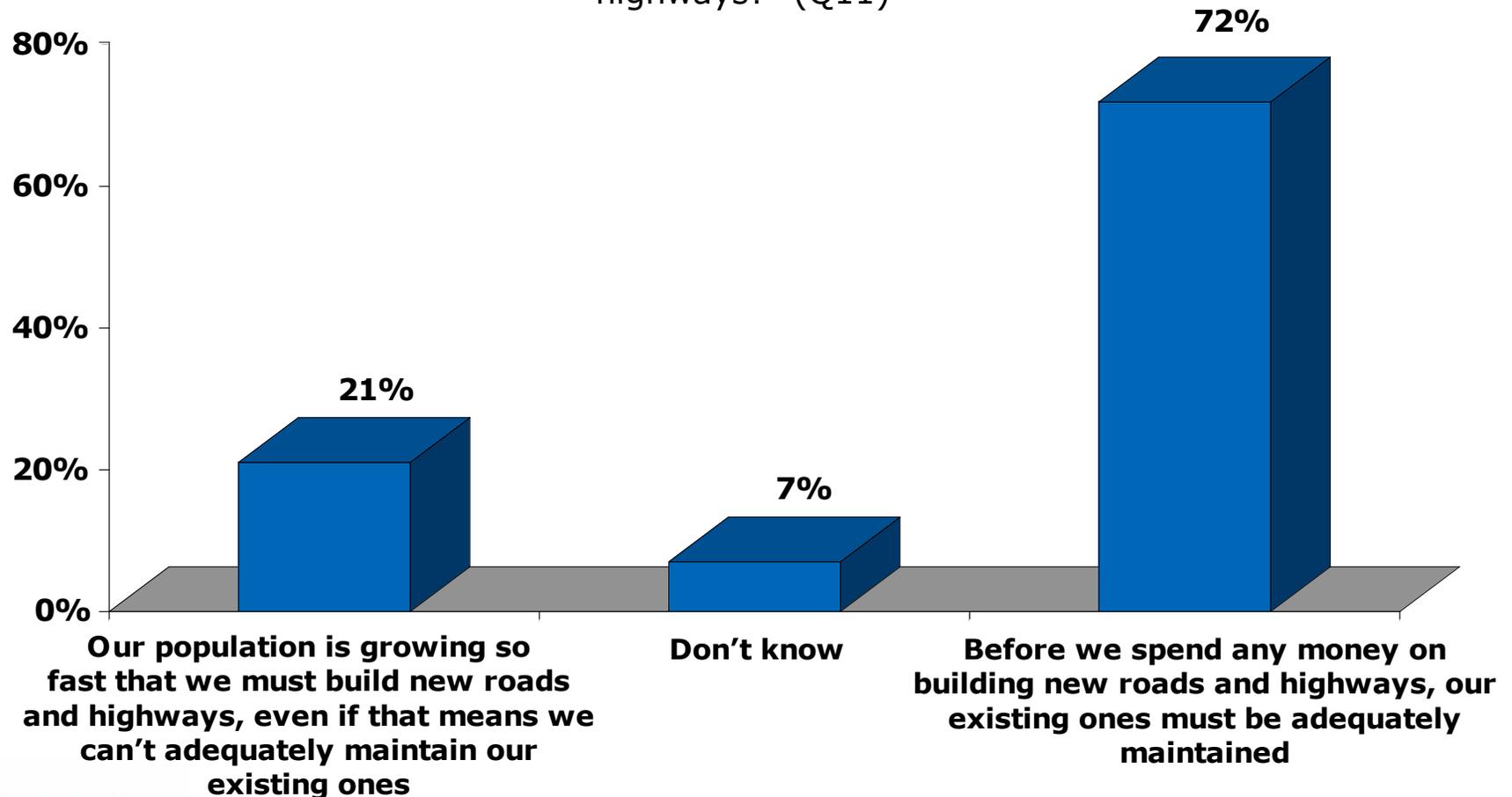
# Potential Transportation Improvements:

## Key Subgroups-2 (% Very Willing)

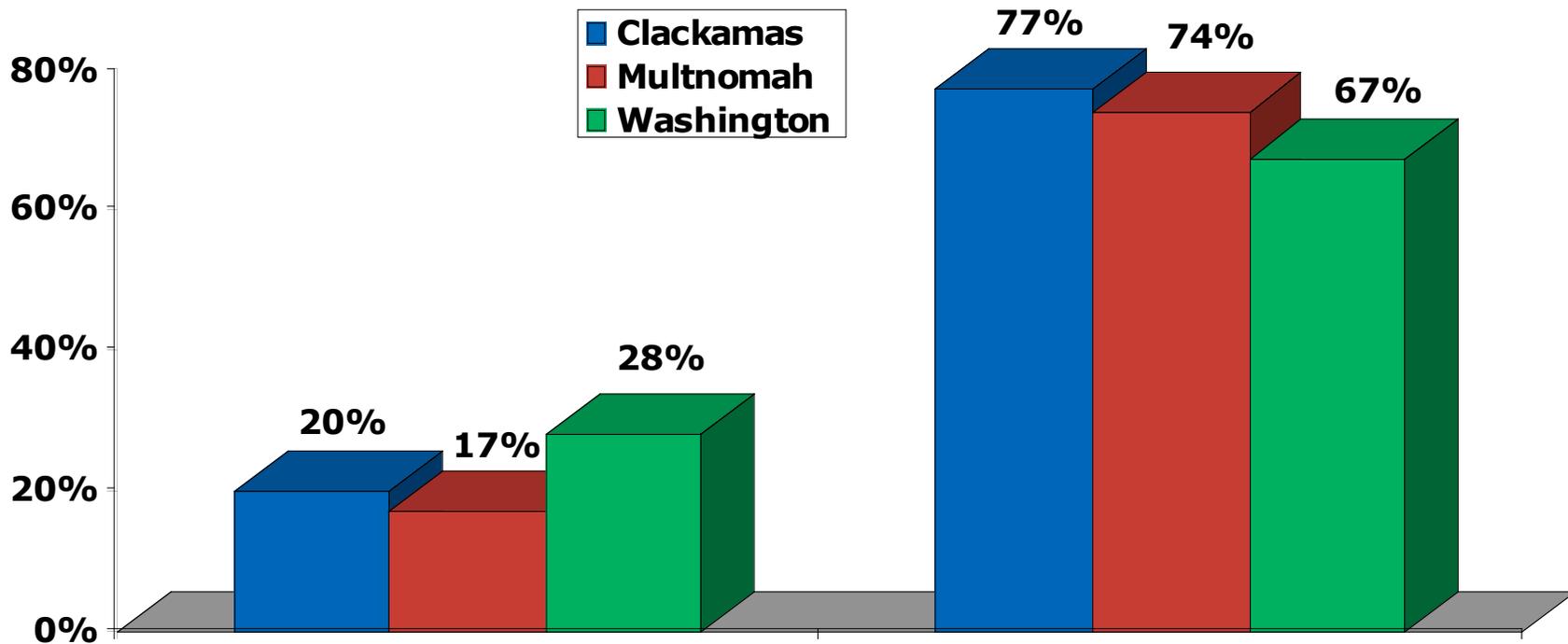
	<u>All</u>	<u>---Ethnicity---</u>		<u>---Age---</u>			<u>---Income---</u>	
		<u>Caucasia</u> <u>n</u>	<u>Other</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>\$0-\$29K</u>	<u>\$30K or more</u>
Maintaining existing roads, highways and bridges (Q5)	58%	61%	49%	54%	66%	47%	40%	63%
Safer sidewalks on roads and boulevards (Q7)	52%	51%	62%	54%	50%	50%	56%	52%
More or expanded public transportation services (Q10)	46%	45%	57%	45%	49%	40%	44%	47%
More vehicle lanes added to major roads and highways (Q8)	40%	39%	44%	40%	43%	35%	35%	42%
More dedicated, non-road bike and pedestrian routes (Q9)	35%	34%	46%	40%	36%	21%	38%	36%
More bike lanes added to existing roads (Q6)	30%	30%	35%	37%	31%	13%	24%	33%

# Wide Majority Favor Maintaining Existing Roads Before Spending Additional Money on New Ones

“Which one of the following statements best reflects your view of area roads and highways?” (Q11)



# Maintaining Existing Roads vs. Spending Additional Money on New Ones By County



**Our population is growing so fast that we must build new roads and highways, even if that means we can't adequately maintain our existing ones**

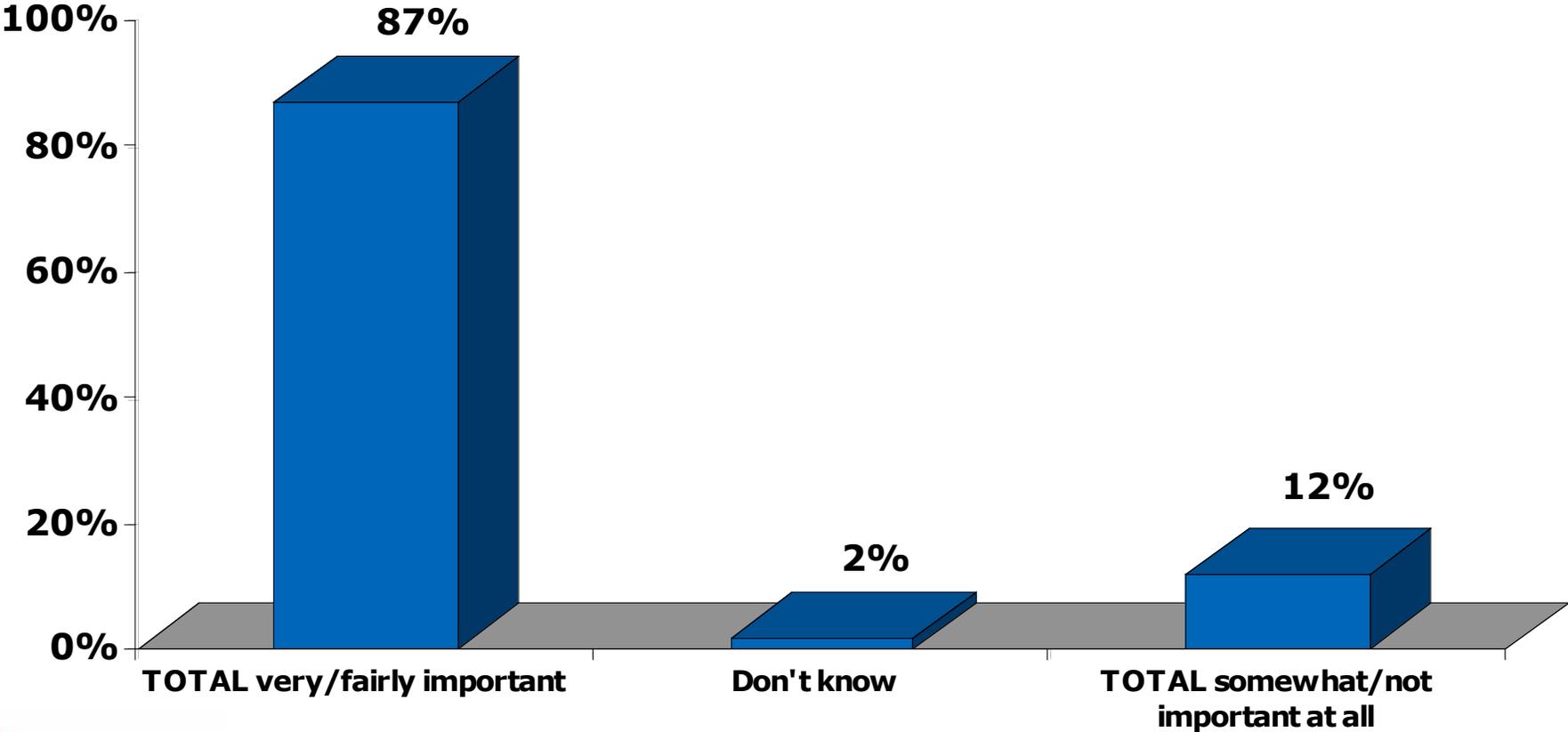
**Before we spend any money on building new roads and highways, our existing ones must be adequately maintained**

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# **Transportation and the Economy**

# A Wide Majority of Residents Believe a Good Transportation System is Important for a Strong Economy

“When it comes to helping maintain a strong economy, how important is a good transportation system?” (Q13)



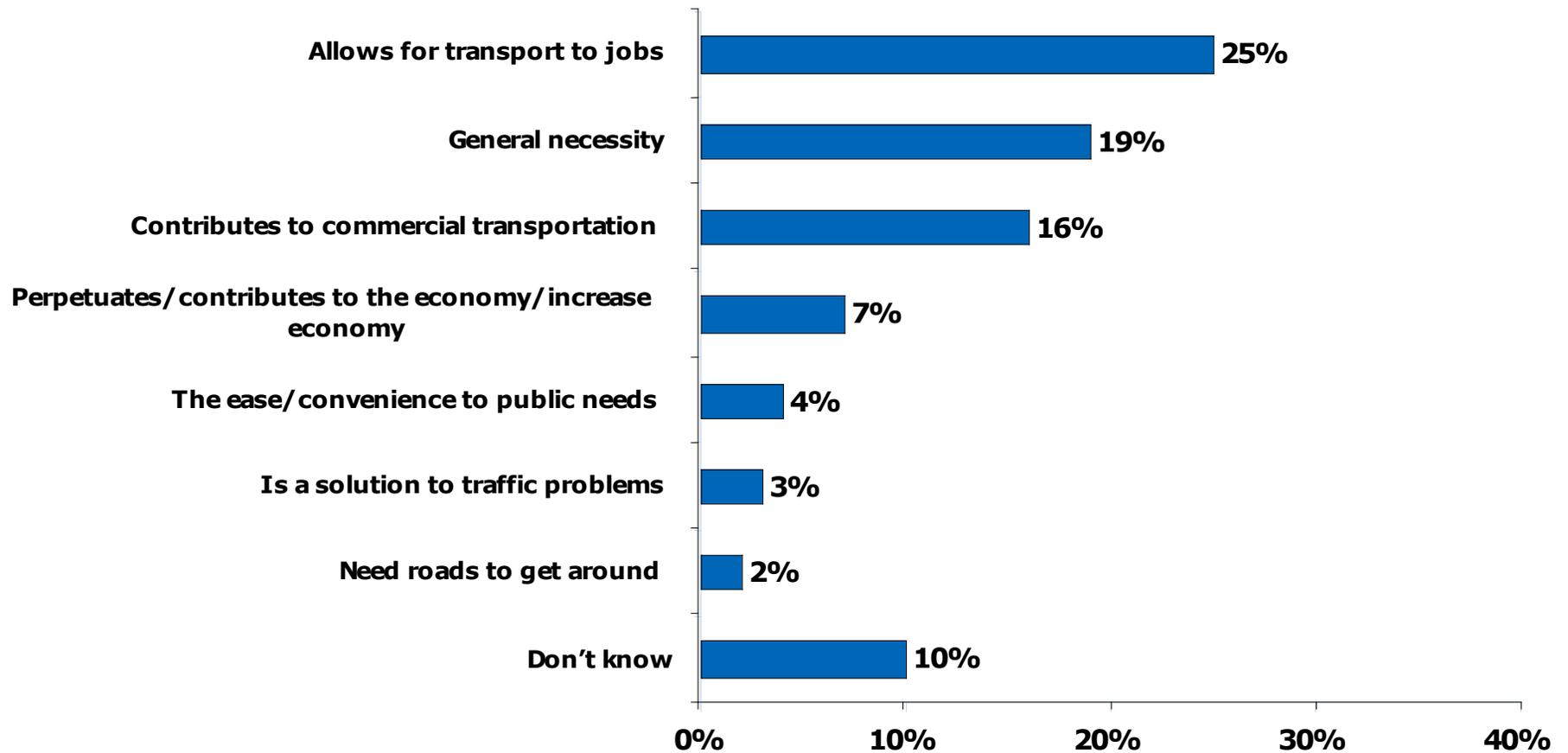
# A Good Transportation System and the Economy by County

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<i>County</i>	<u>TOTAL very/ fairly important</u>	<u>Don't know</u>	<u>TOTAL somewhat/ not important at all</u>	<u>Net important</u>
Clackamas	88%	2%	11%	+77%
Multnomah	87%	2%	11%	+76%
Washington	86%	1%	13%	+73%

# Getting to Work Tops List of Reasons a Good Transportation System is Necessary For a Strong Economy

IF VERY/FAIRLY/SOMEWHAT IMPORTANT: "In what way?" (Q14, N=582)

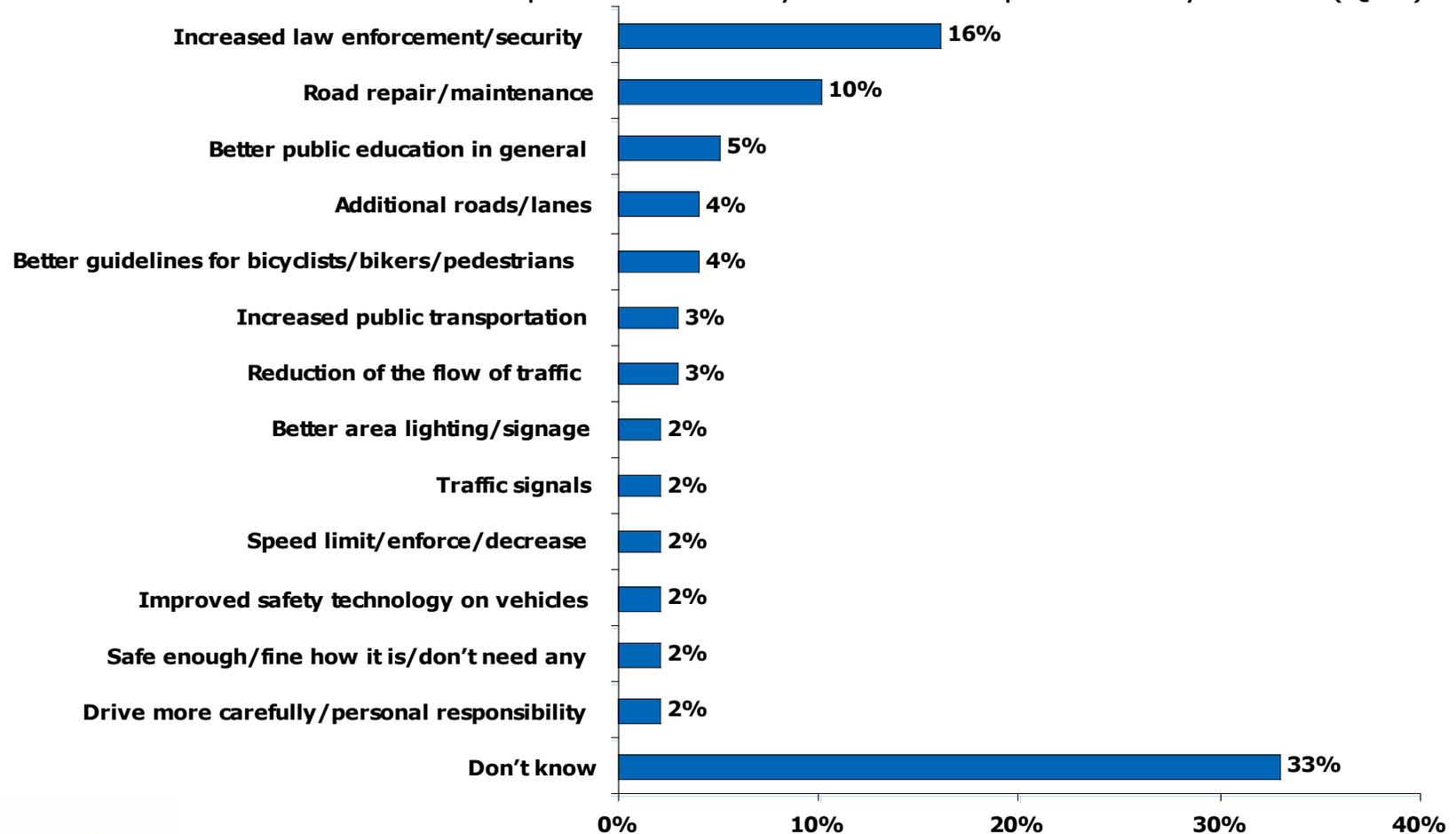


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# Transportation and Safety

# Safety Improvements

“What should we do first to improve the safety of our transportation system?” (Q15)

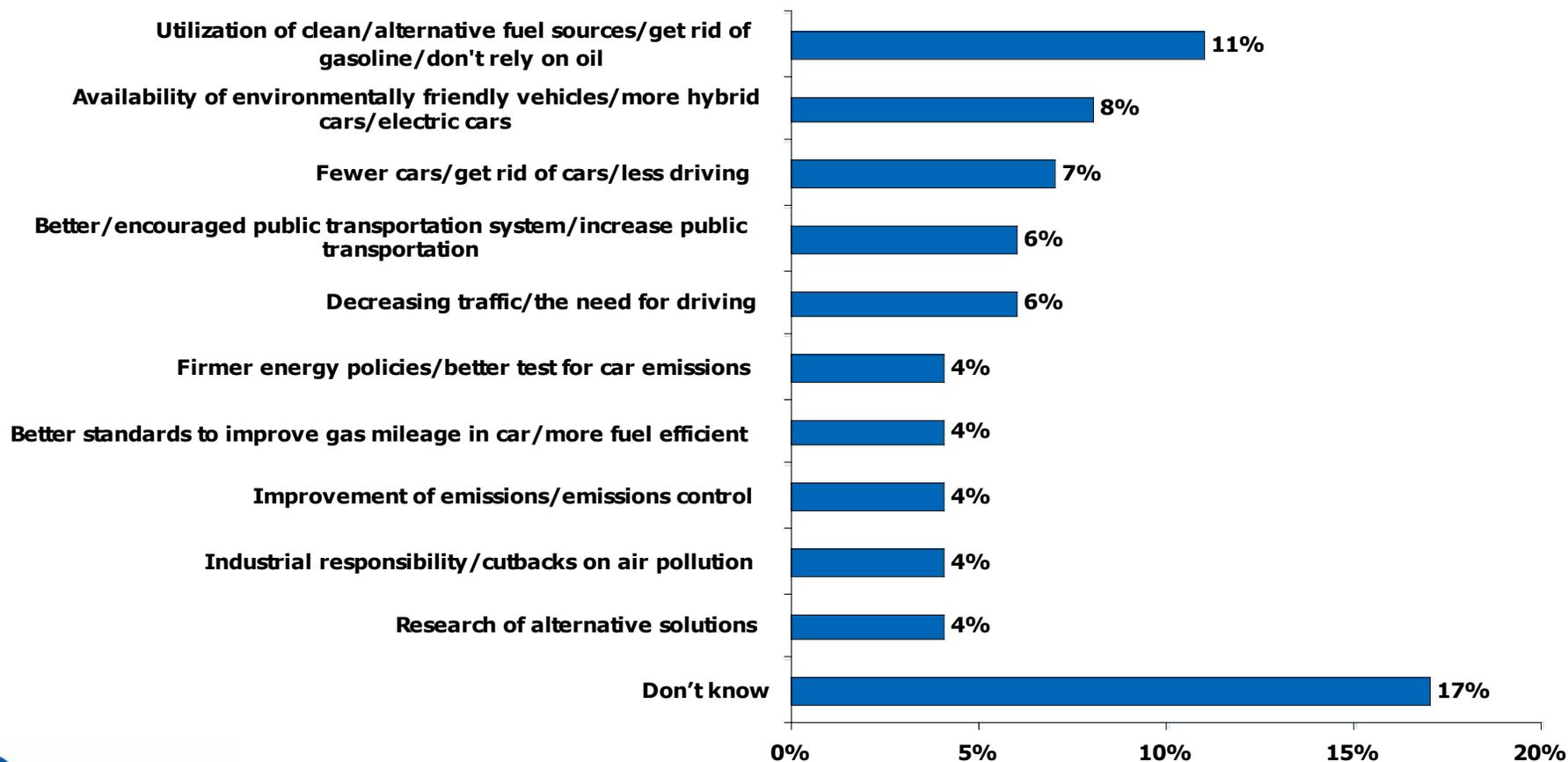


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# Air Pollution Solutions

# Air Pollution Solutions

“What, in your opinion, is the most important thing we should do about air pollution?” (Q12)



# Air Pollution Solutions by County

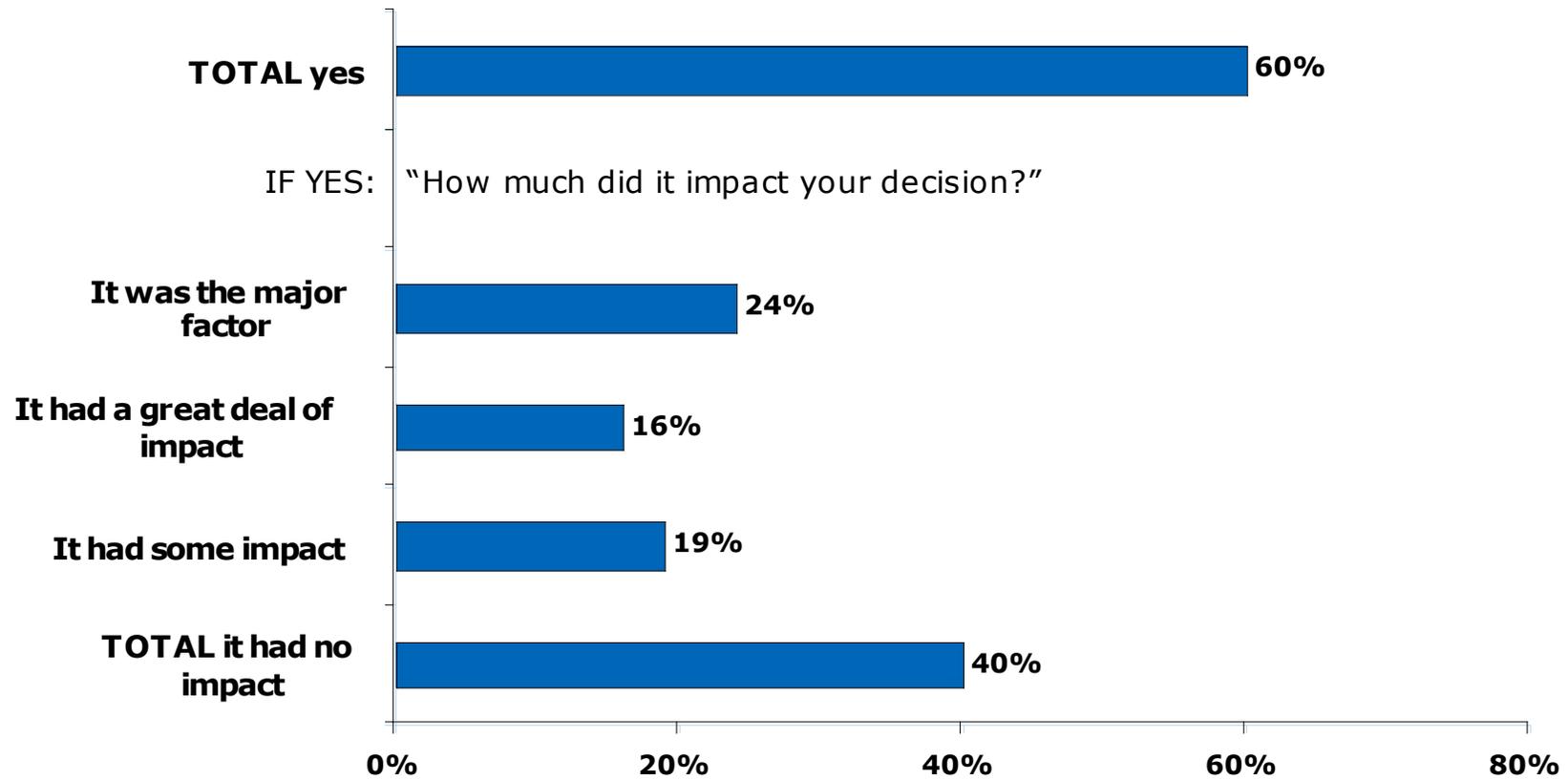
	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
Utilization of clean/alternative fuel sources/get rid of gasoline/don't rely on oil	16%	10%	10%
Availability of environmentally friendly vehicles/more hybrid cars/electric cars	7%	8%	9%
Fewer cars/get rid of cars/less driving	6%	5%	10%
Better/encouraged public transportation system/increase public transportation	7%	7%	5%
Decreasing traffic/the need for driving	4%	9%	4%
Firmer energy policies/better test for car emissions	7%	3%	6%
Better standards to improve gas mileage in car/more fuel efficient	3%	5%	5%
Improvement of emissions/emissions control	3%	5%	4%
Industrial responsibility/cutbacks on air pollution	4%	5%	3%
Research of alternative solutions	2%	5%	4%
Don't know	20%	14%	19%

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# **Impact of Commute on Job Selection**

# Impact of Commute on Job Selection

“When you chose your current job or school, did the length of commute impact your decision?”  
(Q16)



# Commuting and Job Selection by County

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	<u>All residents</u>	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
TOTAL yes	60%	55%	59%	66%
It was the major factor	24%	18%	25%	27%
It had a great deal of impact	16%	19%	14%	19%
It had some impact	19%	17%	19%	21%
TOTAL it had no impact	40%	46%	41%	34%

# Commuting and Job Selection by Age and Ethnicity

	All residents	-----Age-----					---Ethnicity---	
		<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>Caucasian</u>	<u>Other</u>
TOTAL yes	60%	65%	64%	62%	60%	49%	60%	62%
It was the major factor	24%	21%	26%	27%	22%	21%	22%	33%
It had a great deal of impact	16%	19%	14%	20%	16%	10%	16%	13%
It had some impact	19%	24%	24%	15%	20%	12%	20%	14%
TOTAL it had no impact	40%	35%	36%	38%	40%	51%	40%	40%

# Commuting and Job Selection by Income and Registration

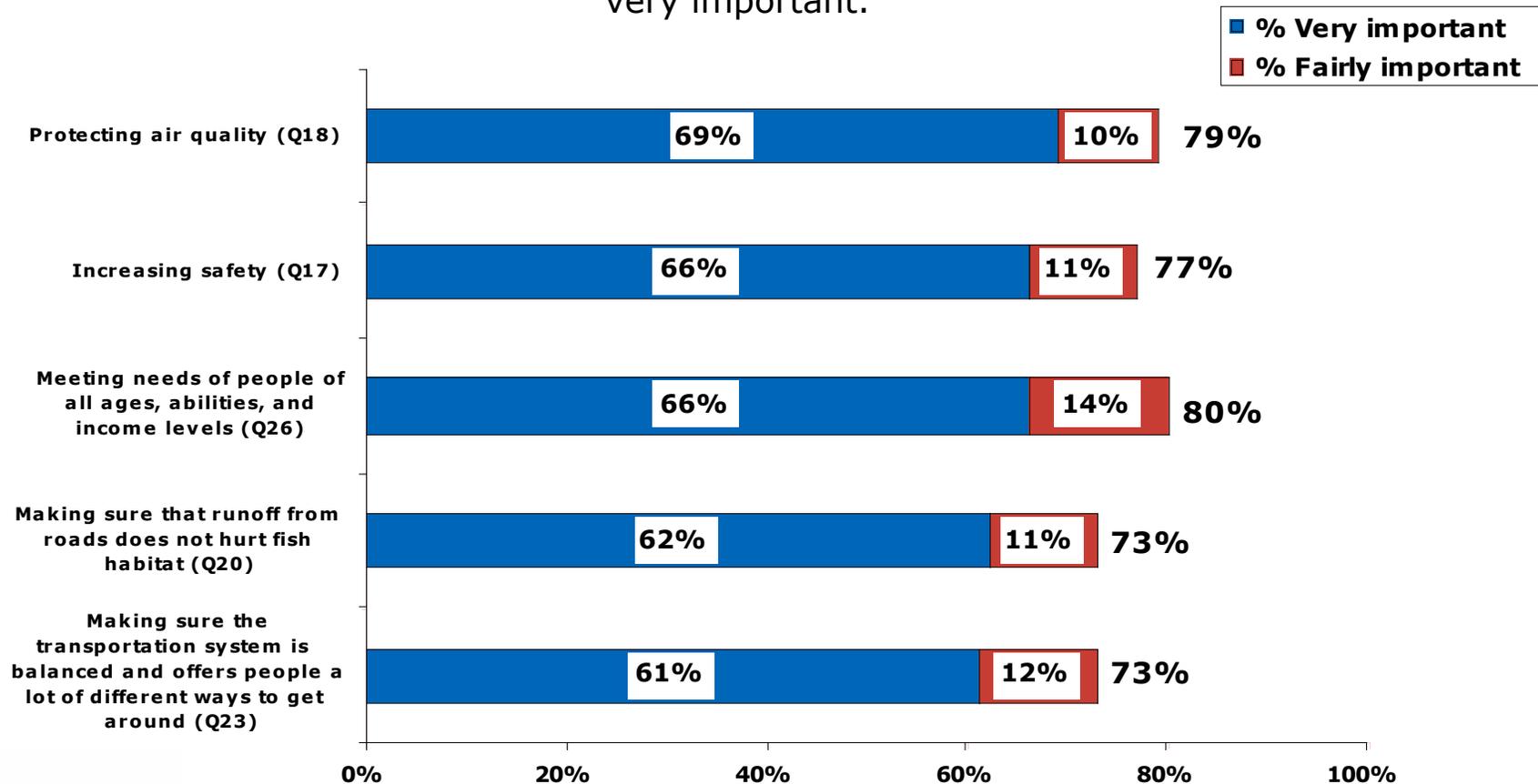
	All residents	-----Income-----					---Registered to vote?---	
		\$0-29K	\$30- \$49K	\$50- \$74K	\$75- \$99K	\$100K or more	Yes	No
TOTAL yes	60%	63%	58%	59%	67%	64%	60%	54%
It was the major factor	24%	28%	21%	23%	28%	25%	24%	26%
It had a great deal of impact	16%	41%	34%	41%	43%	45%	40%	41%
It had some impact	19%	20%	20%	18%	23%	16%	19%	14%
TOTAL it had no impact	40%	37%	42%	41%	33%	36%	40%	46%

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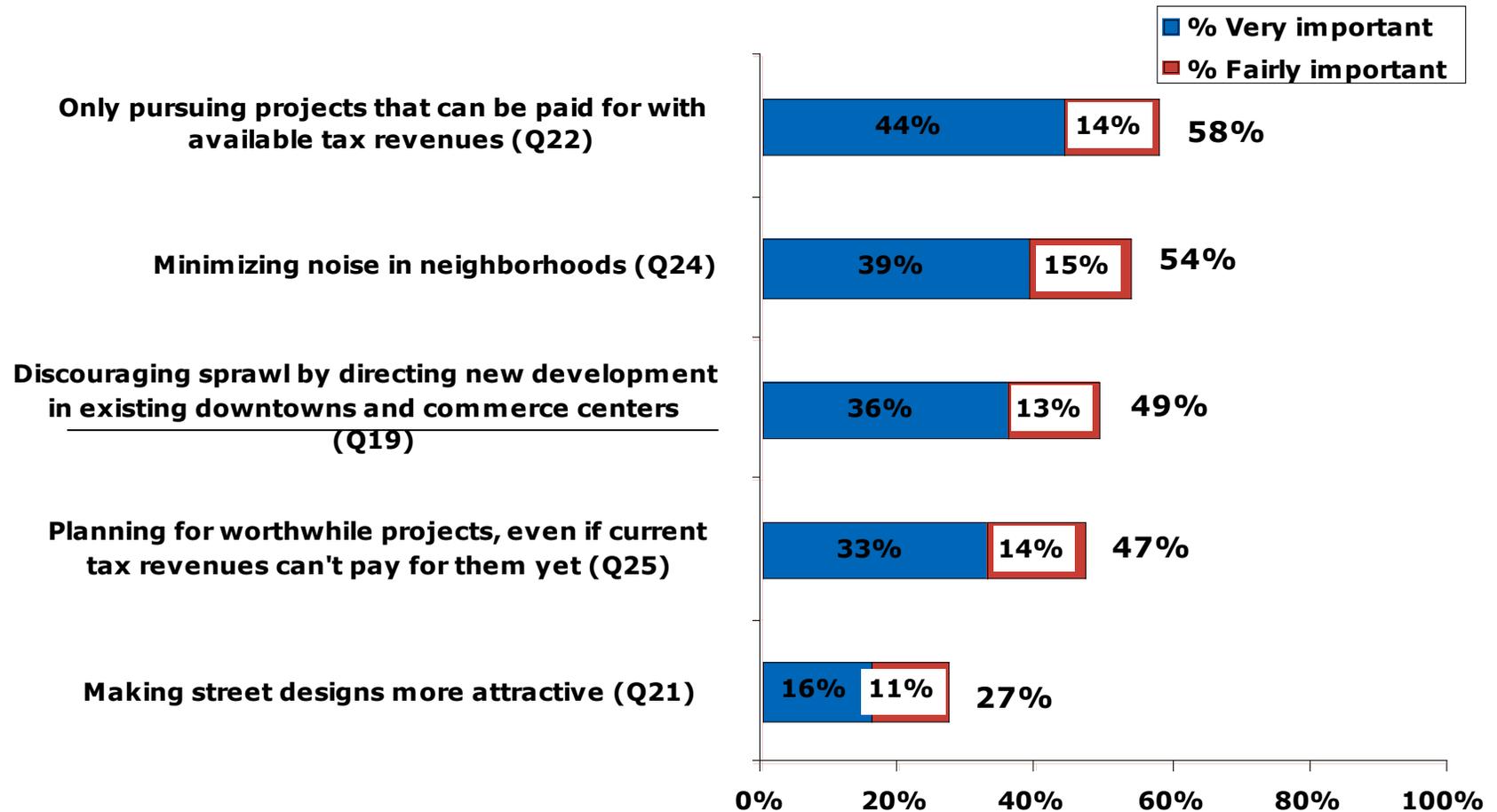
# Planning Transportation Projects

# Most Important Factors for Planning Transportation Projects

"Here are some factors taken into consideration when transportation projects are planned. Please tell me if you consider each to be very important, fairly important, somewhat important or not very important."



# Less Important Factors for Planning Transportation Projects



# Most Important Planning Factors: Key Subgroups-1 (% Very Important)

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	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
Protecting air quality (Q18)	63%	75%	65%
Increasing safety (Q17)	63%	68%	66%
Meeting needs of people of all ages, abilities, and income levels (Q26)	61%	70%	64%
Making sure that runoff from roads does not hurt fish habitat (Q20)	62%	64%	57%
Making sure the transportation system is balanced and offers people a lot of different ways to get around (Q23)	55%	64%	60%

# Most Important Planning Factors: Key Subgroups-2 (% Very Important)

	All resident s	---Gender---		-----Age-----				
		Men	Wome n	18-34	35-44	45-54	55-64	65+
Protecting air quality (Q18)	69%	63%	74%	71%	62%	70%	72%	69%
Increasing safety (Q17)	66%	60%	72%	67%	62%	60%	66%	78%
Meeting needs of people of all ages, abilities, and income levels (Q26)	66%	58%	74%	69%	63%	63%	69%	67%
Making sure that runoff from roads does not hurt fish habitat (Q20)	62%	62%	61%	62%	61%	60%	66%	58%
Making sure the transportation system is balanced and offers people a lot of different ways to get around (Q23)	61%	56%	65%	59%	60%	62%	62%	61%

# Most Important Planning Factors: Key Subgroups-3 (% Very Important)

	All resident s	---Ethnicity---		---Income---				\$100K or more
		Caucasian	Other	\$0- 29K	\$30- \$49K	\$50- \$74K	\$75- \$99K	
Protecting air quality (Q18)	69%	69%	77%	75%	70%	69%	70%	70%
Increasing safety (Q17)	66%	65%	80%	74%	72%	67%	60%	60%
Meeting needs of people of all ages, abilities, and income levels (Q26)	66%	65%	76%	77%	69%	68%	69%	55%
Making sure that runoff from roads does not hurt fish habitat (Q20)	62%	60%	71%	74%	59%	53%	70%	57%
System is balanced and offers people a lot of different ways to get around (Q23)	61%	59%	76%	68%	57%	62%	65%	54%

# Most Important Planning Factors: Key Subgroups-4 (% Very Important)

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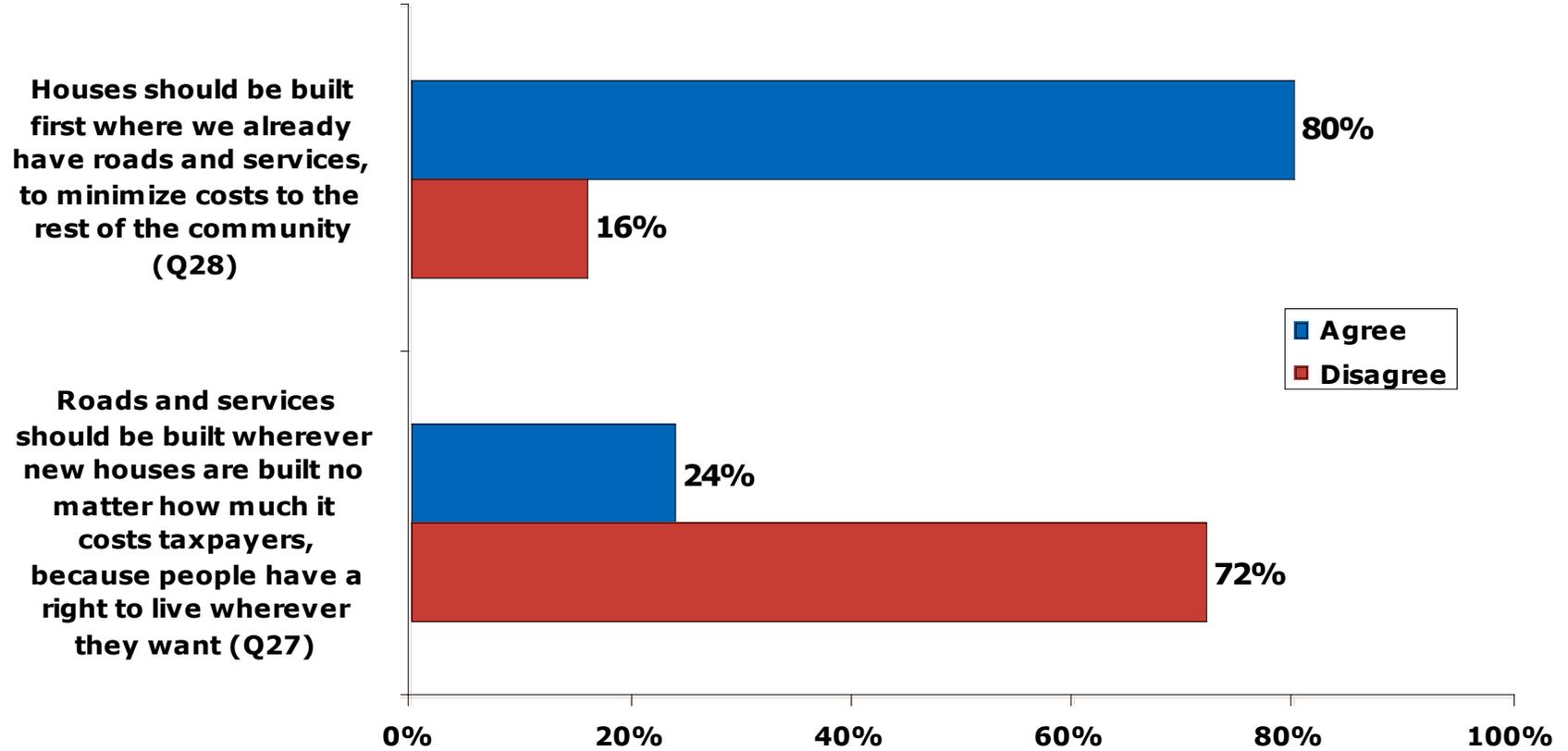
	<u>All residents</u>	<i>---Registered to vote?---</i>	
		<u>Yes</u>	<u>No</u>
Protecting air quality (Q18)	69%	69%	70%
Increasing safety (Q17) Meeting needs of people of all ages, abilities, and income levels	66%	65%	79%
(Q26)	66%	65%	78%
Making sure that runoff from roads does not hurt fish habitat (Q20)	62%	61%	70%
Making sure the transportation system is balanced and offers people a lot of different ways to get around (Q23)	61%	60%	72%

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# Building Considerations

# Building Houses, Roads and Services

"Please tell me if you agree or disagree with each of the following statements."



# Building Houses, Roads and Services by County (% Agree/Disagree)

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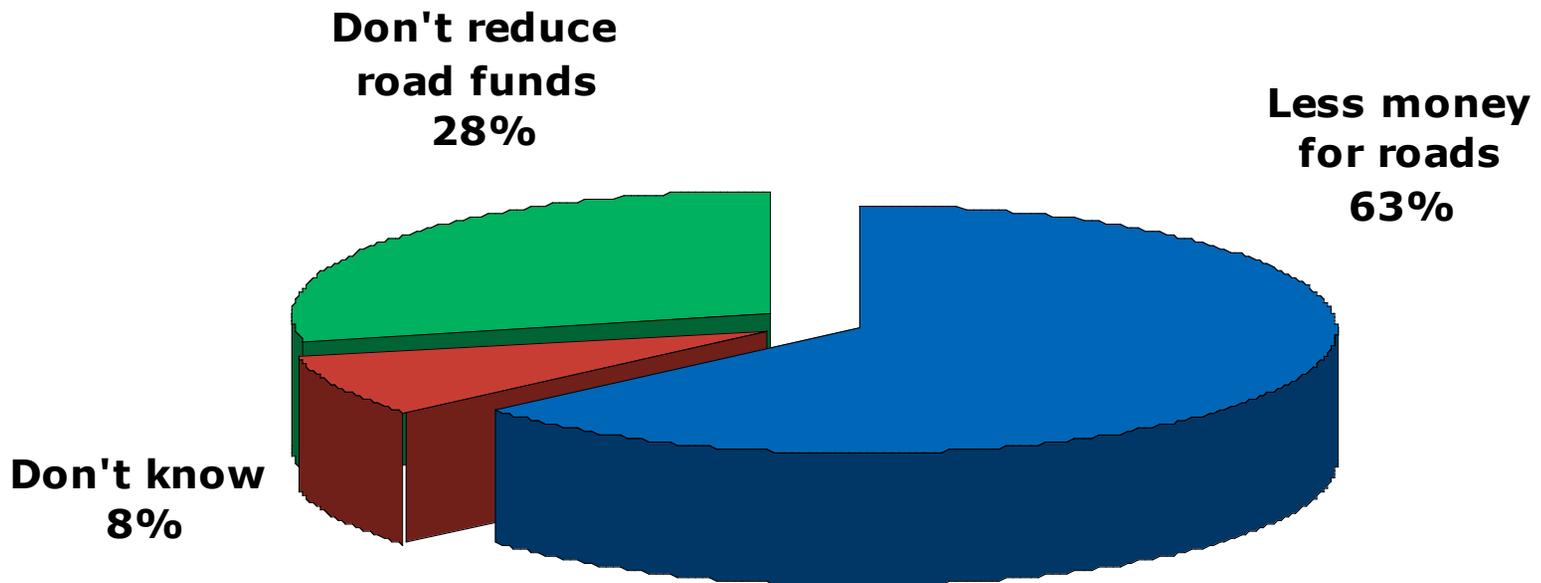
	<u>Clackamas</u>	<u>Multnomah</u>	<u>Washington</u>
Houses should be built first where we already have roads and services, to minimize costs to the rest of the community (Q28)	81/16%	81/15%	77/18%
Roads and services should be built wherever new houses are built no matter how much it costs taxpayers, because people have a right to live wherever they want (Q27)	24/72%	26/72%	23/74%

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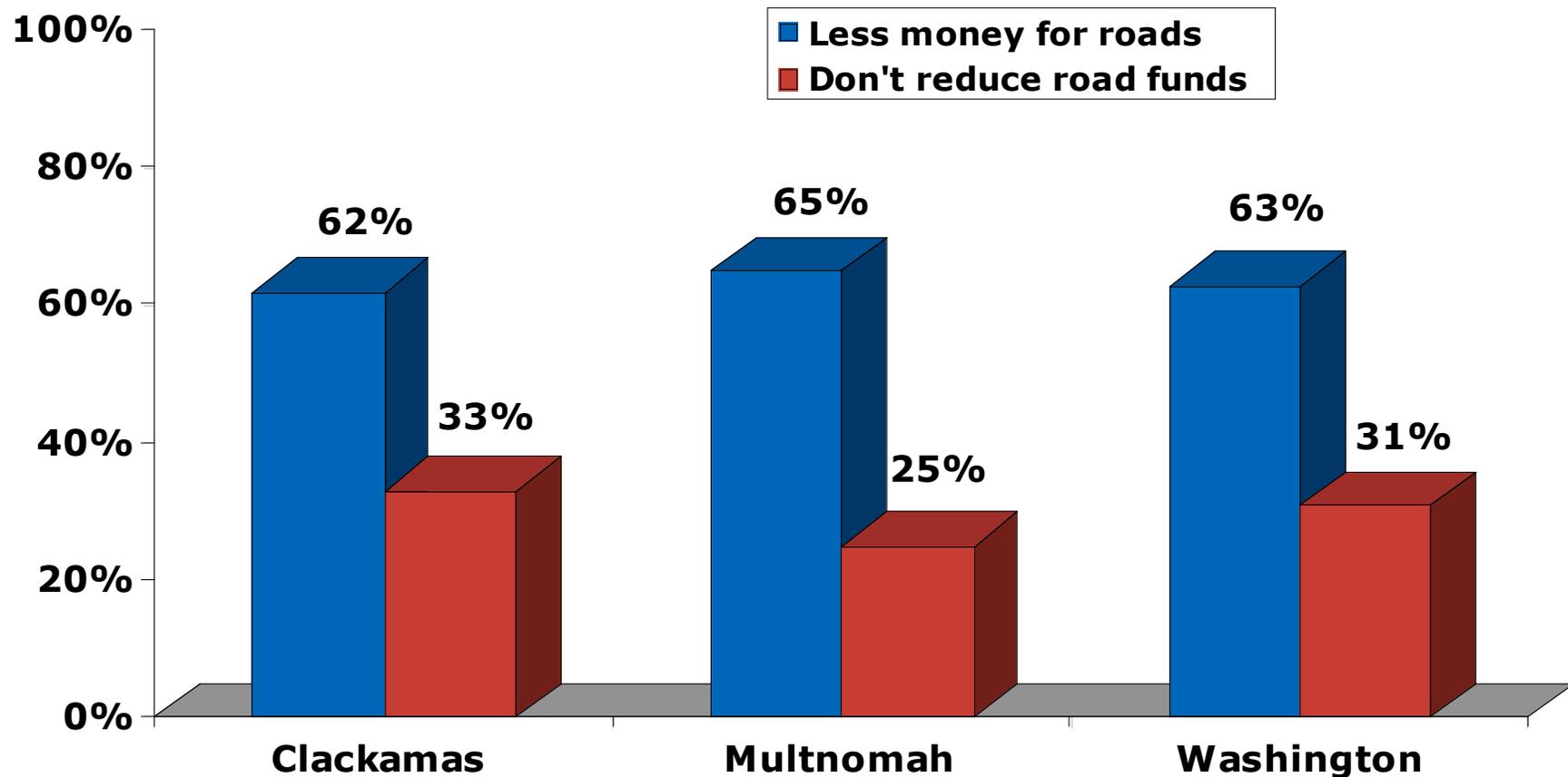
# **Funding Roads vs. Alternative Transportation**

# Put Less Money Into Roads and More Money Into Other Forms of Transportation that Encourage Community Development

“Would you accept putting less money into roads and highways and more money into other forms of transportation that encourage community developments with housing, employment and stores in close proximity?” (Q29)

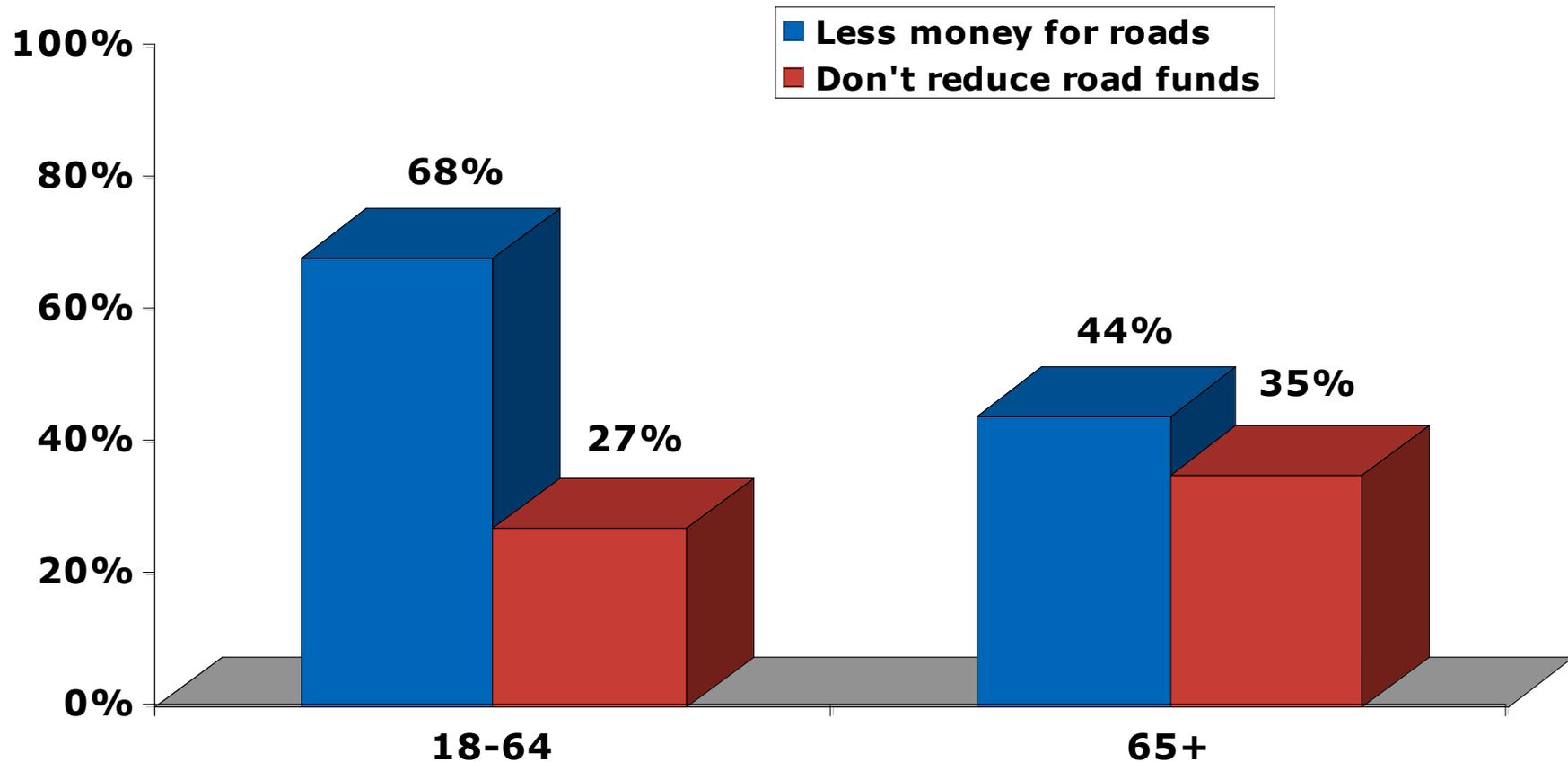


# Less Money Into Roads and More Into Other Forms of Transportation by County



# Less Money Into Roads and More Into Other Forms of Transportation by Age

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# Summary and Highlights

# Summary & Highlights – 1

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- When it comes to making transportation improvements in the region, the public is most willing to pay for:
  - Maintenance of existing roads, highways and bridges
  - Safer sidewalks on roads and boulevards
  - Expanded public transportation services
- Maintenance of existing roads and highways is widely preferred (72-21%) over building new roads and highways

# Summary & Highlights – 2

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- Length of commute had an impact on job and school selection for six-in-ten (60%) Metro area residents and one-in-four (24%) said it was their “major” decision making factor
- A good transportation system is understood to be important in helping maintain a strong local economy
- When planning for transportation projects, more than six-in-ten area residents consider each of the following very important:
  - Protecting air quality
  - Increasing safety
  - Meeting needs of people of all ages, abilities and income levels
  - Protecting fish habitat
  - Making sure the system is balanced