

# Metro | Agenda

**Meeting:** Metro Council Work Session  
**Date:** Tuesday, May 13, 2014  
**Time:** 2 p.m.  
**Place:** Council Chamber

---

## CALL TO ORDER AND ROLL CALL

- |          |  |   |
|----------|--|---|
| 2 PM     | 1. <b>ADMINISTRATIVE/ COUNCIL AGENDA FOR MAY 15, 2014/ CHIEF OPERATING OFFICER COMMUNICATION</b>   |   |
| 2:15 PM  | 2. <b>CLIMATE SMART COMMUNITIES SCENARIOS PROJECT: REPORT BACK FROM LOCAL COORDINATING COMMITTEE BRIEFINGS AND PREPARE FOR MAY JOINT MPAC/JPACT MEETING-<u>INFORMATION/ DISCUSSION</u></b> | <b>John Williams, Metro<br/>Kim Ellis, Metro</b>  |
| 3 PM     | 3. <b>METRO CHARTER LANGUAGE REQUIREMENTS-<u>INFORMATION / DISCUSSION</u></b>  | <b>Jim Middaugh, Metro<br/>Alison Kean, Metro</b> |
| 3: 30 PM | 4. <b>COUNCIL BRIEFINGS/COMMUNICATION</b>  |   |

## ADJOURN

**An Executive Session will be held immediately following the public Work Session pursuant to ORS 192.660(2)(f), to consider information or records that are exempt by law from disclosure, including written advice from legal counsel, and pursuant to ORS 192.660(2)(h), to consult with legal counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed.**

### **Metro's Nondiscrimination Notice:**

Metro respects civil rights. Metro fully complies with Title VI of the Civil Rights Act of 1964 that bans discrimination on the basis of race, color or national origin. For more information on Metro's civil rights program, or to obtain a Title VI complaint form, visit [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights) or call 503-797-1536.

Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. All Metro meetings are wheelchair accessible. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1536 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 7 business days in advance of the meeting to accommodate your request. For up-to-date public transportation information, visit TriMet's website at [www.trimet.org](http://www.trimet.org).

Agenda Item No. 2.0

**CLIMATE SMART COMMUNITIES SCENARIOS  
PROJECT: REPORT BACK FROM LOCAL  
COORDINATING COMMITTEE BRIEFINGS AND  
PREPARE FOR MAY 30 JOINT MPAC/JPACT MEETING**

Metro Council Work Session  
Tuesday, May13, 2014  
Metro, Council Chamber

# METRO COUNCIL

## Work Session Worksheet

**PRESENTATION DATE:** May 13, 2014      **TIME:** 2:15 p.m.      **LENGTH:** 45 minutes

**PRESENTATION TITLE:** Climate Smart Communities Scenarios Project: Report back from local coordinating committee briefings and prepare for May 30 joint MPAC/JPACT meeting

**DEPARTMENT:** Planning and Development; Communications

**PRESENTER(S):** John Williams, Kim Ellis (x1617, [kim.ellis@oregonmetro.gov](mailto:kim.ellis@oregonmetro.gov)), and Patty Unfred

### WORK SESSION PURPOSE & DESIRED OUTCOMES

- **Purpose:** Staff will transmit summary reports of recently completed engagement activities and the straw poll results from the April 11 joint JPACT and MPAC meeting, and provide an update on the May 30 joint JPACT and MPAC meeting.
  - *The May 30 meeting will: (1) provide an opportunity for members to report and discuss feedback from the county-level coordinating committees and other local elected officials briefings; (2) discuss recommendations from the Transportation Policy Advisory Committee (TPAC) and the Metro Technical Advisory Committee (MTAC); and (3) make recommendations to the Metro Council on what should be included in the draft preferred approach.*
- **Outcome:** Council reports back from county-level coordinating committees and other elected officials briefings and provides feedback to staff on the May 30 joint MPAC and JPACT meeting.

### BACKGROUND

The Climate Smart Communities Scenarios Project was initiated in response to a mandate from the 2009 Oregon Legislature to reduce per capita greenhouse gas emissions from cars and small trucks by 20 percent below 2005 levels by 2035. The project continues to engage community, business, public health and elected leaders in a discussion to shape and adopt a preferred approach that meets the state mandate and supports local and regional plans for downtowns, main streets and employment areas.

In February, MPAC and JPACT approved moving forward with the eight-step process to shape and adopt a preferred approach in 2014. As recommended by MPAC and JPACT, the preferred approach that is developed will start with the plans cities, counties and the region have adopted - from local zoning, capital improvement, comprehensive and transportation system plans to the 2040 Growth Concept and regional transportation plan - to create great communities and build a vibrant economy.

From January to April 2014, Metro facilitated a Community Choices discussion to explore policy choices and trade-offs. The engagement activities built upon earlier public engagement to solicit feedback from public officials, business and community leaders, interested members of the public

and other identified audiences. Interviews, discussion groups, and statistically valid public opinion research were used to gather input on:

- perceptions of the region's transportation system
- perceptions of access to jobs, and affordable housing and transportation options
- perceptions of the feasibility of implementing key strategies under consideration
- perceptions of investment priorities and infrastructure finance
- general willingness to support key strategies under consideration
- general willingness to pay more for key strategies under consideration
- general willingness to take personal actions to reduce greenhouse gas emissions.

**Figure 1** provides a summary of Phase 3 engagement activities and Council milestones for reference.

**FIGURE 1. PHASE 3 PROJECT MILESTONES AND PUBLIC PARTICIPATION OPPORTUNITIES**



**CHANGES SINCE COUNCIL LAST CONSIDERED THIS ITEM**

- Staff **updated the project schedule** to add three joint TPAC/MTAC workshops and adjust the fall public comment period and adoption schedule (**Attachment 1**). The project continues to be on track to meet its legislative and administrative mandates.
- On April 11, a **joint meeting of the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Policy Advisory Committee (MPAC)** was held. Findings and emerging themes from recently completed engagement activities were presented. Members and alternates participated in a straw poll after discussion of the six remaining policy areas. The work session packet formally transmits the April 11 straw poll results (**Attachment 2**) and summary reports documenting each public engagement activity for Council consideration (**Attachments 3-6**).
- Council and staff **briefed local governments** on the straw poll results from the April 11 joint meeting and project next steps, primarily through the county-level coordinating committees, MTAC, TPAC and JPACT. MPAC will be briefed on May 14. MPAC and JPACT members have been asked to bring input from their respective coordinating committees to share at the May 30

joint meeting and inform shaping a recommendation for the Metro Council on a draft preferred approach. Council is requested to report back from the county-level coordinating committees at the May 13 work session.

- **Staff continued to coordinate outreach** being conducted with the planned comment period for the 2014 RTP update, the Metropolitan Transportation Improvement Program for 2014-18 and the Regional Active Transportation Plan. An online comment tool gathered input from March 21 through May 5 that will also inform the CSC project. Three community discussion events hosted by Metro Councilors were held in April, one in each county, to engage the public in the planning decisions being considered by the Metro Council this year. A summary report of these activities will be available in May.

On May 12, TPAC and MTAC will participate in a workshop to begin shaping a recommendation to MPAC and JPACT on the draft preferred approach, considering the April 11 straw poll results and input from the public and coordinating committees as a starting point.

On May 30, MPAC and JPACT will consider the MPAC/JPACT member survey results, feedback from the county-level coordinating committees and recommendations from MTAC and TPAC on the draft preferred approach. The joint meeting will conclude with a formal recommendation to the Metro Council from each committee. The recommendation on the draft preferred approach will be considered tentative, subject to final evaluation and public review.

In June, the Metro Council will then consider JPACT and MPAC 's recommendation. The action is anticipated to direct staff to move forward with Steps 6-8 of the process, which includes evaluating the agreed-upon draft preferred approach, reporting back on the results of the evaluation in September and preparing Regional Framework Plan amendments and a near-term implementation plan for public review during the fall public comment period.

## **CONSIDERATIONS AND OPTIONS AVAILABLE**

The May 30 joint meeting agenda is not yet available for distribution, but will be presented to Council at the May 13 work session.

## **QUESTIONS FOR COUNCIL CONSIDERATION**

1. What comments or feedback does the Council have to report from the county-level coordinating committees and other elected official briefings?
2. Does the Council have questions for staff or input regarding the May 30 joint MPAC and JPACT meeting?

## **PACKET MATERIALS**

- Would legislation be required for Council action?  Yes  Not at this time
- What other materials are being transmitted today?
  - o Attachment 1. 2014 Regional Advisory Committee Meetings (updated 4/15/14)
  - o Attachment 2. Straw poll results from April 11 joint JPACT/MPAC meeting (4/15/14)
  - o Attachment 3. Community Conversations Report (March 28 and April 2, 2014)
  - o Attachment 4. DHM Research Telephone Survey prepared for Metro Climate Smart Communities Project (March 2014)
  - o Attachment 5. DHM Research Focus Groups prepared for Metro Climate Smart Communities Scenarios Project (March 7, 2014)
  - o Attachment 6: Opt In Climate Smart Community Survey Summary Report (April 2014)

*This page intentionally left blank.*



## 2014 Regional Advisory Committee Meetings

*This schedule identifies remaining discussions and decision points for shaping and adoption of the Climate Smart Communities preferred approach.*

### **SHAPING DRAFT PREFERRED APPROACH**

**SPRING 2014**

- April 11** JPACT/MPAC meeting to discuss policy options (*World Forestry Center from 8am to noon*)
- April 16** MTAC receives public engagement report & JPACT/MPAC straw poll results on draft preferred approach
- April 25** TPAC receives public engagement report & JPACT/MPAC straw poll results on draft preferred approach
- May 8** JPACT receives public engagement report & JPACT/MPAC straw poll results on draft preferred approach
- May 12** TPAC/MTAC workshop to shape draft preferred approach (*2:30-5:00 p.m., Council chamber*)
- May 13** Council work session on April 11 straw poll results and May 30 joint JPACT/MPAC meeting
- May 14** MPAC receives public engagement report & JPACT/MPAC straw poll results on draft preferred approach
- May 21** MTAC makes recommendations to JPACT on draft preferred approach
- May 23** TPAC makes recommendations to JPACT on draft preferred approach
- May 30** JPACT/MPAC meeting to make recommendation to Metro Council on draft preferred approach, subject to final evaluation and public review (***World Forest Center from 8am to noon***)
- June 10** Council work session to discuss JPACT and MPAC recommendation on draft preferred approach
- June 12** JPACT discussion on Health Impact Assessment conducted by Oregon Health Authority
- June 19** Council direction to staff on draft preferred approach and next steps for adoption (Resolution)
- June 25** MPAC discussion on Health Impact Assessment conducted by Oregon Health Authority

### **EVALUATION OF DRAFT PREFERRED APPROACH**

**SUMMER 2014**

- June 16** TPAC/MTAC workshop on model inputs to evaluate draft preferred approach (*2-5 p.m., Council chamber*)
- June 27** TPAC discussion on proposed RFP amendments and near-term implementation recommendations
- July 16** MTAC discussion on proposed RFP amendments and near-term implementation recommendations
- July 25** TPAC discussion on proposed RFP amendments and near-term implementation recommendations
- Aug. 6** MTAC discussion on proposed RFP amendments and near-term implementation recommendations
- Aug. 18** TPAC/MTAC workshop on draft preferred approach evaluation (*2-5 p.m., Council chamber*)
- Aug. 29** TPAC discussion on evaluation results and public review draft preferred approach
- Sept. 2** Council discussion on evaluation results and public review draft preferred approach
- Sept. 3** MTAC discussion on evaluation results and public review draft preferred approach
- Sept. 10** MPAC discussion on evaluation results and public review draft preferred approach
- Sept. 11** JPACT discussion on evaluation results and public review draft preferred approach

**FINAL ADOPTION PROCESS FOR PREFERRED APPROACH**

**FALL 2014**

*Note: A 45-day comment period will be held from Sept. 18 – Nov. 3, 2014.*

- Sept. 18** Council hearing/first reading (Ordinance) on recommended preferred approach
- Sept. 26** TPAC discussion on recommended preferred approach
- Oct. 15** MTAC begins discussion of recommendation to MPAC
- Oct. 31** TPAC begins discussion of recommendation to JPACT
- Oct. 7** Council discussion on public comments, potential refinements (*if needed*)
- Oct. 9** JPACT discussion on public comments, potential refinements & recommendation to the Metro Council
- Oct. 22** MPAC discussion on public comments, potential refinements & recommendation to the Metro Council
- Nov. 11** Council discussion of public comments on recommended preferred approach and potential refinements
- Nov. 12** MPAC discussion on public comments, potential refinements & recommendation to the Metro Council
- Nov. 13** JPACT discussion on public comments, potential refinements & recommendation to the Metro Council
- Nov. 19** MTAC makes recommendation to MPAC on adoption of the preferred approach
- Nov. 21** TPAC makes recommendation to JPACT on adoption of the preferred approach
- Dec. 9** Council discussion of public comments on recommended preferred approach and potential refinements
- Dec. 10** MPAC recommendation to the Metro Council on adoption of the preferred approach
- Dec. 11** JPACT recommendation to the Metro Council on adoption of the preferred approach
- Dec. 18** Council action MPAC and JPACT recommendations on adoption of the preferred approach (Ordinance)

**CLIMATE SMART COMMUNITIES SCENARIOS PROJECT**

[www.oregonmetro.gov/climatescenarios](http://www.oregonmetro.gov/climatescenarios)

Climate Smart Communities Scenarios Project

# Straw poll results from April 11 joint JPACT/MPAC meeting

April 15, 2014



1

**CLIMATE SMART COMMUNITIES SCENARIOS PROJECT**

## Where we've been & where we are headed

PHASES 1 & 2		PHASE 3	
Understand Choices 2011-2012	Shape Choices Jan.-Oct. 2013	Shape Preferred Nov. 2013-June 2014	Adopt Preferred Sept.-Dec. 2014



Straw poll results from April 11 joint JPACT/MPAC meeting

2

## What the future might look like in 2035



### RECENT TRENDS

This scenario shows the results of implementing adopted land use and transportation plans to the extent possible with existing revenue.



### ADOPTED PLANS

This scenario shows the results of successfully implementing adopted land use and transportation plans and achieving the current RTP, which relies on increased revenue.



### NEW PLANS & POLICIES

This scenario shows the results of pursuing new policies, more investment and new revenue sources to more fully achieve adopted and emerging plans.

*Scenarios approved for testing by Metro advisory committees and the Metro Council in May and June 2013*

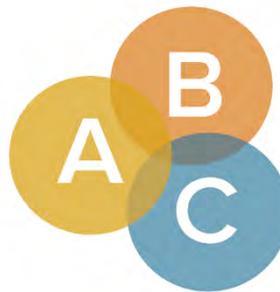
Straw poll results from April 11  
joint JPACT/MPAC meeting

3

## Choices to make on May 30...

To realize our shared vision for healthy and equitable communities and a strong economy while reducing greenhouse gas emissions...

- How much **transit** should we provide by 2035?
- How much should we use **technology** to manage the system by 2035?
- How much should we expand the reach of **travel information** by 2035?

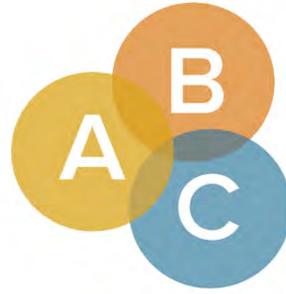


Straw poll results from April 11  
joint JPACT/MPAC meeting

4

## ...Choices to make on May 30

- ❑ How much of the planned **active transportation** network should we complete by 2035?
- ❑ How much of the planned **street and highway** network should we complete by 2035?
- ❑ How should local communities manage **parking** by 2035?

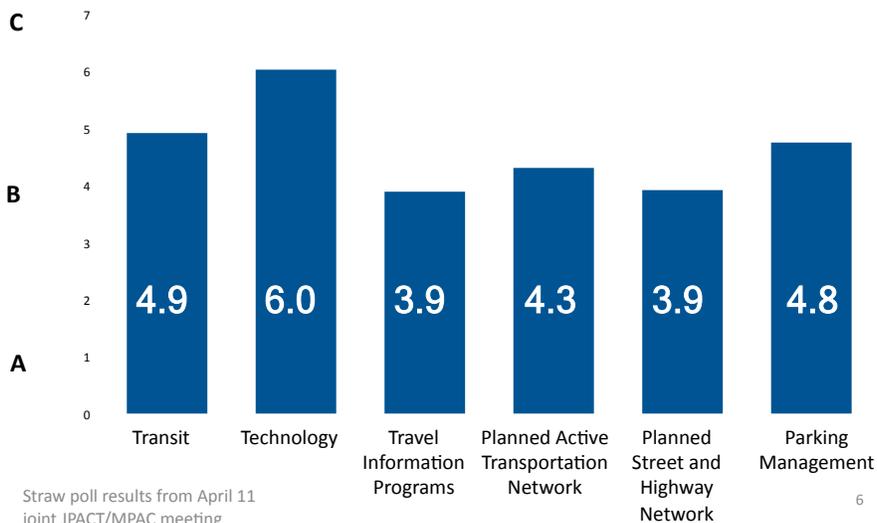


Straw poll results from April 11  
joint JPACT/MPAC meeting

5

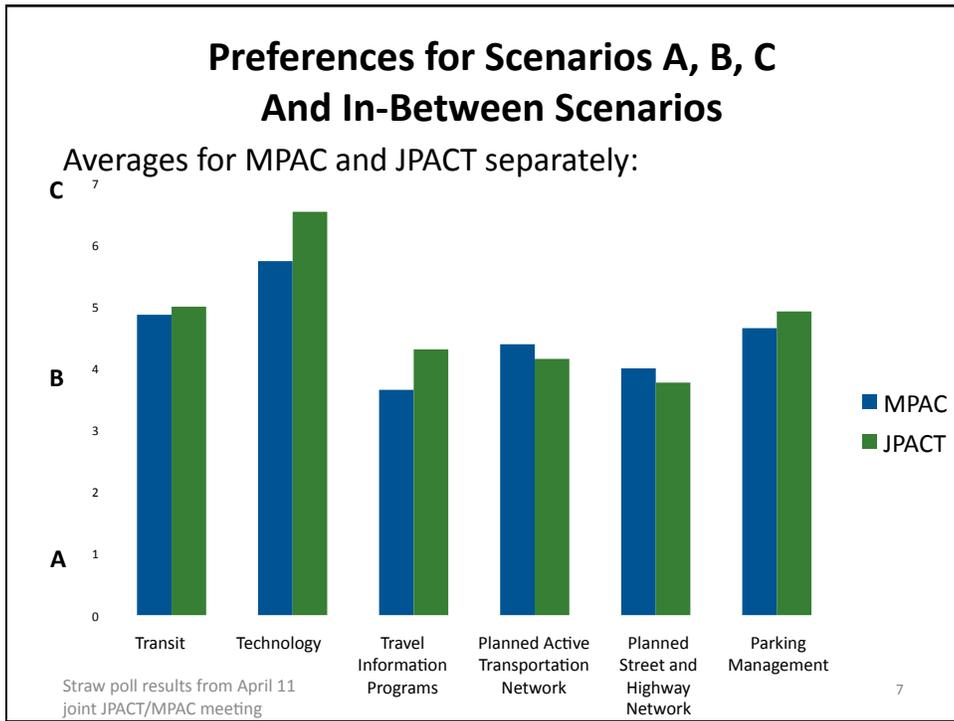
## Preferences for Scenarios A, B, C And In-Between Scenarios

Averages of all respondents (mean):



Straw poll results from April 11  
joint JPACT/MPAC meeting

6

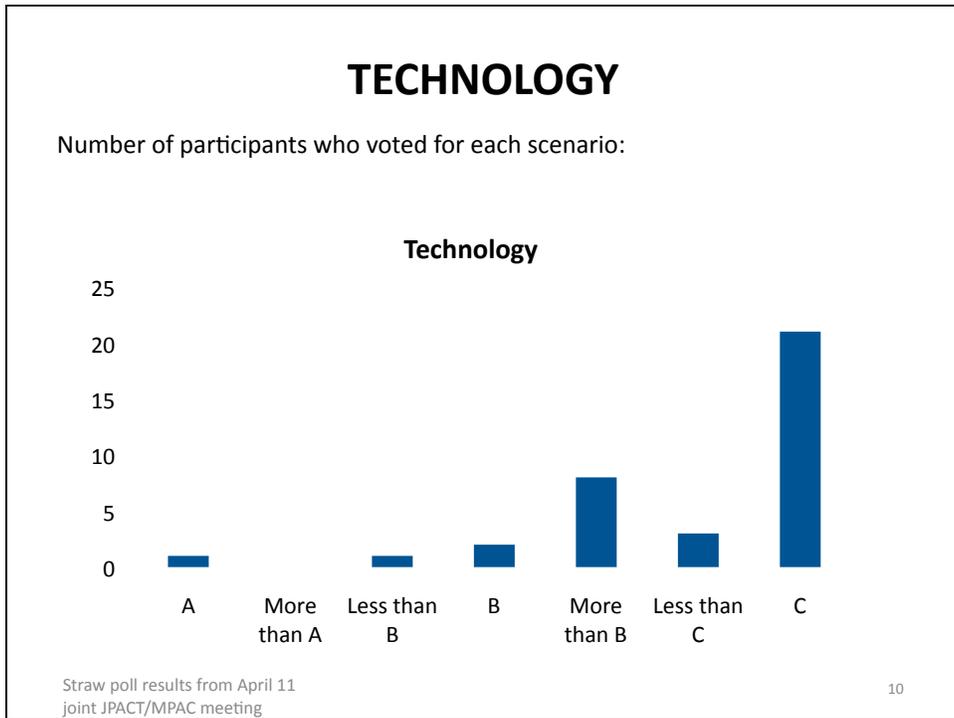
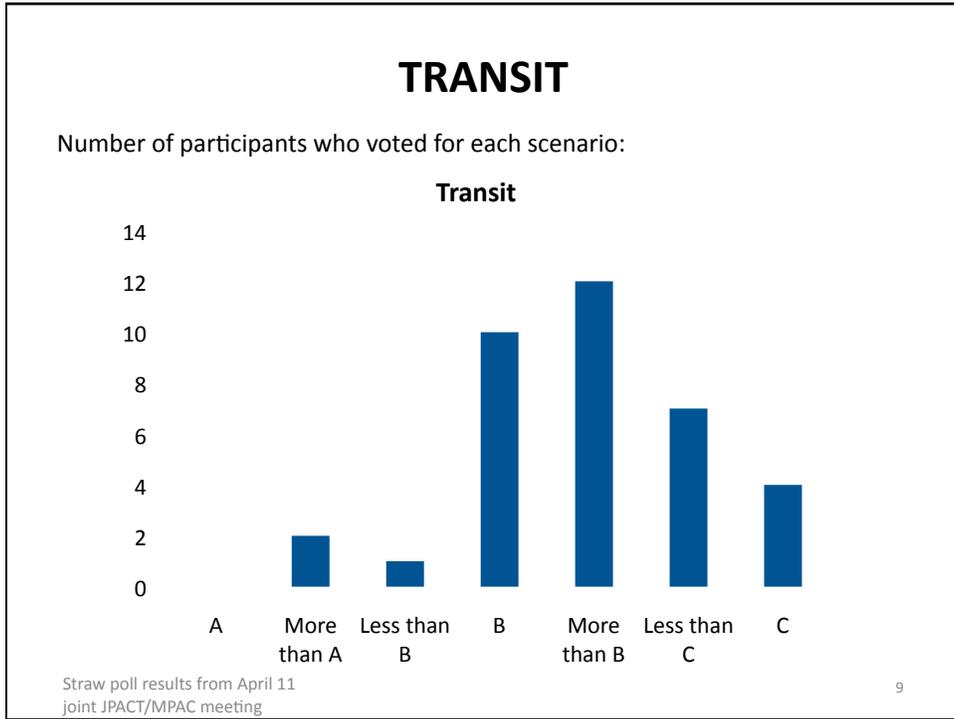


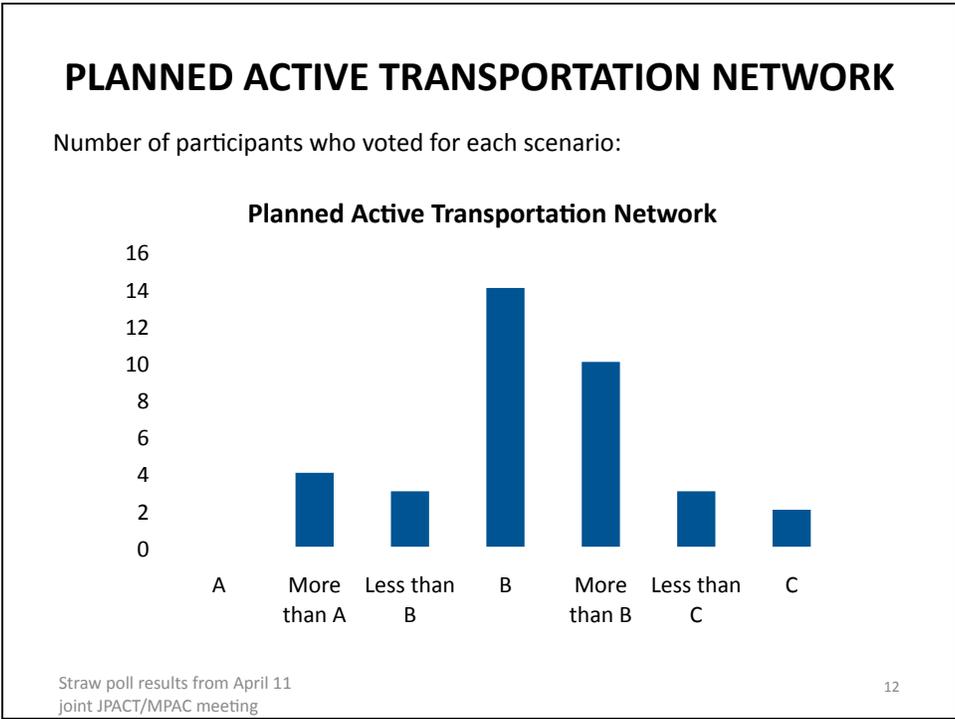
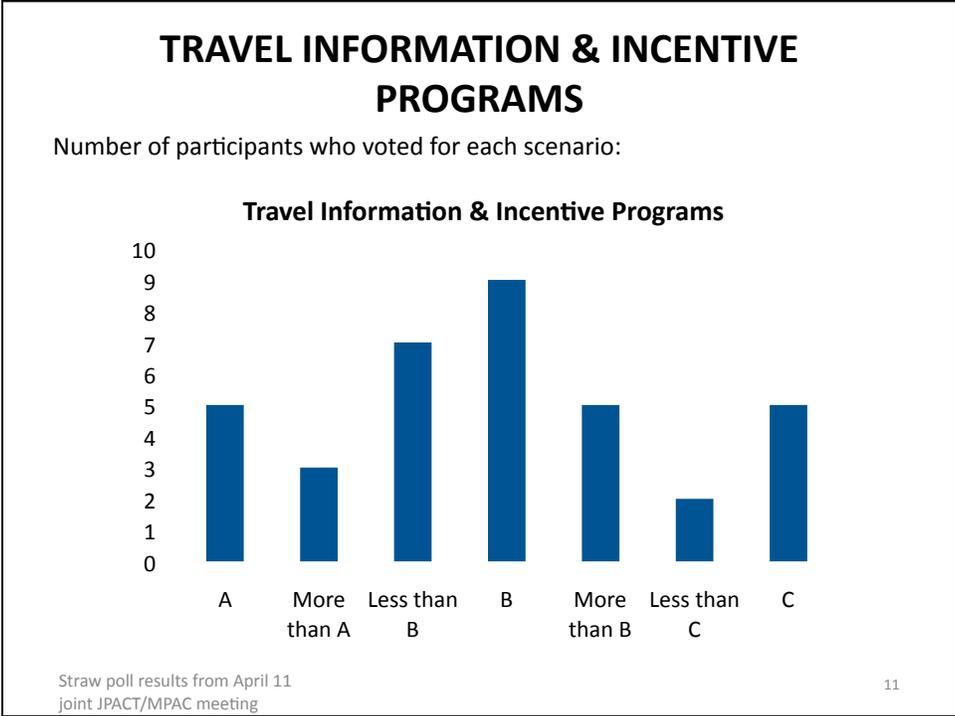
### Preferences for Scenarios A, B, C And In-Between Scenarios

**Ranges of Responses for Each Component**  
Number of participants who voted for each scenario:

	Transit	Technology	Travel Information Programs	Planned Active Transportation Network	Planned Street and Highway Network	Parking Management
C	4	21	5	2	3	9
Less than C	7	3	2	3	0	4
More than B	12	8	5	10	6	5
B	10	2	9	14	14	12
Less than B	1	1	7	3	9	2
More than A	2	0	3	4	3	1
A	0	1	5	0	1	3
<b>Total Participants</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>36</b>

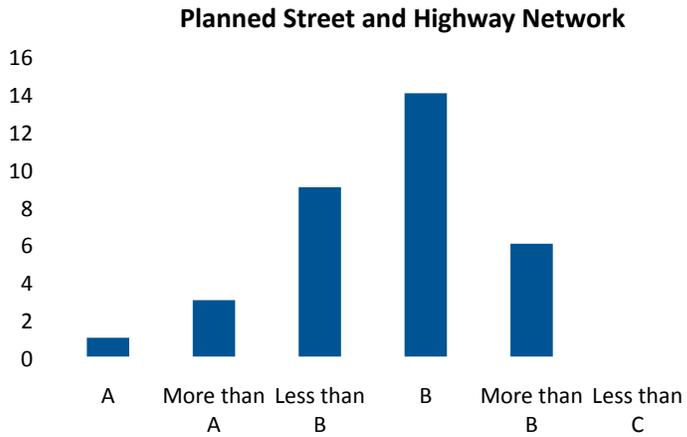
Straw poll results from April 11 joint JPACT/MPAC meeting





## PLANNED STREET AND HIGHWAY NETWORK

Number of participants who voted for each scenario:



Straw poll results from April 11  
joint JPACT/MPAC meeting

13

## PARKING MANAGEMENT

Number of participants who voted for each scenario:



Straw poll results from April 11  
joint JPACT/MPAC meeting

14

## Immediate next steps

<b>WEEK OF APRIL 14</b>	Report results of meeting
<b>MAY 1-5</b>	Members report to county coordinating committees
<b>MAY</b>	TPAC and MTAC shape draft option for consideration on May 30
<b>MAY 30</b>	JPACT and MPAC rec'd on draft preferred approach and begin funding discussion
<b>JUNE 19</b>	Council direction on draft preferred approach

Straw poll results from April 11  
joint JPACT/MPAC meeting

15

## Final steps in 2014

<b>JUNE – AUGUST</b>	Staff evaluates draft preferred & develops implementation rec'ds with TPAC and MTAC
<b>SEPTEMBER</b>	Report back results and begin 45-day public comment period
<b>SEPT. – DEC.</b>	Public review of draft preferred approach & final adoption

Straw poll results from April 11  
joint JPACT/MPAC meeting

16

**CLIMATE  
SMART  
COMMUNITIES  
SCENARIOS PROJECT**

---

# Community Conversations Report

March 28 and  
April 2, 2014

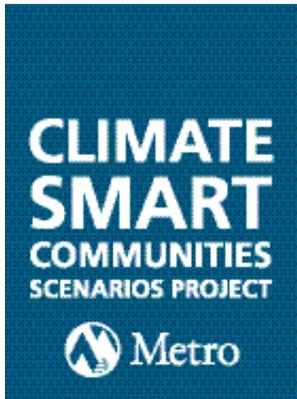
---

*Prepared for Metro by  
JLA Public Involvement, Inc.*

**MAKING A  
GREAT  
PLACE**







# Community Conversations Report

March 28 and April 2, 2014

---

The Climate Smart Communities Scenarios Project was initiated in response to a state mandate from the 2009 Oregon Legislature to reduce per capita greenhouse gas emissions by 20 percent from cars and small trucks by 2035.

The goal of the project is to engage community, business public health and elected leaders in a discussion with their communities to shape a preferred approach that meets the state mandate and supports local and regional plans for downtowns, main streets and employment areas.

As one part of the engagement effort, Metro convened two discussion groups of community leaders. At the first discussion on March 28, 2014, leaders were invited to weigh in on the investments and actions under consideration for inclusion in the preferred approach.

The second discussion on April 2, 2014, was an open dialogue with community leaders on ways that Metro and its state and local partners can ensure that the investments and actions recommended are implemented in a way that is equitable and meets the needs of our diverse communities. This report provides an overview and key themes of both community conversations.



## Table of contents

Summary of Community Conversation #1 .....	1
Summary of Community Conversation #2 .....	2
Appendix 1: Key themes from stakeholder interviews .....	16
Appendix 2: Flip chart notes from Community Conversation #1 .....	18
Appendix 3: Key themes from stakeholder interviews about implementation .....	22





# COMMUNITY CONVERSATION #1 – Shaping the Preferred Approach

Climate Smart Communities Scenarios Project

Friday, March 28, 12:30 p.m. to 3:00 p.m.

Metro Regional Center

## Meeting Participants

Dave Nielsen, Home Builders Association  
Heidi Guenin, Upstream Public Health  
Jonathan Ostar, OPAL Environmental Justice  
Philip Wu, Kaiser Permanente  
Eric Hesse, TriMet  
Glenn Koehrsen, Clackamas County Aging Services Advisory Council  
Jake Warr, TriMet Transit Equity Committee  
Andrea Hamberg, Oregon Health Authority  
Corky Collier, Columbia Corridor Association  
Cora Potter, Ride Connection  
Mike Houck, Urban Greenspaces Institute  
Lainie Smith, ODOT Region 1  
Duncan Hwang, Asian Pacific American Network of Oregon  
Linda Moholt, Tualatin Chamber of Commerce  
Steve White, Oregon Public Health Institute  
Chris Hagerbaumer, Oregon Environmental Council  
Ramsay Weit, Community Housing Fund

## Staff and Facilitation Team

Kim Ellis, Metro  
Peggy Morell, Metro  
Patty Unfred, Metro  
Cliff Higgins, Metro  
Deena Platman, Metro  
Roberta Hunte, PSU and JLA Public Involvement  
Jeanne Lawson, JLA Public Involvement  
Sylvia Ciborowski, JLA Public Involvement

## Background

As part of its public engagement effort for the CSC Scenarios project, Metro convened a group of community leaders representing diverse interests to discuss six key investment areas to help inform Metro’s regional policy advisory committees (MPAC and JPACT) as they develop their recommendation for a draft preferred approach for the project. The meeting focused on the following policy questions:

- How should the region make investments into the six areas in a way that meets the needs and visions of diverse communities across the region?
- Given the current uncertainty around transportation funding, how should we pay for investments?

## Meeting Summary

### Welcome and Introductions

Metro Councilor Bob Stacey welcomed participants and explained that this meeting is the first of two community conversations that Metro is hosting to get input on strategies that are being discussed for reducing greenhouse gas emissions and creating great communities. The focus of the first meeting was to capture input, thoughts, and concerns to share with members of the Metro Policy Advisory Committee (MPAC) and Joint Policy Advisory Committee on Transportation (JPACT) who have been charged with making a recommendation to Metro Council on the draft preferred approach.



Jeanne Lawson, JLA Public Involvement, introduced herself as the facilitator of the meeting. She reviewed the agenda and purpose of the meeting.

### Presentation: Overview of CSC Scenarios Project

Councilor Stacey provided a brief overview of the project, noting that the project was initiated in response to a mandate from the Oregon Legislature to reduce greenhouse gas emissions in the region by 2035. He identified the project goal as an opportunity to engage community, business, public health and elected leaders in a discussion about how to meet the state mandate while supporting local and regional visions for healthy, more equitable communities and a strong regional economy. He added that the project seeks to find ways to meet the greenhouse gas emissions target using those strategies that will also support community visions and goals.

Councilor Stacey indicated that communities across the region are *already* taking important actions and making investments that reduce greenhouse gas emissions and that those actions and investments already being implemented will be included in the preferred approach. He noted that participants were being asked to focus on **six investment areas** that MPAC and JPACT need more community feedback on:

1. **TRANSIT** – Maintaining and making transit more convenient, frequent, accessible and affordable
2. **WALKING and BIKING** – Making walking and biking more safe and convenient
3. **ROADS** – Maintaining and making streets and highways more safe, reliable and connected
4. **SMART ROADS** – Using technology and “smarter” roads to actively manage traffic flow and boost efficiency
5. **PARKING** – Managing parking using a market-responsive approach to make efficient use of parking resources
6. **MARKETING & INFORMATION** – Providing information and incentives to expand walking, biking, carpooling and use of transit and fuel-efficient driving techniques

Councilor Stacey concluded by presenting other opportunities to get involved:

- Online public comment tool: [www.makeagreatplace.org](http://www.makeagreatplace.org)
- Three community forums (details in handout)

- Fall 2014 public comment period, which is the final opportunity to provide input on the draft preferred approach.

## Presentation: Key Themes from Stakeholder Interviews

Sylvia Ciborowski, JLA Public Involvement, reviewed key themes from stakeholder interviews conducted in early 2014. Metro and JLA interviewed thirty-three leaders in public health, equity, environment, and business, as well as elected officials from across the region, to understand their priorities and concerns about the six investment areas. The main points from these interviews regarding the six key investment areas are included in Appendix 1 of this summary.

## Small Group Discussion: Review of Issues for Each Investment Area

Participants worked together in three small groups to provide additional input on each of the six investment areas. After reviewing the stakeholder input for each area, participants indicated whether the priorities and concerns raised capture what is important to their communities and provided additional input. They wrote their comments on flip charts, and staff reported out what was discussed. A full list of comments is included as Appendix 2 of this summary. Main points included:



### 1. **TRANSIT – Maintain and make transit more convenient, frequent, accessible and affordable**

- High capacity transit options should be carefully planned. For example, bus rapid transit might be a better option than light rail in some situations because it is lower cost and provides good efficiency.
- There is a need for better regional connectivity beyond the “hub and spoke” model. TriMet System Enhancement Plans are beginning to move in this direction. Unconventional options could help serve less dense communities, such as small, local shuttle buses that feed into TriMet routes. Examples of Grovelink in Forest Grove and the Tualatin Shuttle were provided.
- Transit planning should happen in conjunction with land use and community planning—not after.
- Prioritize low-income communities for bus service improvements. Keep fares low, connect to the region's small or mid-size communities, and invest in increased bus service more than light rail and capital projects.
- Consider potential gentrification and other impacts of light rail on existing communities.
- Transit fleets should switch to more carbon-efficient fuels.
- Make transit more appealing and convenient for users. This could include incentives like regional or youth bus passes, or a lower age for the senior discount.
- Consider using TriMet service instead of school bus service to transport students. This could increase ridership, provide a new funding source, and develop a habit of transit ridership among youth.

## **2. WALKING and BIKING – *Make walking and biking more safe and convenient***

- Participants generally agreed that walking and biking improvements should be a high priority, and particularly support projects that focus on *safety* and *improving health*. This may mean prioritizing separated facilities.
- It is important that investments create complete streets and complement road improvements. The region needs intermodal hubs, but at the same time each mode should be sufficiently developed so that people can get to their destinations using a single mode.
- Demographics are changing in the region in terms of how people choose to get around. Younger populations drive less and have decreased car ownership, and persons with disabilities and older populations who have stopped driving need better walking options and amenities. Mixed used communities are needed, particularly for seniors.
- *Integrated systems* are needed that connected walking and biking routes (including trail routes) to transit. Integrated projects may also be eligible for more funding sources.
- Marketing should not promote the message that *everyone* should bike and walk. Not everyone can bike and walk, particularly if their work patterns do not allow for it.
- There is a lack of dedicated funding sources for bicycle/pedestrian projects. Funding is needed for both maintenance and capital projects.
- Improvements should not just focus on commuters. Improvements also should be made to facilitate short neighborhood trips and recreation.
- We need better options for the “last mile” of travel.

## **3. ROADS – *Maintain and make streets and highways more safe, reliable and connected***

- Making streets and highways *safe* should be a key priority.
- Connectivity is important, but means different things to different people.
- Road improvements should not impact natural areas. Use Green Street guidelines.
- Complete streets are important. Prioritize investments to roads that have access to transit and are integrated with walking and biking facilities.
- We need to be more strategic about which roads we invest in and where we invest. Investments should be tailored to improve the best and highest use of each road. Some roads may be better suited as a freight road vs. a bike/ped corridor, for example. Similarly, developers who put in new roads should build them strategically to integrate into and improve existing systems.
- Multimodal streets are important, but separate modes when it would result in efficiency and where other modes have other easy nearby access.
- Road improvements should be made equitably across the region. Consider which populations are receiving priority in road improvements. For example, more investment is needed in East Portland.
- New funding sources are needed beyond the gas tax, which is not a sustainable funding mechanism.

## **4. SMART ROADS – *Use technology and “smarter” roads to actively manage traffic flow and boost efficiency***

- All of the groups supported technology in general, and some noted the importance of investing in technology and road maintenance *before* making capital investments like road widening. They particularly support the use of technology to help reduce idling and congestion, and making technology as reliable as possible. Efforts to reduce congestion would also help reduce emissions from freight vehicles, which emit the highest amount of greenhouse gases while stuck in traffic.
- Technology about delays and conditions need to be in real-time. Drivers need to get information about delays *before* they begin their trip. Examples could be taken from the freight community, which prices every trip in advance.

- Ideas for specific technology investments:
  - Provide information about real-time ambient air quality on freeways.
  - Create ways for people to price their different travel options. For example, a Smartphone app could show the true cost of driving (gas, insurance, etc.) so that travelers can make their mode choice before they make the trip.
  - Install bus jump lanes to improve on-time performance.
  - Implement technology to better handle incident congestion.
  - Consider congestion pricing and tolling options, and explore successful examples or case studies.
  - Increase TSMO funding.

**5. PARKING – *Manage parking using a market-responsive approach to make efficient use of parking resources***

- All groups focused on the idea that “free parking is never free—it is just a matter of who subsidizes it.” This message needs to be more widely communicated, as well as the message that paid parking has economic and health benefits.
- If paid parking is instituted, there must be corresponding strong investments in other transportation options so that people have a real alternative to driving.
- Paid parking strategies should not harm retail business.
- Parking management strategies must be tailored to each community. This means that strategies must begin with *data collection and assessment* to ensure that the strategies meet the community’s needs. At the same time, there should be consistent rules and standards across the region to facilitate understanding when people park in different parts of the region.
- Electronic information about parking would be useful.
- Many creative parking solutions should be considered. This could include shared parking, employer-provided free parking, and working with lenders in local government to limit parking.
- An equity issue exists when low-income residents must move to outer communities; since driving may be their only option, paid parking can negatively impact them.
- Revenues from parking could be given to local Transportation Management Associations (TMAs) or to provide community benefits.

**6. MARKETING & INFORMATION – *Provide information to expand walking, biking, carpooling and use of transit and fuel-efficient driving techniques***

- All groups agreed that it is very important to provide information in new and relevant formats. Electronic information and smart phone apps are increasingly important.
- Make an effort to educate employers about commuter options to their particular places of business, so that they can pass this on to employees. Employers should also be educated about tax incentives connected to transportation options.
- Don’t just focus on information for commuters. Expand marketing to the youth and elderly, and provide information on transportation options for non-work travel.
- Tailor campaigns for effective communication to new audiences. This may mean translating into different languages and finding appropriate messengers.

**Large Group Discussion: Priority Messages for MPAC and JPACT**

Participants discussed the priority messages that should be provided to MPAC and JPACT as they move towards a preferred approach. Participants responded to the following questions:

- Considering the full range of issues identified by various interests and the stakeholder interview input, what are the main messages that should be share with MPAC/JPACT about the six investment areas?
- What are the key considerations for MPAC/JPACT as they decide how the region should pay for investments?

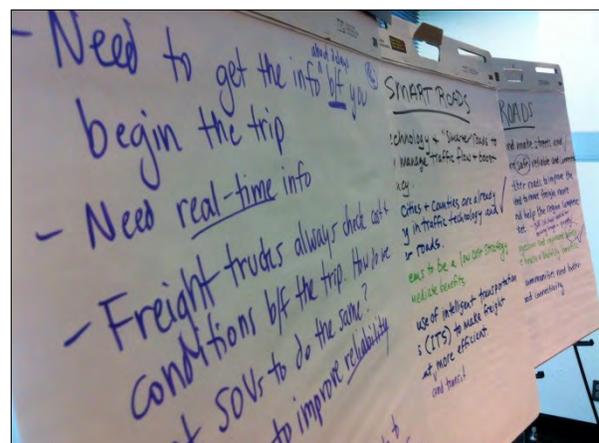
The key messages from this discussion included:

### GENERAL MESSAGES ABOUT THE PREFERRED APPROACH

- The preferred approach should not just focus on greenhouse gas reductions; instead, it should focus on the **co-benefits** of the various investments and actions. However, from the perspective of a climate change advocate, the preferred approach should focus on measures that will lower emissions at the lowest cost, and *then* look at co-benefits. The most cost-effective investment is to transition from internal combustion fuels to low/non-carbon vehicles and fuels.
- The investments should be considered under an **equity lens analysis**. Improvements should be equitably distributed and include low-income communities. The existing distribution of transportation and land use investments is not equitable and must be rethought.
- Investments in **transit and urban design** are crucial, and are in significant part a local responsibility.
- Decision makers need to pay more attention to **affordable housing** and locating such housing near employment. Look to successful models like Vancouver, B.C.
- **Mixed-use, livable communities** are crucial, particularly for seniors and people with disabilities who benefit greatly from having services nearby.
- Investments should be made in **climate adaptation and preparation**. While the listed investments and actions can help curb future climate change impacts, environmental changes are imminent and the region must prepare for this. Various land use and environmental strategies can help address this.
- The effectiveness and fairness of the investments varies with the **differing income levels** of individuals. Different options must be provided to people at various levels of wealth.
- The preferred approach should result in **increased modal choice**. The focus should not be on reducing or expanding one mode over another, but about expanding choice and making it easier for people to choose the travel option that best meets their needs.

### TRANSIT AND WALKING AND BIKING

- Transit, walking and biking investments should receive priority because they help achieve **public health goals**.
- Transit, walking and biking improvements **benefit freight** movement because they help remove single occupancy vehicles from roadways.
- Improved transit is valuable to the region's economy because it gives people **access to a wider range of jobs**, and gives employers access to a larger pool of employees.
- To provide **regional connectivity**, a good strategy is for TriMet to supply transit to suburban communities and for those communities to provide **local service to connect into the TriMet's "hub and spoke" system**. This provides better service at lower expense. Grove Link Service is an example.



## ROADS

- Investments in roads are needed to help **support the economy and job creation**. Creating more family wage jobs should be a major objective of the project.
- Focus investments now on **how we want people to travel in 50 years**. If this isn't in cars on roads, investments must be made elsewhere.

## MARKETING & INFORMATION

- Marketing and information strategies should **make the cost of driving more explicit** so that people can weigh their travel options. People are more likely to change their behavior based on cost and economics.

## FUNDING

- People move to the Portland metropolitan region because of its unique quality of life. We may need to **think differently about how we invest in the economy** to maintain this quality of life.
- **More funding is needed**, particularly for non-road projects. Bike/ped projects are much less expensive than transit and road projects and provide important co-benefits.

### Individual Survey about Funding

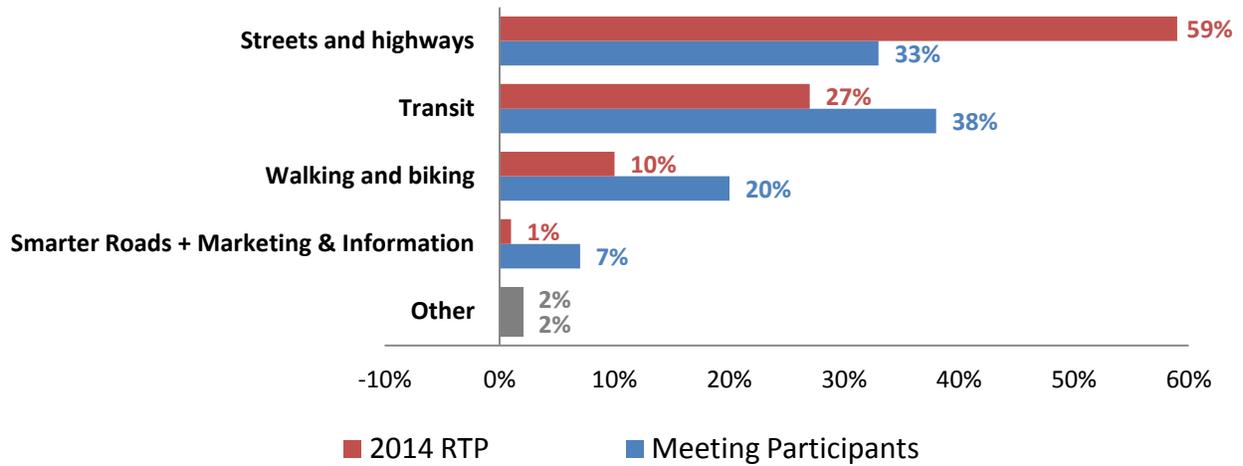
Participants completed a short survey in response to the question: ***“How do you think funding should be allocated among the six investment areas?”***

Staff showed a chart indicating how funding is currently allocated among the six investment areas in the Regional Transportation Plan (RTP) and explained that the CSC Scenarios project will be implemented through the RTP. Participants were asked if they agree with the funding split in the RTP, and to indicate what percentage of funding they think should be allocated to each of the investment areas. This survey question was meant to be an exercise to understand the general priorities of participants, *not* as a way to influence the actual level of funding in the RTP.



The chart below summarizes participants' responses. Responses showed that participants would like to see a much higher percentage of funding go towards transit and walking and biking investments, and less funding for street and highway projects.

*Survey: How do you think funding should be allocated among the six investment areas?*



*\* Note: Parking management funding is not included in the RTP.*

### Wrap Up and Adjourn

Staff thanked members for their participation and reminded them that the second community conversation on April 2 will focus on implementation issues. Selected community conversation participants representing equity, public health, business, and the environment will participate in a panel at the April 11 MPAC/JPACT meeting to carry forward key messages.



# COMMUNITY CONVERSATION #2 – Implementing the Preferred Approach

Climate Smart Communities Scenarios Project  
Wednesday, April 2, 12:30 p.m. to 2:30 p.m.  
Metro Regional Center

## Meeting Participants

- Heidi Guenin, Upstream Public Health
- Jonathan Ostar, OPAL Environmental Justice
- David Hanson, Multnomah County Aging & Disability Services
- Philip Wu, Kaiser Permanente
- Eric Hesse, TriMet
- Carlos Lopez, Centro Cultural
- Glenn Koehrsen, Clackamas County Aging Services Advisory Council
- Jake Warr, TriMet Transit Equity Committee
- Corky Collier, Columbia Corridor Association
- Cora Potter, Ride Connection
- Mike Houck, Urban Greenspaces Institute
- Lainie Smith, ODOT Region 1
- Mike Rosen, City of Portland Bureau of Environmental Services
- Tuck Wilson
- Mara Gross, Coalition for a Livable Future
- Stephan Lashbrook, SMART Transit
- Duncan Hwang, Asian Pacific American Network of Oregon
- Linda Moholt, Tualatin Chamber of Commerce
- Steve White, Oregon Public Health Institute
- Julia Meier, Coalition of Communities of Color
- Mychal Tetteh, Community Cycling Center

## Staff and Facilitation Team

- Kim Ellis, Metro
- Peggy Morell, Metro
- Patty Unfred, Metro
- Cliff Higgins, Metro
- Roberta Hunte, PSU and JLA Public Involvement
- Jeanne Lawson, JLA Public Involvement
- Sylvia Ciborowski, JLA Public Involvement

## Background

As part of its community engagement effort for the CSC Scenarios project, Metro convened a group of community leaders representing diverse interests to have an open dialogue on ways that Metro and state and local partners can ensure that investments and actions of the Climate Smart Communities Scenarios project are implemented in a way that is equitable and meets the needs of the region’s diverse communities.

It was an opportunity to inform development of a near-term implementation plan this summer and to provide ideas for how best to involve communities as the region’s preferred approach moves forward to implementation.

## Meeting Summary

### Welcome and Introductions

Metro Councilor Sam Chase welcomed participants and thanked them for their participation. He provided some background on Metro's Equity Strategy project, and noted that low-income populations make up a large portion of the region yet do not have much voice in planning efforts. He stressed the importance of making investments in underserved areas, particularly in regard to access to transportation, schools and quality of life. He also recognized that many participants work for non-profit organizations and thanked them for their important community work and the time they were giving today to inform the project.

Jeanne Lawson, JLA Public Involvement, introduced herself as the facilitator of the meeting. She reviewed the agenda and purpose of the meeting. The purpose of the first community conversation, held on March 28, was to get input on the six priority investment areas to advise the Metro Policy Advisory Committee (MPAC) and Joint Policy Advisory Committee on Transportation (JPACT). Today's meeting is intended to be an open discussion about what Metro needs to consider in terms of implementation. This meeting was prompted by results of stakeholder interviews that showed that there is real concern about how the project's investments and actions will be implemented.

### Presentation: What We've Heard about Implementation Challenges

Roberta Hunte, PSU and JLA Public Involvement, and Sylvia Ciborowski, JLA Public Involvement, reviewed key themes from stakeholder interviews conducted in early 2014. Metro and JLA interviewed thirty-three leaders in public health, equity, environment, and business, as well as elected officials from across the region, to understand their priorities and concerns about the six investment areas. Many interviewees made comments about implementation or had concerns about how the investments and actions would play out on the ground. In addition, equity stakeholders were specifically asked questions about implementation. The main points from these interviews regarding implementation are included in Appendix 3 of this summary.

### Presentation: Context for Considering Implementation Issues

Kim Ellis, Metro project manager, provided background information on implementation of the CSC Scenarios project. She explained that the project will not result in a "Metro Plan" implemented by Metro. Instead, the project is an effort to make recommendations that will influence future local, regional and state plans and implementation efforts. Metro's policy committees will make recommendations about investment priorities and how the region can support those investment areas. She explained that implementation will include on-the-ground projects such as transit improvements, new sidewalk connections, and an expanded arterial system to help move freight and people—but will also involve advocacy in communities and at the regional and state level to help fund and support such projects or make policy changes that reduce barriers to implementation. While the CSC Scenarios project stems from a legislative mandate to reduce greenhouse gas emissions, it is framed around using those strategies to support broader community visions and goals, and the region's six desired outcomes.

Kim Ellis reviewed the project timeline. On May 30, 2014, MPAC and JPACT will make a recommendation to the Metro Council on a draft preferred approach for the project. Over the summer, Metro will evaluate the potential impacts of this approach and develop a draft near-term implementation plan. This will be shared with the public in the fall of

2014. The public can weigh in on this during the formal comment period in September 2014. MPAC and JPACT will make their final recommendation in November 2014 and Metro Council will take final action in December.

Kim Ellis told participants that Metro wants to know how participants would like to continue to be engaged. She explained that the feedback from today's conversation will help inform Metro's community engagement going forward and it will be shared with MPAC and JPACT at their joint meeting on April 11.

## Large Group Discussion: Implementation Challenges and Solutions

Jeanne Lawson invited participants to respond to these overall questions:

- 1) What are implementation challenges, issues and solutions?
- 2) How should communities and constituents continue to be engaged?

The main points of the discussion are outlined below.

### Co-benefits Should Be a Focus of the Project

- Participants agreed that the preferred approach should **focus on co-benefits**, even though the goal of the project is greenhouse gas reduction. Priority should be given to those projects that provide immediate community benefits beyond just reducing greenhouse gas emissions. Only by focusing on co-benefits will we change the way people travel and live, so there needs to be a connection between changes in human behavior and the ultimate goal. For example, increased funding for transit will reduce greenhouse gas emissions, but more importantly, it will help address equity issues, improve access and connectivity, and provide a low-cost travel option. Similarly, investments that have a large co-benefit but may not do much to reduce greenhouse gas emissions should still be strongly considered for inclusion in the preferred approach.

On the other hand, some climate change advocates said that the preferred approach should focus on measures that will lower emissions at the lowest cost, and *then* look at co-benefits. The most cost-effective investment is to transition from internal combustion fuels to low/non-carbon vehicles and fuels.

- A TriMet representative noted that **TriMet's System Enhancement Plan** process is engaging communities to define how they want transit to look in the future, and is focused on co-benefits of transit and implementation. However, the process will not be complete for another couple of years so the timeline does not sync up well with the CSC Scenarios project.
- One participant provided a model for how to **measure co-benefits as they relate to community engagement**. The implementing jurisdictions or agencies should circle back to communities to show how input was used, explain what progress has been made, and ask community members whether they are seeing real benefits in their communities as a result.
- The **relationship between the CSC Scenarios project, Regional Flexible Funds, and Regional Transportation Plan** needs to be made clearer, so that there is an understandable picture of how co-benefits will be realized. The project should consider *all* the outcomes we're trying to accomplish.

### The Impacts of Climate Change are an Equity Concern

- **Climate adaptation or preparation strategies** need to be included in the preferred approach. There needs to be a more explicit nexus and coordination between Metro's work, transportation and land use planning efforts by the City of Portland, Multnomah County, and the City of Portland's Climate Action Plan.

Transportation and land use plans need to include ways to address the impacts of climate change, which may have a disproportionate negative impact on agriculture, human health, and low-income communities. This is a major equity concern, and should be shared at the April 11 MPAC/JPACT meeting.

Attention also needs to be paid to other greenhouse gas reduction strategies that result in multiple benefits, such as carbon sequestration. The time to consider climate adaptation strategies is *now*—not when we are in a dire situation facing the realities of climate change.

### **Demographics, Jobs and the Economy Need to be Considered**

- Consider **jobs, housing, and transit match**, beyond just the balance of jobs and housing. Jobs of the appropriate skill level and salary must exist near communities with residents that can fill those jobs, and efficient transit must be provided to transport the right employees to the right jobs.
- **Demographics are changing**. Washington County is set to become the most diverse community in the region. Investments must be made with consideration of these changes.
- While equity is important, there also must be a focus on improving job quality and the economy of the region. There is a **lack of high quality, higher paying jobs** in the region, especially as compared to surrounding states. Education has suffered and the region lacks talent to fill professional jobs. It is unacceptable that the region’s low-income communities combined would be the second-largest city in the region. Focusing on education will help reduce poverty.
- There is **lack of housing located near transit to fit all income levels**. This includes both low-cost or affordable housing and upper-end housing for higher paid professionals.

### **Make Investments based on Data, Results and Equity Impacts**

- Analysis of the investments and actions must be **data driven and focused on results**. The analysis should ask: “How does X investment increase jobs, improve health, decrease poverty, etc.?” The biggest bang for the buck will come from investments made in communities with the greatest need—including low-income communities and communities that disproportionately lack resources and opportunities. The region must make investments that will put the region’s future residents in the position to be successful. Investments in impoverished areas should not be made out of charity, but because such investments make economic sense and will improve the success and prosperity of the region. There is enough information and data to support this approach; now it is time to act.
- If the project applies an equity lens, **which equity lens do we use?** Whatever lens is used, it must be deeply embedded into the project. Various cities, counties and organizations in the region are developing their own equity lenses; there should be collaboration among them. The equity lens must also go beyond just planning and into empowerment of communities. A good example is Multnomah County’s Equity Empowerment Lens. There was acknowledgement that Metro’s Equity Strategy currently being developed will provide a framework for how Metro programs and planning efforts address equity in the future.

### **Address Lack of Funding**

- A fundamental issue is the **lack of transportation funding**. Elected officials need to be bold and pursue more funding to implement the actions that their communities desire. Otherwise, we need to face the reality of funding shortages and adjust our expectations accordingly.

## Provide Information to Support Engagement

- Metro and partner jurisdictions should provide a **map of roles, decision-making structure and engagement opportunities** so that communities can provide better input on implementation. It is difficult to provide input without knowing which agencies or organizations are involved in which parts of the project.
- More information is needed about how Metro analyzed the investments and actions to come up with its rankings of relative cost and relative climate benefit. Organizations would like to **review the comparative analysis** to determine how it was done and to better understand the climate benefit and equity implications to be able to analyze trade-offs. It is difficult to have a conversation about implementation without fully understanding the analysis.
- Members discussed the **level of information** that should be provided during outreach, and how to present that information. They suggested that staff structure information dissemination based on feedback received and tailor the information to make it relevant to the community. Agencies should provide all of the information, data, and analysis and let individuals decide how much of that they want to read. Information materials should also clearly indicate the short term, immediate term, and long term benefits of proposed actions. For this project, the short term benefits include better transit and improved communities, while greenhouse gas reduction is the long term benefit.

## Refine and Tailor Future Engagement

- It is important to **clarify that the planners and implementers are not the same**. Metro develops visions, goals and guidance, and it is the cities, counties, and transportation agencies implement them and play the fundamental role in on-the-ground changes.
- To date, **community-based organizations have not sufficiently been engaged** and do not have the capacity to provide input. Communities must be continuously engaged.
- Members of the **business community** want to be engaged, but have **time constraints**. They prefer to be involved in one meeting or in very sporadic meetings, and have other short communications by email or phone.
- Getting the **private sector involved** will be a challenge, but it is important to get their buy-in.
- Community members in crisis will not be engaged because they have other, more pressing priorities. The best way to engage them is to focus *first* on **stabilizing communities and getting people out of crisis**. Then, they will see the immediate impacts of the project and be more interested in and capable of engaging.
- **Public health and equity expertise is a valuable specialty area and should be compensated**. Jurisdictions could pay public health and equity organizations to conduct analyses of impacts, much like jurisdictions pay economic organizations to conduct economic analyses.
- Keep **literacy** in mind; some portions of the population are not literate in any language. Getting information to these populations is a major challenge.
- Metro should **send out periodic emails** to stakeholders and interested parties providing updates on the CSC Scenarios project and upcoming ways to get involved.

## **Wrap Up and Adjourn**

Staff thanked members for their participation and said that they will send out an email update with reports from this meeting and the March 28 community conversation. Selected community conversations participants representing equity, public health, business, and the environment will participate in a panel at the April 11 MPAC/JPACT meeting to carry forward key messages.

# Appendices



# Appendix 1: Key Themes from Stakeholder Interviews about the Six Investment Areas

Key themes heard from leaders across the Metro region and from diverse interest areas included:

- The investments and actions should be a “menu of options” and retain flexibility and local control.
- The whole region should benefit, not just urban areas that may find it easier to implement some of the investments and actions.
- A mix of housing choices is needed, including affordable housing options near transit and jobs, and suburban and rural living options with plenty of space and parking.
- There is a need for more information about implementation. Specifically, equity and public health leaders would like to understand the economic and health impact on low-income communities. Business leaders would like to see the effect on the economy and market competition.

Key themes heard from stakeholders for the six investment areas:

1. **TRANSIT** – Maintain and make transit more convenient, frequent, accessible and affordable
  - This investment area is **the highest priority** for nearly all communities and interest groups. Transit improvements create many **secondary benefits**: transit helps reduce pollution and congestion, improves health, helps integrate communities, and provides a low-cost travel option.
  - Transit must be made more effective for **commuters**. Expand service to employment areas.
  - There is a need for better regional connectivity for suburban communities **beyond TriMet’s “hub and spoke” model**. This could include creative shuttle options.
  - Transit must **serve low-income communities**. This means keeping fares low, connecting to the region's small or mid-size communities, and investing in increased bus service more than light rail or capital projects.
  - Care needs to be taken to make sure that high capacity transit projects don’t result in **gentrification**.
2. **WALKING and BIKING** – Make walking and biking more safe and convenient
  - Walking and biking improvements are a **very high priority** for nearly all communities/interest groups. Like transit, these improvements provide many **secondary benefits**.
  - Projects should focus on **safety** and improving the perception of safety of biking and walking. Projects should also provide **convenient and efficient** travel options to places people actually want to go.
  - Concern about the **lack of dedicated funding sources** for bicycle/pedestrian projects. However, elected officials and business leaders do not want funding taken away from street and highway improvements.
3. **ROADS** – Maintain and make streets and highways more safe, reliable and connected
  - Better roads are needed to **improve the economy**. It is important to help **move freight more efficiently** and help the region compete in the market.
  - Reduced congestion, cleaner air, and improving safety have **positive health and livability benefits**.
  - Suburban communities need better **regional road connectivity**.
  - The goal should be for **complete streets** in which driving complements walking, biking, and transit.

4. **SMART ROADS** – Use technology and “smarter” roads to actively manage traffic flow and boost efficiency
  - While this investment area is not the highest priority, it is **low cost and provides immediate benefits**, so should be part of the preferred approach.
  - Many cities and counties are **already investing** in traffic technology and smarter roads.
  - Intelligent transportation systems (ITS) technology should be extended to make **freight movement** more efficient.
5. **PARKING** – Manage parking using a market-responsive approach to make efficient use of parking resources
  - **“Free parking” is never free** – it is just a question of who bears the cost.
  - Concern about **harming retail businesses**. If paid parking is included, affected businesses should be part of the conversation.
  - Parking management has to be **tailored to each community**. Urban, suburban and rural communities all have very different parking needs and challenges.
  - Regressive parking fees can **negatively impact low-income drivers**. On the other hand, the wealthy are more likely to drive and park so may bear more of the cost.
  - If paid parking is included, there needs to be a corresponding **strong investment in transit** so that travelers have a real alternative to driving.
6. **MARKETING & INFORMATION**
  - Interviewees were split between two different points of view on the value of this investment area.
  - Some said that educational programs can make a huge difference in people’s choices. Printing pamphlets and running ads isn’t enough. The focus needs to be on door-to-door and **individualized campaigns** that can truly change behavior.
  - On the other hand, some interviewees felt that **people already know their travel options**, and that providing more information may be a waste of resources.

# Appendix 2: Flip Chart Notes from conversation #1

This appendix lists all comments provided by participants for the six investment areas during their small group discussion in Community Conversation #1.

## 1. TRANSIT

### Group 1

- Keep fares low
- Regional/youth bus pass
- Side benefit → Increase bus service to school areas and non-urban areas
- Transfer school bus money to transit
- Lower age of senior discount
- More local circulator service (“fractal geometry”)
- Recession → Have to travel farther to access jobs (small or mid-size communities)
- Increased BRT with designated ROW
- What are impacts of light rail to existing communities? (e.g. gentrification)
- Prioritize low-income communities for bus service improvements

### Group 2

- Transit planners need to be more strategic around how they participate in the community master planning
- Complete livable communities
- What else do people need to make transit work for them?

### Group 3

- TriMet SEPs ARE moving beyond hub and spoke
- Jurisdictional partnerships are important
- Need unconventional transit methods to service medium density communities
- What is the value of providing new bus lines vs. really good incentive for buying EV or efficient vehicle?
- Transit fleet should switch to more carbon efficient fuels

## 2. WALKING AND BIKING

### Group 1

- Includes access for disability community
- Integrate bi-state regional trail plan with transit
- Prioritize separated facilities

### Group 2

- Idea that people can walk and bike at all times is lower because of our work patterns.
- Don’t just focus on commute
- However in the Portland region we have a network that supports this
- Better options for last mile
- Need mixed use communities, especially for seniors
- Personal safety
- Place to walk or sit, benches and signs.

### Group 3

- Need equitable distribution of projects, not just downtown
- Complement roads – complete streets

- Create hubs – intermodal (complementary modes) but also make it easy to travel by one mode
- Short trips are “real” too
- We need more money (dedicated and stable)
- Need funding to do more than just maintenance – need to also enhance/do capital projects

### 3. ROADS

#### Group 1

- Turn lanes help keep main roads moving (e.g., right and left turn lanes)
- Transit/park and ride options for commuters from outside of region
- Keep environment/natural features in mind when increasing connectivity (greenstreet guidelines)
- Analyze capacity of roads
- Prioritize roads that provide access to transit

#### Group 2

- Strategically think about what we have and judge more what we need.
- Can builders put funds into a pot for strategic road development/sidewalk development rather than focusing on half street improvements that don’t make real impacts?
- Prioritize walkers and bikers in street maintenance projects
- Be sensitive to transit from walking and biking needs in different areas
- Congestion pricing – need to see examples where it has worked
- Gas tax not sustainable funding mechanism – alternatives needed
- Assuming need to maintain same/existing road network. Maybe not, maybe not such a financial crisis.

#### Group 3

- Must be complete streets. Pedestrians belong on every street, whereas bikes might have other options. A closed street is a big deal for pedestrians. But separate modes when it would result in efficiency.
- Incremental cost of making a street complete is low – but benefit is high.
- Need road investments in East Portland
- Make better roads tailored to the right use (is it a freight road? local road?)
- Congestion is bad for freight. Best GHG reduction comes from a full truck driving without traffic
- Congestion tolling

### 4. SMART ROADS

#### Group 1

- Bus jump lanes to improve on-time performance
- Do this first before widening roads
- Do non-structural strategies before structure changes

#### Group 2

- Use technology to help people avoid sitting in traffic
- Bad idling
- How to handle incident congestion better
- Adding info about real time ambient air quality on freeways

#### Group 3

- Drivers need to get the info about delays before they begin their trip
- Need real-time info
- Freight trucks always check cost and conditions before the trip. How do we get SOVs to do the same?
- Use technology to improve reliability
- Need increase in TSMO funding

- Need more ways to allow people to price their different travel options
- Apps should show true cost of driving (gas, insurance, etc.)

## 5. PARKING

### Group 1

- Money from parking goes to local TMA, community benefits
- Improve access by other modes
- Consider user fee at park and ride lots (will it reduce transit ridership?)
- Downtown parking fees too low (cheaper than the bus?)

### Group 2

- If parking matters – pay for it.
- Employer-provided free parking
- Parking cash out
- Working with lenders in local government to limit parking – needs to be region specific
- Shared parking
- Parking must be accessible to transit for aging and folks with disabilities specifically
- For folks moving between regions simplifying
- How segregating – designating parking
- Gentrification can mean low-income folks in far away areas pay the cost of parking as a burden
- Smart parking systems.

### Group 3

- There are economic and health benefits of paid parking
- Have to do the assessment before implementing the strategy so it is tailored.
- Anything beyond expectation of free parking is step in the right direction
- Concentrate on downtown Portland as the place to experiment. Use different approach for commuters vs. customers, etc.
- Must include electronic information about parking.
- If charging for parking, need to provide alternatives to car travel.

## 6. MARKETING & INFORMATION

### Group 1

- Hard to get people's attention – and costly
- Current efforts focused on commuters → expand focus to other communities and trips
- Changing demographics (e.g. aging, diverse communities, language, etc)
- Coordinate with other transportation investments (e.g. transit)
- Educate about the resources (e.g. mobile apps)
- Develop material/channels on platforms people use
- Combine with employer transit marketing → invest in transit programs
- Depends on transit service

### Group 2

- Let's not oversell walking and biking
- Tax advantage plans need to be marketed through employers
- Remove perverse tax incentives that give more to folks who drive than those who don't
- In areas where public adoption worked, ask what worked and see if we can we mimic some of those things.
- Focus on providing more affordable options and not just reducing greenhouse gas emissions

- Find different audiences for workplace campaigns – don't just focus on white collar workers
- Selling program based on co-benefits

Group 3

- Work trips are 30% of trips – so need to focus beyond workplace campaigns
- Tailor campaigns (translation, appropriate messenger, etc.)
- Think about the crossover between this strategy and technology/smarter roads
- Leverage electronic materials. Make info and incentives available at point of purchase (i.e. when a traveler is making the choice to drive, bike or take transit)
- Target marketing to employees that actually CAN switch to transit

# Appendix 3: Key Themes from Stakeholder Interviews about Implementation

In early 2014, Metro and JLA Public Involvement conducted 33 stakeholder interviews with elected officials and community leaders that represent a broad range of interests, including business, the environment, equity, and public health.

Many interviewees made comments about implementation or had concerns about how the investments and actions would play out on the ground. In addition, equity stakeholders were specifically asked questions about implementation.

Overall, the main implementation issues identified by interest area include:

- **Business:** Concern about how the investments and actions may impact the economy and competitiveness. The project should not impede economic development priorities, nor should it penalize industries that by their nature have limitations in what they can do to reduce greenhouse gas emissions.
- **Elected Officials:** There is a need for local control and flexibility in implementation. There cannot be a one-size-fits-all solution.
- **Equity/EJ and Public Health:**
  - Questions about the economic and health impact on vulnerable populations of each of the investments and actions. All actions should be studied to determine their economic and health impact on low-income communities, and to see how benefits and burdens are distributed to different communities in the region.
  - Questions about implementing actions so as to avoid gentrification/displacement of low-income populations. There is a need to ensure affordable housing near jobs, downtown and transit.
  - How do you put in place funding mechanisms that don't disproportionately impact low-income communities? Any regressive fee or structure will negatively impact low-income folks.
  - Need to apply an equity lens. This lens should ask which communities/demographics are getting improvements first. Projects should be distributed equitably—not just downtown.

## 1) IMPLEMENTATION ISSUES – by investment area

Some of the investment areas have particular implementation issues. These are the main implementation issues that stakeholders brought up:

- **Implementing local zoning, comprehensive and transportation plans**
  - Elected officials said:
    - Local jurisdictions must maintain control over how to implement local plans and how to site new services and businesses within their boundaries.
    - Need to provide a variety of housing and development options.
    - Transportation and land use plans often do not consider how each community fits within regional context. May need to reevaluate plans to see how they work with one another across jurisdictional boundaries.
    - How do you deal with the growing community pushback against density, particularly lack of parking when dense housing comes in?

- Equity concerns:
  - Creating denser communities may lead to higher housing costs and gentrification, displacing low-income communities.
  - May need to reassess local plans that did not originally consider health impacts and affordable housing.
- **Managing the UGB**
  - How do we both keep a tight UGB to encourage dense development, and also provide enough industrial and employment land as well as provide desired spacious suburban and rural housing options?
- **Transit**
  - Need to balance investments that serve different riders:
    - Need more bus lines or Bus Rapid Transit to serve low-income communities living in outer parts of the region.
    - Make investments that make transit more appealing to commuters (more high capacity transit or bus rapid transit, and faster and frequent service).
    - Suburban communities that are not well served by TriMet's hub and spoke model.
    - Transit dependent riders need good service too, even if they do not live in the highest potential ridership areas.
  - Need to avoid gentrification that often follows high capacity transit.
- **Parking management**
  - Need to avoid harming the economy and retail business. If parking cost increases are planned, impacted businesses must be part of that conversation.
  - Need to do an assessment of parking management needs for each community, so that the strategy is tailored to that community.
- **Funding mechanisms**
  - Regressive fees may disproportionately impact low-income residents. One suggested solution is to charge fee in proportion to income, or have an exemption for low-income residents.
  - There is concern about how the increased cost of driving might affect manufacturers and haulers and the competitiveness of the market in Oregon.

## **2) POTENTIAL SOLUTIONS**

Environmental justice, equity and public health leaders provided some potential solutions to implementation challenges, including:

- To avoid displacing vulnerable populations as housing costs rise:
  - Community Benefit Agreements
  - Community self-sufficiency strategies
  - Inclusionary zoning
  - Urban renewal districts provide the opportunity to increase the amount of affordable housing by requiring a certain percentage set-aside for affordable housing.
  - Tax abatements for developers that build affordable housing units into Transit Oriented Development communities.
  - A requirement within the region that each jurisdiction contain a certain percentage of all housing types, including condos, apartments, single family homes, affordable housing, etc.

- Suggest changes in housing development requirements to help increase transit service. For example, new housing developments might be required to locate near bus service. Employers might also provide subsidies for commuters.
- Policy guarantees may ensure that strategies are implemented in an equitable way. Examples:
  - Community Benefit Agreement
  - Health Impact Assessment
- Local comprehensive plans and transportation projects should have more stakeholders engaged than typical. This will ensure that equity is considered at the project level. For example, advisory committees for transit projects should include more community representation.

### **3) COMMUNITY ENGAGEMENT**

#### **How should communities and organizations continue to be engaged throughout implementation?**

Equity and Environmental Justice leaders provided the following suggestions for community engagement:

- *Generally, these leaders said there is a need for Metro to engage low-income communities and communities of color in a meaningful and collaborative way, which means engaging them early, helping to build capacity so that they can participate fully, and keeping them engaged throughout the entire process. The project messaging also needs to be written in a way that is relevant to the daily lives of these communities.*
- Messaging about Metro projects is often full of jargon and not made relevant to all people. Messaging must be put in a context that low-income communities and communities of color understand. How will the project affect their daily lives? How does the project relate to affordable housing, poverty, gentrification, and things that they care about?
  - From elected officials and business representatives: The project needs to be made relevant to individuals and their own priorities. The message should focus less on climate change benefits, and instead on how the project will create better communities for people. Need to personalize the project to make people willing to pay, and explain what their money will buy.
  - Go beyond calling this the CSC Scenarios project. Emphasize that the project is about building great communities.
- Non-profit organizations need capacity-building to effectively participate in or understand complex Metro projects. Organizations may not have a traditional environmental focus or expertise in climate change issues.
- Need for financial resources to be able to participate. Equity and public health nonprofit organizations are underfunded and understaffed. Find ways to compensate non-profit organizations for their involvement in projects like the CSC Scenarios project
- Project timelines need to have sufficient time and flexibility to engage communities.
- Some of the stakeholders interviewed want to be engaged in Metro's work holistically, not on a project-by-project basis or piecemeal approach. They feel they are only being asked for their input whenever it is convenient for Metro. They are more interested in focusing on equity strategy development and policies and practices within Metro, rather than working on specific projects.
- With the equity community, there will always be the question of implementation. It is difficult to prioritize the investments and actions without knowing what they will look like on the ground.
- Have different interests in the same room so they can hear one another. Having people from the same interest group talk amongst themselves just maintains silo thinking.
- In presentations and meetings, there needs to be the right presenter and messenger, with the message tailored to the priorities of that group. This applies both when presenting before equity and public health groups and business groups. It is best when the audience is familiar with and has a relationship with the messenger.



## 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.

Stay in touch with news, stories and things to do.

**[www.oregonmetro.gov/connect](http://www.oregonmetro.gov/connect)**

### **Metro Council President**

Tom Hughes

### **Metro Councilors**

Shirley Craddick, District 1

Carlotta Collette, District 2

Craig Dirksen, District 3

Kathryn Harrington, District 4

Sam Chase, District 5

Bob Stacey, District 6

### **Auditor**

Suzanne Flynn

Visit the project website for more information about the climate Smart Communities Scenarios Project at [www.oregonmetro.gov/climatescenarios](http://www.oregonmetro.gov/climatescenarios)

The preparation of this report was partially financed by the Oregon Department of Transportation and U.S. Department of Transportation. The contents of this report do not necessarily reflect the views or policies of the State of Oregon or U.S. Department of Transportation.



**PREPARED FOR:**

**METRO**

**Climate Smart Communities**

**March 2014**

**PREPARED BY:**

**DHM RESEARCH**

**(503) 220-0575 • 239 NW 13<sup>th</sup> Ave., #205, Portland, OR 97209 •**

**[www.dhmresearch.com](http://www.dhmresearch.com)**

## 1 | INTRODUCTION & METHODOLOGY

Between March 20 and March 23, 2014, Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of Tri-County residents about reducing vehicle emissions. The objective of the survey was to assess general opinions and preferences for specific goals to reduce vehicle emissions in the region.

Research Methodology: The telephone survey consisted of 600 Portland Metropolitan region residents, 200 each in Multnomah, Clackamas, and Washington counties, and took **approximately 14 minutes to administer. This is a sufficient sample size to assess residents' opinions generally and to review findings by multiple subgroups, including age, gender, and geographic area of the region.** In reporting for the full region, statistical weighting techniques were used to represent each county **based on that county's population** distribution across the region. For instance, Multnomah County is given the largest weight since it has the most number of residents.

Residents were contacted through Random Digit Dialing (RDD), targeted, and wireless (cell phone) sample. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by age and gender within county based on the total population of residents ages 18 and older for a representative sample.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

For a sample size of 600, the margin of error would fall within +/-2.4% and +/-4.0% at the 95% confidence level. The reason for the difference lies in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able--on a statistical basis--to approximate the larger population.

DHM Research Background: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy making. [www.dhmresearch.com](http://www.dhmresearch.com)

## 2 | EXECUTIVE SUMMARY

### **Over 90% of residents rate the quality of life in the Portland Metropolitan region as good or very good.**

- 94% rate the quality of life in the region as “very good” (34%) or “good” (60%).
- Residents mention the quality of education (10%), jobs and unemployment (10%), and funding for education (9%) as the biggest issues to improve quality of in the region.
- No issue is mentioned by more than 10%, except when combining issues related to education concerns. Jobs and the economy, which has been a large concern over the past few years, seem to be less of a concern today. This may be one indicator that residents in the Portland region feel better about their own situations. Other DHM Research studies in the past year show residents in Portland give much higher ratings for general direction of the city/state than the rest of Oregon.

### **There is greater concern in the region for transportation generally than there is for greenhouse gas or air pollution.**

- 42% rate transportation as a concerning issue.
- 32% are concerned about greenhouse gas in the atmosphere and 27% are concerned about air pollution.

### **A majority of residents feel the goal to reduce vehicle emissions is a step in the right direction. However, some worry it may take away from other priorities for important public services.**

- 66% feel that the goal to reduce greenhouse gas emissions is a step in the right direction and that more can be done to reduce emissions in the region.
  - Democrats (77%) are more likely than both Republicans (51%) and Independents (60%) to feel this is a step in the right direction.
- 31% feel that the goal may take us away from other priorities and that we are spending too much time and effort on reducing emissions in the region.
  - Republicans (46%) and Independents (37%) are more likely than Democrats (20%) to feel this may take away from other priorities.

### **Similar to transportation improvements, residents want a balanced approach to reducing vehicle emissions. Both road maintenance and public transit are top priorities.**

- In regards to reducing vehicle emissions, 29% feel expanding public transit and making it more frequent, convenient, accessible, and affordable would have the greatest impact on making the region a great place to live for themselves or their family.
- 22% feel using technology to improve vehicle flow and safety and 18% feel widening roads and building new connections would have the greatest impact.
- Other goals have lower ratings:
  - Providing incentives and information to encourage carpooling, walking, bicycling, and public transit (13%).
  - Connecting more places with sidewalks, walking, and bicycle paths (11%).
  - Managing parking in high demand areas (4%).

- Residents give similar priorities for roads and public transportation when asked to allocate \$100 of existing funds across 4 transportation strategies:
  - 36% of the overall budget is allocated to roads and highways including maintenance, new connections, and technology to improve vehicle flow and safety.
  - 28% goes to public transportation including making transit more frequent, convenient, accessible and affordable.

**Expanding public transit, maintaining roads, and using technology to improve vehicle flow and safety are all preferred over widening roads and building new connections.**

- When asked to choose between two different strategies, residents show clear preference among these strategies:
  - Expand public transit and make it more frequent, convenient, accessible, and affordable (62%) over widen roads and build new connections (35%)
  - Maintain and keep our current roads in good condition (60%) over widen roads and build new connections (38%).
  - Use technology to improve vehicle flow and safety (57%) over widen roads and build new connections (38%).
  - Expand public transit and make it more frequent, convenient, accessible, and affordable (58%) over connect more places with sidewalks, walking, and bicycle paths (37%).
- Residents are generally split between:
  - Technology to improve vehicle flow and safety (51%) and incentives and information to encourage carpooling, walking, bicycling, and public transit (45%).

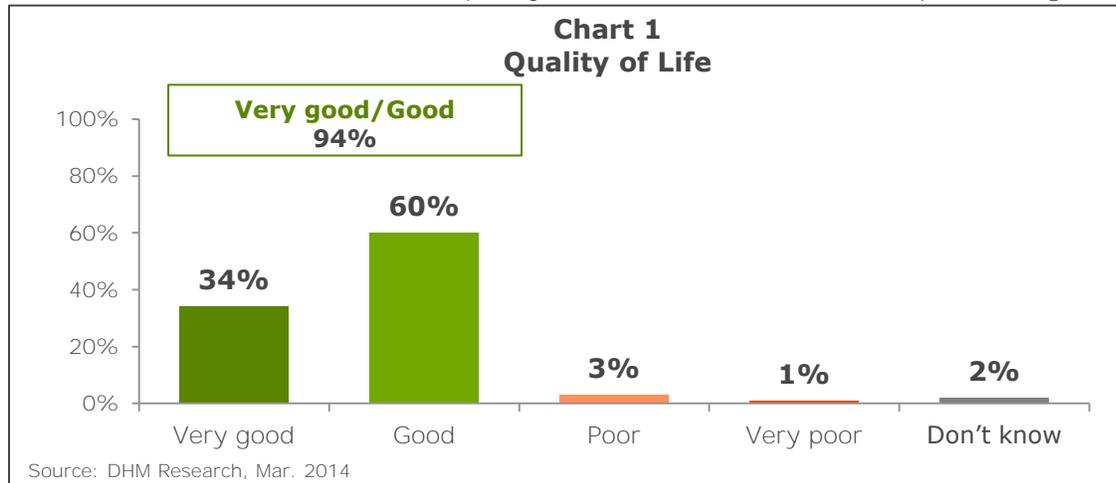
**Residents are most willing to pay additional taxes or fees to fund road maintenance and expand public transit.**

- 42% are “very willing” to pay more in taxes or fees to maintain and keep our current transportation system in good condition (83% very/somewhat willing).
- 35% are “very willing” to pay more in taxes or fees to expand public transit and make it more frequent, convenient, accessible and affordable (72% very/somewhat willing).
- Overall, a majority of residents are willing (very/somewhat) to pay more for all other goals, however, they are less likely to be “very willing” to pay for:
  - Technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals (25% very willing)
  - Connect more places with sidewalks, walking, and bicycle paths (24%)
  - Widen roads and build new connections to improve vehicle flow and safety (23%)
  - Provide incentives and information to encourage carpooling, walking, bicycling, and public transit (19%)
- It’s worth noting that residents make a clear distinction between existing transportation systems and new systems – this goes for roads and public transportation alike. Maintenance is often given a higher priority over anything new.

### 3 | KEY FINDINGS

#### 3.1 | GENERAL MOOD AND PRIORITIES

Residents were asked to rate the quality of life in the Portland Metropolitan region (Q1).



Almost all (94%) felt that the quality of life in the Portland Metropolitan region was “very good” (34%) or “good” (60%). Overall, only 4% rated the quality of life as “poor” or “very poor.”

Demographic Differences: All demographic subgroups rated the quality of life in the region as “good” or “very good” (91% - 97%). However, those in Washington County (41%) were more likely than residents of Clackamas (31%) and Multnomah (30%) counties to rate the quality of life as “very good.” Residents age 35 and older (37%) and Democrats (44%) were also more likely than those younger (26%) and Republicans and Independents (29%) to feel the quality of life in the region was “very good.”

Residents were asked, unprompted, to identify the two most important things they would like their local government officials to do that would improve the quality of life in the region (Q2).

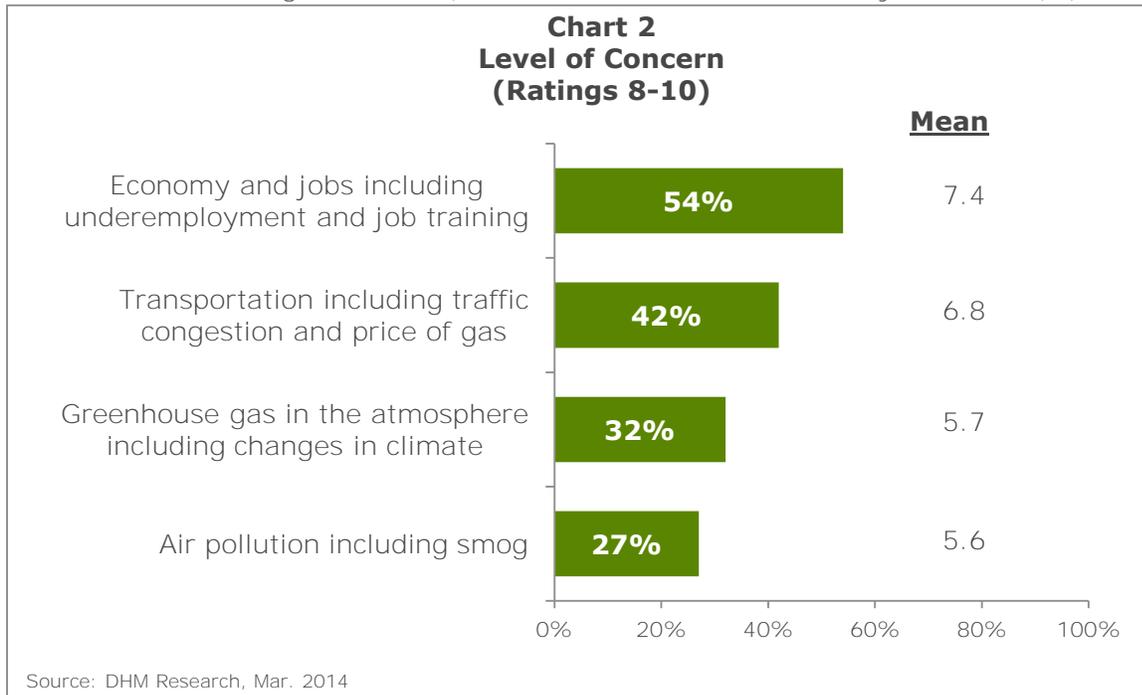
**Table 1**  
**Most Important Issues**

Response Category	N=600
Education quality	10%
Jobs/unemployment	10%
Funding for education	9%
Road maintenance	9%
Less taxes	8%
Help the poor/homeless	7%
Improve transit	7%
Eliminate wasteful spending	5%
Environmental improvement	4%
All other responses	3% or less
None/nothing	6%
Don't know	14%

Source: DHM Research, Mar. 2014

Most important issues mentioned in the region were the quality of education (10%), jobs and unemployment (10%), and funding for education (9%). Issues related to **Metro’s goal** to reduce vehicle emissions included road maintenance (9%), improving transit (7%), and environmental improvement (4%).

Residents were read a list of issues facing the region and were asked to rate their level of concern on a 0 through 10 scale (0=not at all concerned; 10=very concerned) (Q3-Q6).



Concern was greatest for the economy and jobs (54%, 8-10 rating) and transportation issues, including congestion and the price of gas (42%). Less concern was shown for greenhouse gas in the atmosphere (32%) and air pollution (27%), both of which received similar ratings.

Demographic Differences: Subgroup differences were seen in level of concern for each of these issues. The following subgroup differences are between those that rated each issue at the top end of the scale (ratings of 8-10).

**Economy and jobs**

Residents of Multnomah County (59%) were more likely than those from Washington County (47%) to rate this at the top end of the scale. Residents ages 35-54 (59%) were also more likely than those ages 18-34 (48%) to rate this highly.

**Transportation**

Residents ages 35 and older (46%) were more likely than younger residents (33%) to be concerned with transportation issues in the region.

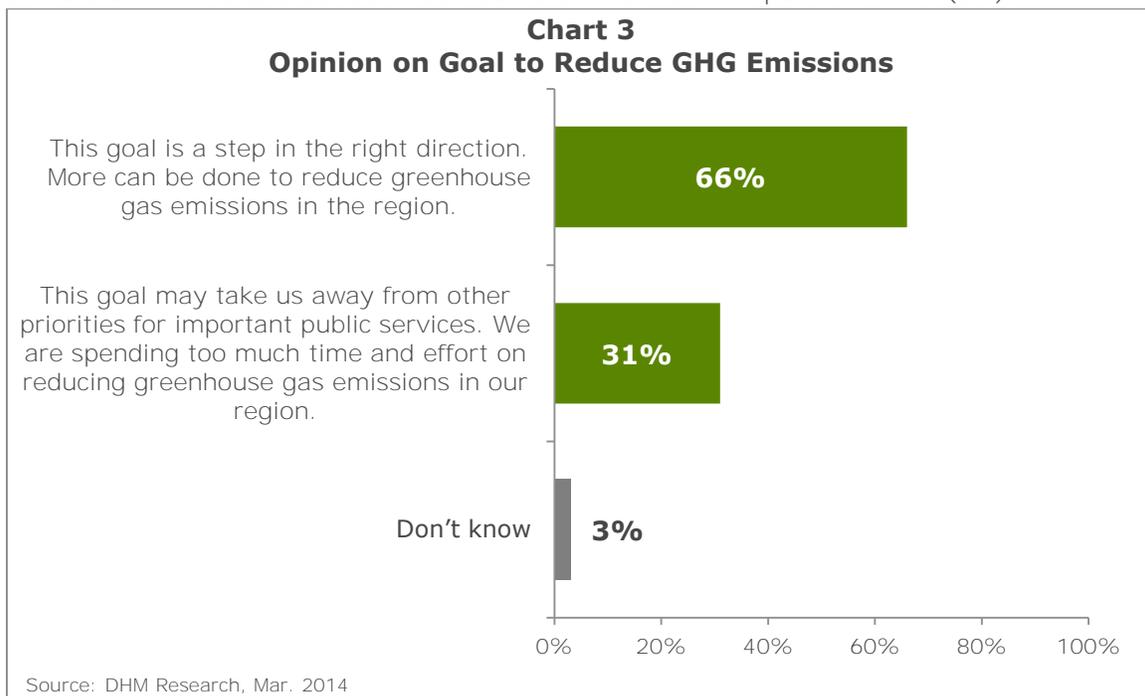
## Greenhouse gas in the atmosphere

Residents age 35 and older (37%) were more likely than younger residents (22%) to be concerned with greenhouse gas in the atmosphere. Democrats (45%) were also more likely than both Republicans (10%) and Independents (27%) to find this issue concerning.

## Air pollution

Similar to greenhouse gas in the atmosphere, Democrats (33%) were more likely than both Republicans (12%) and Independents (24%) to find this issue concerning.

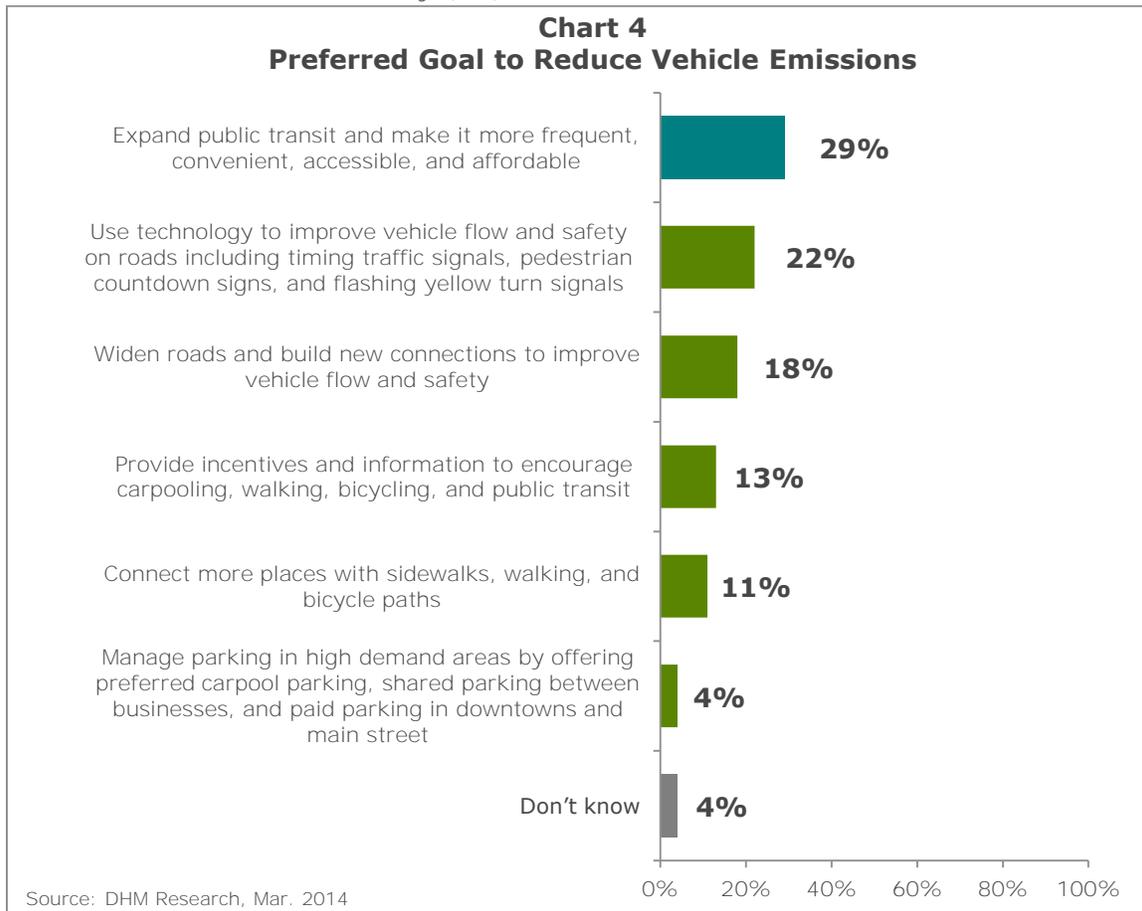
Residents were read a statement explaining Oregon’s goal to reduce greenhouse gas emissions and the mandate on Metro to reduce vehicle emissions by 2035. They were then read two statements and asked which came closest to their point of view (Q7).



Two-thirds (66%) felt that the goal to reduce vehicle emissions was a step in the right direction. Three in ten (31%) felt that this goal may take use away from other priorities for important public services.

Demographic Differences: A majority of all demographic subgroups felt this goal was a step in the right direction; however, Democrats (77%) were more likely than both Republicans (51%) and Independents (60%) to feel the goal was a step in the right direction. Conversely, Republicans (46%) and Independents (37%) were more likely than Democrats (20%) to feel the goal may take away from other priorities.

Residents were read six specific strategies to help reduce vehicle emissions and were asked which one they believed would have the most impact on making the region a great place to live for themselves and their family (Q8).



The most preferred goal for reducing vehicle emissions was expanding public transit and making it more frequent, convenient, accessible, and affordable (29%). This was followed by using technology to improve vehicle flow and safety (22%) and widening roads and building new connections (18%). Less preferred options included providing incentives and information (13%), connecting more places with sidewalks, walking, and bicycle paths (11%), and managing parking in high demand areas (4%).

Demographic Differences: Residents from Multnomah County (35%) were more likely than those from Clackamas County (23%) to prefer **expanding public transit**. Democrats (39%) were also more likely than Republicans (14%) and Independents (26%) to prefer this strategy.

Republicans (30%) were more likely than Democrats (19%) to prefer **using technology to improve vehicle flow and safety**.

Residents from Clackamas County were more likely than those from Multnomah County (14%) to prefer **widening roads and building new connections**. Republicans (32%)

were more likely than Democrats (12%) and Independents (19%) to prefer this strategy as well.

Notably, residents who felt the goals to reduce vehicle emissions are a step in the right direction (33%) were most likely to prefer expanding public transit, while those who felt it may take away from other priorities were most likely to prefer widening roads and building new connections (28%).

Residents were then asked why they felt that way (Q9).

**Table 2**  
**Reason to Support Goal**

<b>Expand public transit...</b>	<b>N=176</b>
Public transit is important	23%
Make public transportation accessible	13%
We need cheaper transportation options	12%
Reduce traffic congestion	8%
Less cars on the road	7%
All other responses	6% or less
Nothing/none	1%
<b>Don't know</b>	1%

Source: DHM Research, Mar. 2014

The top reason residents believed that expanding public transit and making it more frequent, convenient, accessible, and affordable would have the largest impact on making the region a great place to live for them and their family was the general importance of transit service (23%). Other reasons included the need to make transit more accessible (13%) and the need for cheaper transportation options in the region (12%).

**Table 3**  
**Reason to Support Goal**

<b>Use technology to improve...</b>	<b>N=131</b>
Reduce traffic congestion	19%
We need better traffic signals	17%
Technology will help	11%
Best solution-general	6%
Safety is important	6%
All other responses	5% or less
Nothing/none	2%
<b>Don't know</b>	2%

Source: DHM Research, Mar. 2014

The top reason residents believed that using technology to improve vehicle flow and safety on roads would have the largest impact on making the region a great place to live for them and their family was the desire to reduce traffic congestion (19%) and the need for improved traffic signals (17%).

**Table 4**  
**Reason to Support Goal**

<b>Widen roads/Build new connections...</b>	<b>N=106</b>
Reduce traffic congestion	35%
Expanding of highway/roads	15%
Improve road maintenance	13%
Prefer driving cars	9%
Safety is important	7%
All other responses	4% or less
<b>Don't know</b>	2%

Source: DHM Research, Mar. 2014

The top reason residents believed widening roads and building new connections to improve vehicle flow and safety would have the largest impact on making the region a great place to live for them and their family was the desire to reduce traffic congestion (35%). Other reasons included the need to expand roads and highways (15%) and improve road maintenance (13%).

**Table 5**  
**Reason to Support Goal**

<b>Provide incentives...</b>	<b>N=76</b>
Incentives for carpooling/walking/biking	20%
Reduce traffic congestion	16%
Promote carpooling	13%
All other responses	9% or less
Nothing/none	3%
<b>Don't know</b>	1%

Source: DHM Research, Mar. 2014

The top reason residents believed providing incentives and information to encourage carpooling, walking, bicycling, and public transit would have the largest impact on making the region a great place to live for them and their family was the general idea that incentives would be effective (20%), would reduce traffic congestion (16%), and promote carpooling (13%).

**Table 6**  
**Reason to Support Goal**

<b>Connect more places with sidewalks...</b>	<b>N=64</b>
Favorable towards bicycling/walking	37%
Need more sidewalks	21%
Safety is important	16%
All other responses	5% or less
Nothing/none	5%

Source: DHM Research, Mar. 2014

The top reason residents believed connecting more places with sidewalks, walking, and bicycle paths would have the largest impact on making the region a great place to live for them and their family was that they were generally in favor of these modes as of transportation (37%). Other reasons included the need for more sidewalks (21%) and the importance of making these modes of transportation safe (16%).

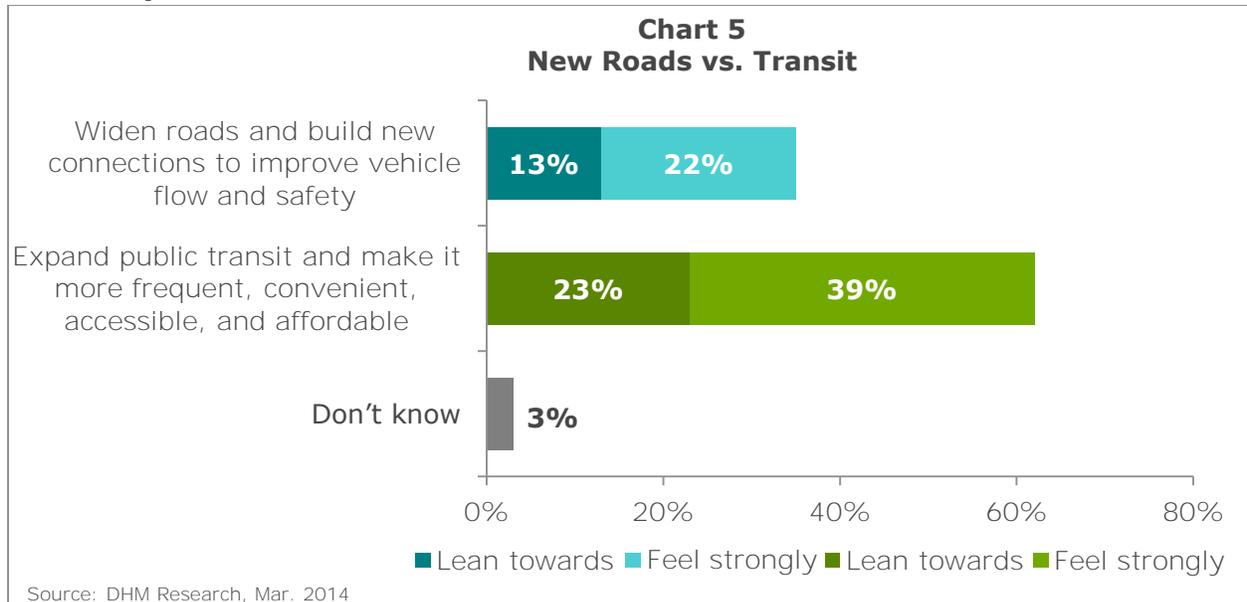
**Table 7**  
**Reason to Support Goal**

Manage parking in high demand areas...	N=21
Access to parking	37%
All other responses	9% or less
Don't know	0%

Source: DHM Research, Mar. 2014

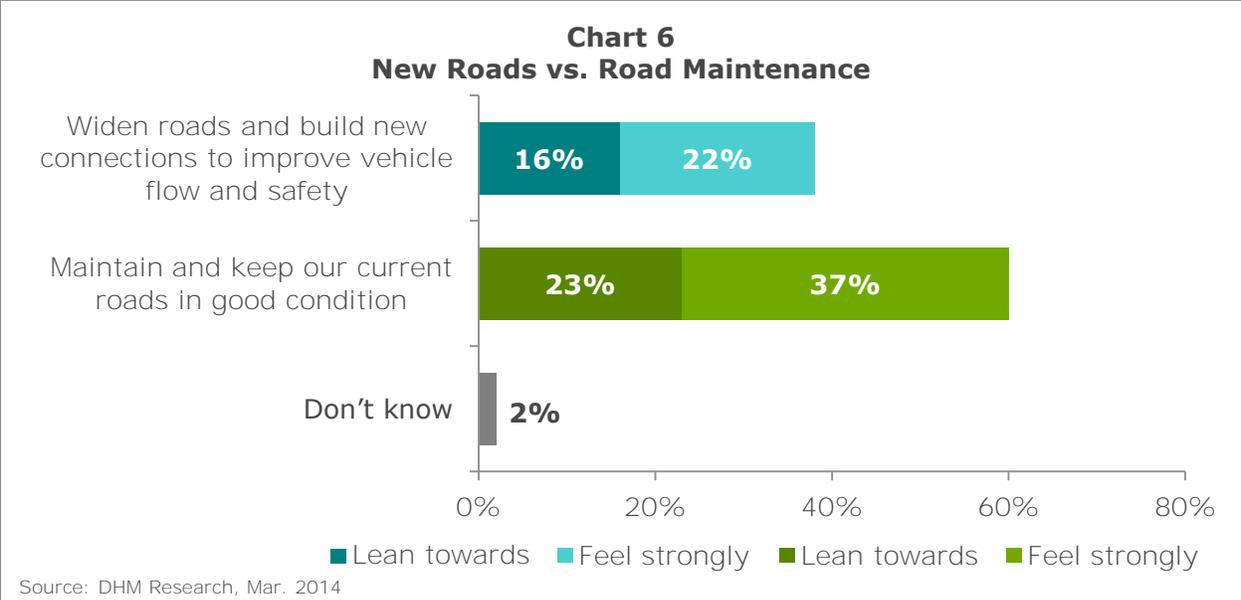
Few residents chose managed parking as their preferred goal. The main reason residents chose this goal was because they believed it would increase access to parking (37%).

Residents were told that in the Portland Metropolitan region, transportation is responsible for about 25% of the greenhouse gas emissions. They were then read several pairs of goals and asked which they felt would make the region a better place to live for themselves or their family (Q10-Q14).



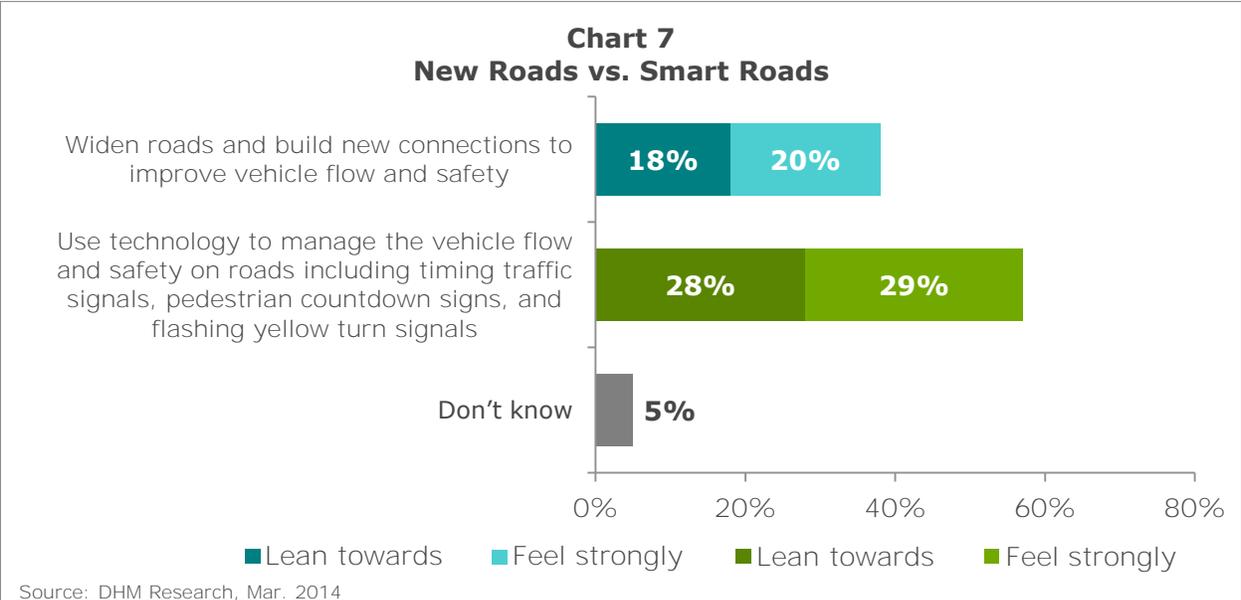
When asked their preference between widening roads and building new connections to improve vehicle flow and safety (35%) and expanding public transit and making it more frequent, convenient, accessible, and affordable (62%), residents leaned towards public transit.

Demographic Differences: A majority of all demographic subgroups preferred public transit over widening roads with the exception of Republicans. Democrats (72%) were more likely than Republicans (40%) and Independents (60%) to prefer **expanding public transit**. Conversely, Republicans (58%) were more likely than both Democrats (26%) and Independents (36%) to prefer **widening roads and building new connections**.



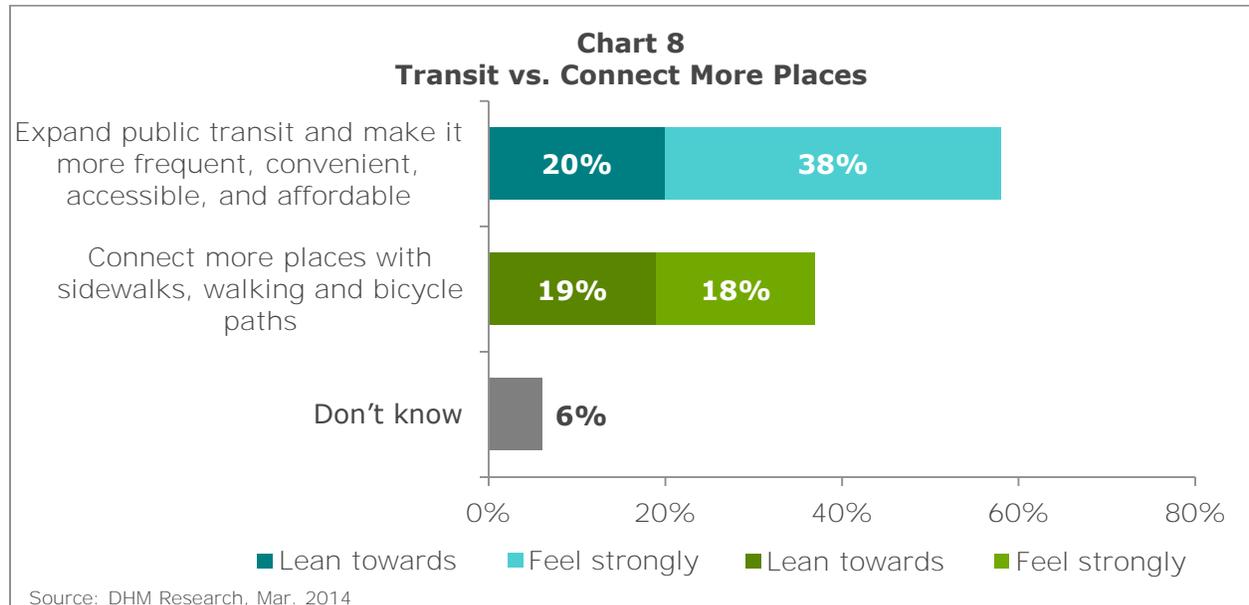
When asked their preference between widening roads and building new connections to improve vehicle flow and safety (38%) and maintaining our current roads (60%), residents leaned towards maintenance.

Demographic Differences: Though a majority of all demographic subgroups preferred maintaining our current roads and keeping them in good condition, residents from Multnomah County (66%) were more likely than those from Clackamas (58%) and Washington (52%) counties to **prefer maintenance**. Conversely, residents from Clackamas (41%) and Washington (44%) counties were more likely than those from Multnomah County (31%) to **prefer widening roads and building new connections**.



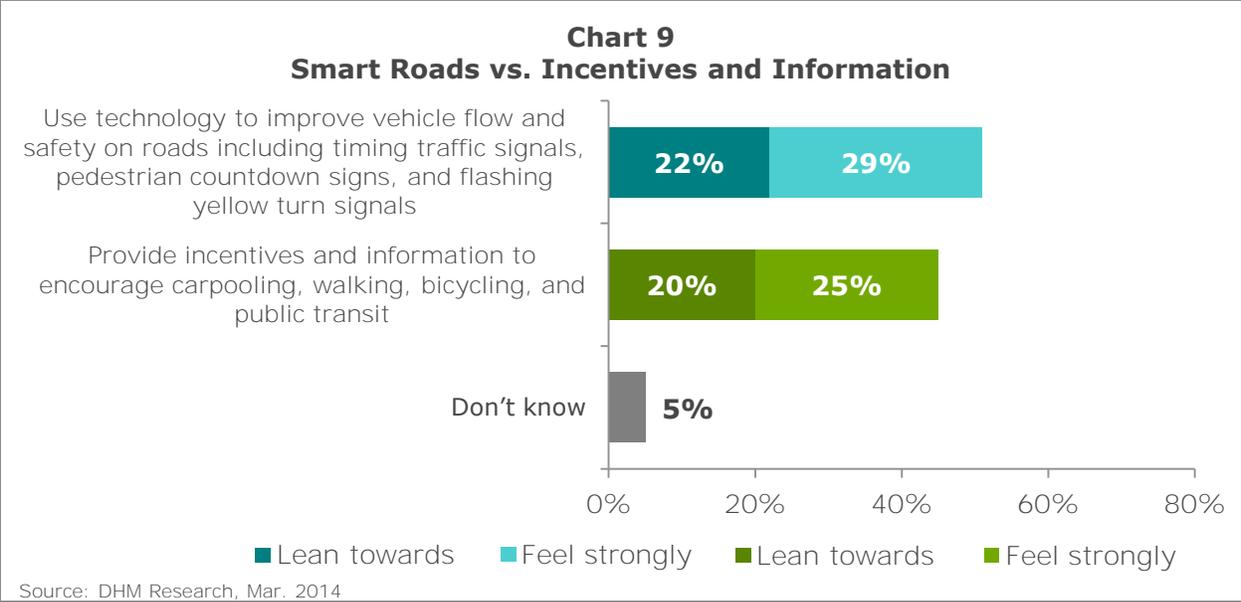
When asked their preference between widening roads and building new connections to improve vehicle flow and safety (38%) and using technology to improve vehicle flow and safety (57%), residents leaned towards technology.

Demographic Differences: Though a majority of all demographic subgroups preferred using technology to improve vehicle flow and safety, Democrats (66%) were more likely than Republicans (54%) and Independents (49%) to **prefer technology**. Conversely, Republicans (45%) and Independents (46%) were more likely than Democrats (29%) to **prefer widening roads and building new connections**.



When asked their preference between expanding public transit and making it more frequent, convenient, accessible and affordable (58%) and connecting more places with sidewalks, walking, and bicycle paths (37%), residents leaned towards transit expansion.

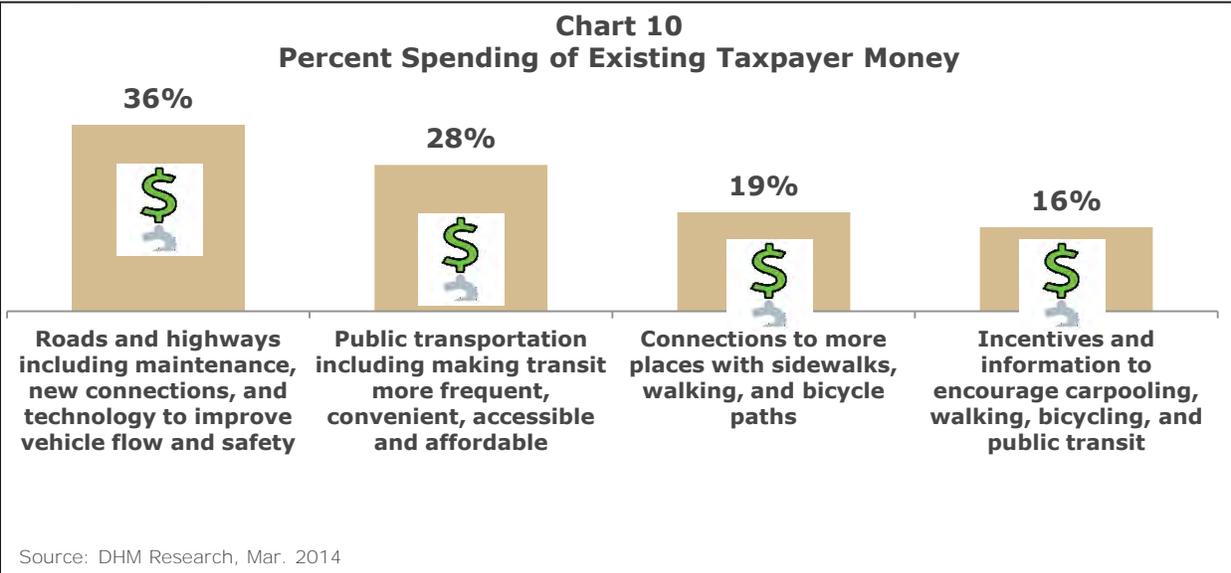
Demographic Differences: A majority of all demographic subgroups preferred expanding public transit. However, Democrats (62%) and Independents (60%) were more likely than Republicans (45%) to **prefer expanding public transit**. Conversely, Republicans (48%) were more likely than both Democrats (33%) and Independents (35%) to prefer **sidewalks, walking, and bicycle paths**.



When asked their preference between using technology to improve vehicle flow and safety (51%) and providing incentives and information to encourage carpooling, walking, bicycling, and public transit (45%), residents leaned slightly towards technology.

Demographic Differences: Residents age 55 and older (58%) were more likely than those ages 18-34 (42%) to **prefer technology**. Men (55%) and Republicans (66%) were also more likely than women (46%) and Democrats (48%) and Independents (49%) to prefer technology. Conversely, residents ages 18-34 (55%) and Democrats (47%) and Independents (46%) were more likely than those older (35-54: 44%; 55+: 35%) and Republicans (31%) to **prefer incentives and information**.

Residents were asked to build a budget based on how they would like to see existing taxpayer money spent on four transportation priorities (Q15).



Overall, roads and highways (36%) garnered the most funding among residents followed by public transit (28%). Both connecting more places with sidewalks, walking, and bicycle paths (19%) and incentives and information (16%) were lower priorities.

Demographic Differences: While roads and highways was the top priority across all counties, other demographic differences existed.

**Roads and highways including maintenance, new connections, and technology to improve vehicle flow and safety**

Residents age 55 and older (40%) were more likely than those ages 18-34 (30%) to place higher priority on roads and highways. Republicans (45%) were also more likely than Democrats (32%) and Independents (38%) to make this a priority.

**Public transportation including making transit more frequent, convenient, accessible and affordable**

Residents in Multnomah County (31%) were more likely than those in Washington County (25%) to place higher priority on public transportation. Democrats (31%) and Independents (29%) were also more likely than Republicans (21%) to make this a priority.

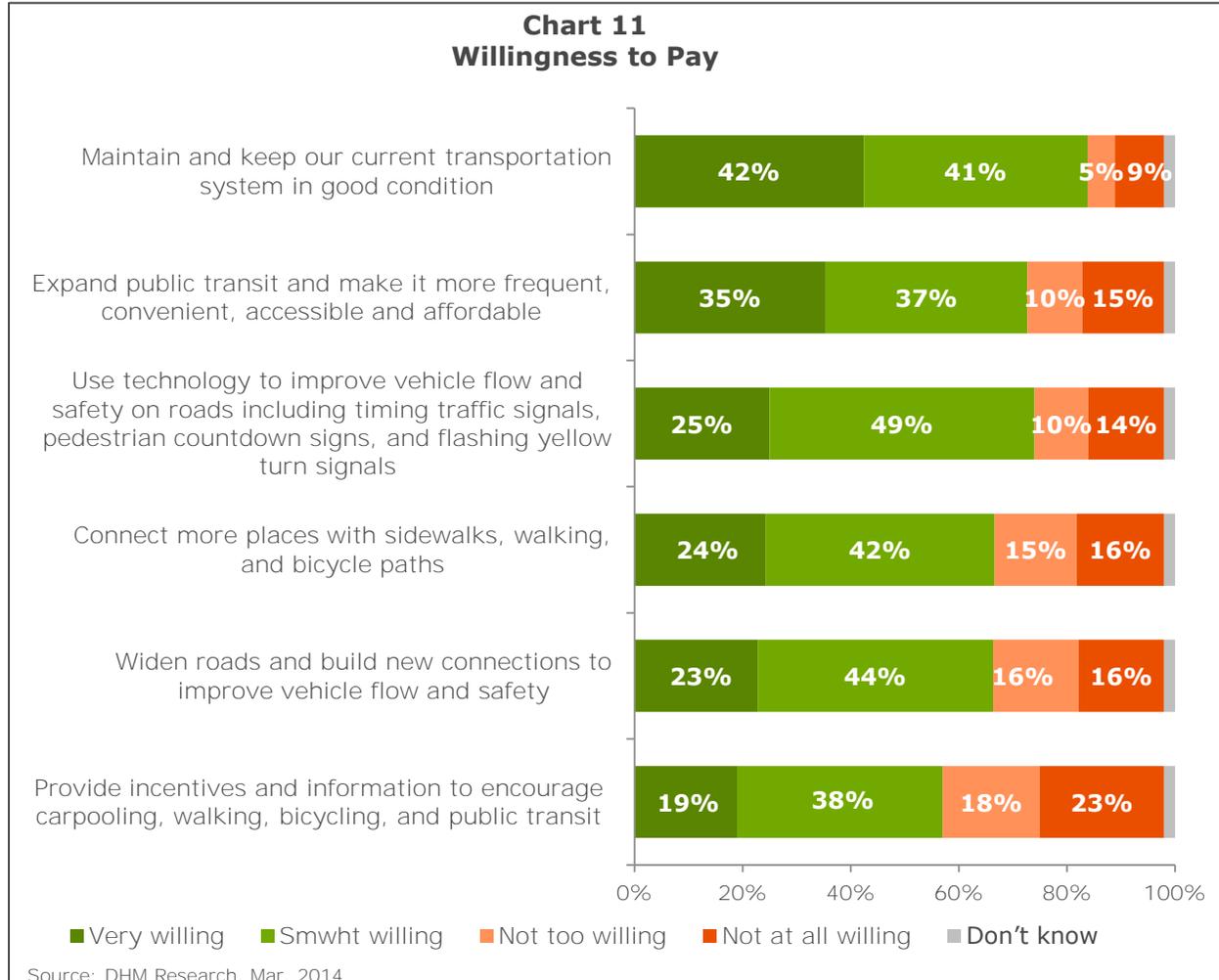
**Connections to more places with sidewalks, walking, and bicycle paths**

Residents ages 18-34 (23%) were more likely than those older (35-54: 18%; 55+: 16%) to prioritize connecting more places. Democrats (20%) were also more likely than Republicans (17%) to make this a priority.

**Incentives and information to encourage carpooling, walking, bicycling, and public transit**

No significant subgroup differences exist in prioritization of incentives and information.

Residents were read a list of transportation goals and were asked to rate how willing they would be to pay more in taxes to fund each (Q16-Q21).



A majority of residents said they would be willing (very/somewhat) to spend more in taxes or fees to support each transportation goal. Four in ten (42%) said they would be “very willing” to pay more to **maintain and keep our current transportation system in good condition** (83% very/somewhat). One-third (35%) of residents said they would be “very willing” to pay more to **expand public transit and make it more frequent, convenient, accessible and affordable** (72% very/somewhat).

Overall, a majority of residents are willing (very/somewhat) to pay more for all other goals, however, they are less likely to be “very willing” to pay more to **use technology to improve vehicle flow and safety on roads** (25%), **connect more places with sidewalks, walking, and bicycle paths** (24%), and **widen roads and build new connections** (23%). **Providing incentives and information** was the transportation goal that residents were least willing to support with additional funds (19% very willing).

Demographic Differences: No significant differences by county exist. In general younger residents, ages 18-34, and Democrats are more likely than their counterparts to say they are willing to pay more in taxes or fees to fund these transportation goals.

## 4 | ANNOTATED QUESTIONNAIRE

**Metro Climate Smart Communities**  
**March 2014; N=600; General Population**  
**Multnomah N=200, Clackamas N=200, Washington N=200**  
**14 minutes (25-30 questions); margin of error +/- 4.0%**  
**DHM Research**

Hi, my name is \_\_\_ and I'm with an opinion research firm in Portland. I'm not selling anything. I'm calling about important issues in the Portland Metropolitan region. The survey will only take 10 minutes and it is completely confidential and anonymous.

### Warm-up & General Issues

1. Overall, do you feel the quality of life in the Portland Metropolitan region is very good, good, poor, or very poor?

Response Category	N=600
Very good	34%
Good	60%
Poor	3%
Very poor	1%
Don't know	2%

2. What are the two most important things you would like your local government officials to do that would improve the quality of life in the region? (**OPEN. Probe for specific issues**)

Response Category	N=600
Education quality	10%
Jobs/unemployment	10%
Funding for education	9%
Road maintenance	9%
Less taxes	8%
Help the poor/homeless	7%
Improve transit	7%
Eliminate wasteful spending	5%
Environmental improvement	4%
All other responses	3% or less
None/nothing	6%
Don't know	14%

I'd like to read a list of issues facing the region. Using a scale of 0 to 10, where 0 means you are not at all concerned, and 10 means that you are very concerned, please rate the following issues. You can use any number between 0 and 10. **[ROTATE]**

Response Category	Mean	Top Box (8-10)	Don't know
3. Economy and jobs including underemployment and job training	7.4	54%	1%
4. Transportation including traffic congestion and price of gas	6.8	42%	0%
5. Greenhouse gas in the atmosphere including changes in climate	5.7	32%	1%
6. Air pollution including smog	5.6	27%	0%

### Goal to Reduce Tailpipe Emissions

Oregon has set a goal to reduce its greenhouse gas emissions from all sources over the next 35 years. To help meet this goal, the Oregon Legislature required our regional government to develop and implement a plan to reduce vehicle emissions from cars and small trucks by 2035, or over the next 20 years. Some ideas to reduce emissions from cars and small trucks include more connected sidewalks, bicycle paths, and public transit to provide more options for people to get around. Other ideas include timed traffic signals, flashing yellow turn signals, and widening roads to help with vehicle flow. The state has been working on cleaner fuels and more fuel-efficient vehicles with other states and the Federal government, which will also help.

7. I'd like to read two statements about reducing greenhouse gas emissions. Please tell me which ONE of the following comes closer to your point of view?

Response Category	N=600
This goal is a step in the right direction. More can be done to reduce greenhouse gas emissions in the region.	66%
This goal may take us away from other priorities for important public services. We are spending too much time and effort on reducing greenhouse gas emissions in our region.	31%
Don't know	3%

## Specific Strategies

8. I'd like to read some goals to help reduce vehicle emissions. Please tell me which ONE goal you believe would have the most impact on making the region a great place to live for you and your family? **[ROTATE]**

Response Category	N=600
a. Widen roads and build new connections to improve vehicle flow and safety	18%
b. Expand public transit and make it more frequent, convenient, accessible, and affordable	29%
c. Connect more places with sidewalks, walking, and bicycle paths	11%
d. Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	22%
e. Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	13%
f. Manage parking in high demand areas by offering preferred carpool parking, shared parking between businesses, and paid parking in downtowns and main street	4%
Don't know	4%

9. (SKIP IF Q8=g )And why do you feel that way? **(OPEN, Probe for specifics)**

A. Widen roads/Build new connections...	N=106
Reduce traffic congestion	35%
Expanding of highway/roads	15%
Improve road maintenance	13%
Prefer driving cars	9%
Safety is important	7%
All other responses	4% or less
Don't know	2%
B. Expand public transit...	N=176
Public transit is important	23%
Make public transportation accessible	13%
We need cheaper transportation options	12%
Reduce traffic congestion	8%
Less cars on the road	7%
All other responses	6% or less
Nothing/none	1%
Don't know	1%
C. Connect more places with sidewalks...	N=64
Favorable towards bicycling/walking	37%
Need more sidewalks	21%
Safety is important	16%
All other responses	5% or less
Nothing/none	5%
Don't know	4%
D. Use technology to improve...	N=131
Reduce traffic congestion	19%
We need better traffic signals	17%
Technology will help	11%

Best solution-general	6%
Safety is important	6%
All other responses	5% or less
Nothing/none	2%
Don't know	2%
<b>E. Provide incentives...</b>	<b>N=76</b>
Incentives for carpooling/walking/biking	20%
Reduce traffic congestion	16%
Promote carpooling	13%
All other responses	9% or less
Nothing/none	3%
Don't know	1%
<b>F. Manage parking in high demand areas...</b>	<b>N=21</b>
Access to parking	37%
All other responses	9% or less
Don't know	0%

In the Portland Metropolitan region, transportation is responsible for about 25% of the greenhouse gas emissions, mostly coming from cars, small trucks and SUVs. I'd like to get your opinion on some goals to reduce vehicle emissions and keep the Portland region as a great place to live. I will read two goals. Please tell me which one goal you feel will make the Portland region a better place to live for you and your family.

**ROTATE Q10-Q 14**

**ROTATE STATEMENTS A &B**

10. \*\* [Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]

Response Category	N=600
<b>A. Widen roads and build new connections to improve vehicle flow and safety</b>	
Feel strongly	22%
Lean somewhat towards	13%
<b>B. Expand public transit and make it more frequent, convenient, accessible, and affordable</b>	
Lean somewhat towards	23%
Feel strongly	39%
Don't know	3%

11. \*\* [Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]

Response Category	N=600
<b>A. Widen roads and build new connections to improve vehicle flow and safety</b>	
Feel strongly	22%
Lean somewhat towards	16%
<b>B. Maintain and keep our current roads in good condition</b>	
Lean somewhat towards	23%
Feel strongly	37%
Don't know	2%

12. \*\* [Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]

Response Category	N=600
<b>A. Widen roads and build new connections to improve vehicle flow and safety</b>	
Feel strongly	20%
Lean somewhat towards	18%
<b>B. Use technology to manage the vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals</b>	
Lean somewhat towards	28%
Feel strongly	29%
Don't know	5%

13. \*\* [Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]

Response Category	N=600
<b>A. Expand public transit and make it more frequent, convenient, accessible, and affordable</b>	
Feel strongly	38%
Lean somewhat towards	20%
<b>B. Connect more places with sidewalks, walking and bicycle paths</b>	
Lean somewhat towards	19%
Feel strongly	18%
Don't know	6%

14. \*\* [Read statements then ask follow-up: Do you feel strongly or lean somewhat toward that goal?]

Response Category	N=600
<b>A.</b> Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	
Feel strongly	29%
Lean somewhat towards	22%
<b>B.</b> Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	
Lean somewhat towards	20%
Feel strongly	25%
Don't know	5%

15. Next, I'd like for you to build a budget based on how you would like to see existing taxpayer money spent on the following four transportation priorities. Your total budget is \$100 dollars. **After I'm finished reading the list of** priorities, please tell me how much you feel should go to each item. You can assign any amount to a single item—from \$0 to \$100 – but the total of all four priorities will need to be \$100. Remember to allocate the money in the way you feel most closely matches your personal values and beliefs. **[READ LIST, THEN ASK]** What dollar amount would you spend on:

Response Category	N=600
Roads and highways including maintenance, new connections, and technology to improve vehicle flow and safety	\$36.20
Public transportation including making transit more frequent, convenient, accessible and affordable	\$28.40
Connections to more places with sidewalks, walking, and bicycle paths	\$19.20
Incentives and information to encourage carpooling, walking, bicycling, and public transit	\$16.30
TOTAL	\$100

Thank you for hanging in there with me. I know the money exercise is not easy to do over the phone. Now I have a few more easy questions.

I'm going to read a list of transportation goals. For each please tell me if you would be very willing, somewhat willing, not too willing, or not at all willing to pay more in taxes or fees to fund each goal. **[ROTATE]**

Response Category	Very	Smwht	Not too	Not at all	DK
16. Maintain and keep our current transportation system in good condition	42%	41%	5%	9%	2%
17. Widen roads and build new connections to improve vehicle flow and safety	23%	44%	16%	16%	2%
18. Expand public transit and make it more frequent, convenient, accessible and affordable	35%	37%	10%	15%	2%
19. Connect more places with sidewalks, walking, and bicycle paths	24%	42%	15%	16%	2%
20. Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	25%	49%	10%	14%	2%
21. Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	19%	38%	18%	23%	2%

## DEMOGRAPHICS

The following questions make sure we have a valid sample of the community. It's important that I collect answers to each question. Please keep in mind your responses are confidential.

22. Which of the following forms of transportation do you use at least once a week? Keep in mind this is for trips to work, school, or run errands, and not for exercise. Accept Multiple responses

Response Category	N=600
Vehicle	85%
Public transportation	30%
Bicycle	14%
Walk	46%
Carsharing service, for example Zipcar, or Car2Go	4%
Other (motorcycle, skateboard, etc.)	5%
Don't know	2%

23. **[IF Q22=1]** On average, how many miles would you say you drive in a typical day?  
Your best estimate is fine.

Response Category	N=511
0-10	47%
11-20	21%
21-40	16%
41+	12%
Don't know	2%
<b>Mean</b>	22.5

24. Including yourself, how many people live in your household?

Response Category	N=600
1	18%
2	29%
3	17%
4+	34%
Don't know	2%
<b>Mean</b>	3.0

25. **[IF Q 24>1]** And, how many of them are under the age of 18?

Response Category	N=481
0	57%
1	16%
2	15%
3+	9%
Don't know	0%
<b>Mean</b>	0.9

26. In what year were you born? **[COLLECT NUMERIC RESPONSE – CODE INTO CATEGORIES BELOW] Move to beginning**

Response Category	N=600
18-24	16%
25-34	16%
35-54	38%
55-64	12%
65+	18%
Refused	0%

27. What is the highest level of education you have completed?

Response Category	N=600
Less than high school	3%
High school diploma	18%
Some college	29%
College degree	31%
Graduate/professional school	16%
Refused	2%

28. How many years have you lived in the Portland Metro region? (Record year)

Response Category	N=600
Less than 5	6%
5-10	11%
11-20	26%
21+	56%
Refused	2%

29. Which of the following best describes your ethnicity? [DO NOT READ LIST]

Response Category	N=600
African	0%
African American/Black	4%
American Indian/Native American or Alaskan Native	1%
Asian or Pacific Islander	5%
Hispanic/Latino	9%
Slavic	0%
White/Caucasian	75%
Middle Eastern	1%
Refused	4%

30. Are you currently registered to vote?

Response Category	N=600
Yes	91%
No	6%
Don't know	3%

31. **[IF Q30=1]** When it comes to politics, do you consider yourself more as a Democrat, Republican, Independent or some other party?

Response Category	N=578
Democrat	41%
Republican	16%
Independent / other party	36%
Refused	6%

32. Gender **(BY OBSERVATION) Move to beginning**

Response Category	N=600
Male	48%
Female	52%

33. County **(FROM SAMPLE) Move to beginning**

Response Category	N=600
Multnomah	46%
Washington	31%
Clackamas	23%

34. Zip **(FROM SAMPLE)**



March 07, 2014

To: Peggy Morell, Metro  
Fr: John Horvick & James Kandell, DHM Research  
Re: Climate Smart Communities Focus Group Summary

## 1. INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM) conducted three focus groups for Metro to gauge **residents'** willingness to support specific strategies under consideration to reduce per capita tailpipe emissions. The purpose of these groups was to collect feedback from residents on 5 strategies currently under consideration by Metro.

**Research Design:** Focus groups were conducted on February 22<sup>nd</sup>, 2014, between the hours of 9:00 and 2:30. Groups were 90 minutes in length and led by a professional moderator (Vice President and Director of Research at DHM Research). The groups were divided by geography, with one group each consisting of residents from Clackamas, Washington, and Multnomah counties. A total of 22 people participated, who were recruited randomly from a list of registered voters. Participants completed written exercises which are included in the appendices that follow this report.

**Statement of Limitations:** A professional moderator led the focus groups, which included written exercises and group discussions. Although research of this type is not designed to measure the attitudes of a particular group with statistical reliability, it is valuable for giving a sense of the attitudes and opinions of the population from which the sample is drawn.

This report summarizes key findings from the discussions. Each section reviews a major topic and includes representative quotations, as well as evaluative commentary. The quotations and commentary are drawn from both written exercises and the conversations.<sup>1</sup> The referenced Appendices provide complete responses to all written exercises.

**DHM Research:** Davis, Hibbitts & Midghall, Inc. (DHM Research) has been providing opinion research and consultation throughout Oregon and the Pacific Northwest for over three decades. The firm is non-partisan and independent, and specializes in research projects to support community planning and public policymaking. [www.dhmresearch.com](http://www.dhmresearch.com)

---

<sup>1</sup> We have selected quotations from the discussions and written exercises to represent the range of opinions regarding a topic, and not to quantitatively represent the expressed attitudes. We have edited quotations as appropriate to correct punctuation and to eliminate non-relevant or repetitive intervening comments, asides such as "you know," "I mean," and the superfluous adverbs of everyday speech.

## 2. | KEY FINDINGS

### 2.1 | Short and Long-Term Issues

Participants were asked to make two lists. First, a list of issues they would like their local and regional elected officials to do to improve their community right now. Second, a list of issues they would like officials to address in the next 20 years. Additionally, participants were asked to indicate which issue they felt was most important.

#### Short-term Issues

Participants in all groups mentioned a variety of issues. Common issues considered most important included the economy and jobs, education, and road maintenance. Greenhouse gas emissions and the environment were not top of mind short-term issues.

#### Long-term Issues

There were many similarities among groups as to what they wanted officials to address in the next 20 years. Many of the top long-term issues were similar to short-term issues. Participants said they would like to see officials address the economy and jobs, education, and traffic congestion/infrastructure. While transportation and infrastructure were mentioned, specific mentions of transit did not rise to the top for most. Again, greenhouse gas emissions and the environment were not top of mind long-term issues.

*"Improve the quality of our education and the options for education."* – Clackamas

*"I wish there were more opportunities for jobs for everybody. I worry about people being out of work."* - Multnomah

*"Bureaucratic rules for small businesses that seem to make it overwhelming for small businesses to do business."* - Washington

*"The most immediate issue is road improvements in my neighborhood. In southeast, a lot of roads are unimproved roads, dirt roads, super horrible potholes, missing streetlights."* - Multnomah

*"I would like to see better balance on the transportation infrastructure...We don't have systems that will support us for the next 10 to 20 years from an automobile transportation standpoint"* - Washington

*"The traffic is getting worse and worse. I know they have the light rail thing going, but they need to have longer-term planning than just one little light rail going into downtown Portland."* - Clackamas

## 2.2 | Reduced Greenhouse Gas Emissions Targets

Participants were given handouts which explained the State’s mandate on greenhouse gas reduction and Metro’s task of reducing tailpipe emissions. They were then asked to indicate whether they felt the targets were good or poor for the state and the Portland region.

**All things considered, would you say these targets are very good, good, poor, or very poor for the state and Portland region?**

	Multnomah County	Washington County	Clackamas County	TOTAL
Very good	3	1	1	5
Good	4	4	3	11
Poor	0	3	1	4
Very poor	1	0	0	1
Don’t know/No answer	0	0	1	1

Source: DHM Research, February 2014

Most felt that the targets were either very good or good for the state and the Portland region. In general, those who felt the targets were good did so because of the positive environmental impacts. As one participant from Multnomah County put it *"I think any idea we have as far as keeping our environment as pristine as possible is a very good idea."*

Participants who felt the targets were poor did so mainly based on the timeliness of implementation. For some, there appeared to be a misunderstanding that work to reduce emissions would not begin until the year 2035. Others felt the timeline was not aggressive enough. When communicating with the public, it will be important to highlight the fact that Metro is already working on solutions now and not waiting until the date of the mandate. There was some confusion around this point.

*"I'm not against the goal. I don't think that it's soon enough. I think they need to be a lot more aggressive."* – Clackamas

*"The idea is good. The timeline, measurement, I think there is more they can do right now."* - Washington

*"I am for clean air, and I am for reduced tailpipe emissions. I don't think this should be a state or a Metro issue."* - Multnomah

## 2.3 | Meeting Obligation to Reduce Tailpipe Emissions

Participants were asked to generate their own list of ways that the Portland region can meet its obligation to reduce tailpipe emissions from cars and small trucks by 2035. They were then asked to indicate which method they thought would have the greatest impact and which method they thought would be most achievable.

## **Greatest Impact**

Participants had a variety of ideas of how the Portland region can meet its obligation. *Transit accessibility, coverage and frequency* were common themes that came up in most groups.

*"Where I live, the bus only runs once an hour. So, if they improved the transit and maybe put in more, then it will open up jobs."* - Clackamas

*"I think we would have great results if we went and added more to the bus system...because the bus system is very efficient."* – Multnomah

Fuel efficient vehicles was another common theme mentioned in all groups. Ideas ranged from larger tax incentives for purchasing a vehicle of this type to requiring all public fleets to use fuel efficient vehicles.

*"The state and city police should be electric or hybrid."* – Multnomah

*"I agree with the electric cars. I really like the idea of it. If it was made more viable and easier to obtain, I think a lot more people would do it."* – Washington

*"They should have rebates or do something to encourage people to use their own form of transportation that is environmentally friendly."* - Clackamas

## **Most Achievable**

Again, ideas that were thought to be most achievable varied greatly. An education campaign around how tailpipe emissions can be reduced was mentioned by some. *"I think there needs to be a public education campaign about your driving habits."* Incentives for alternative travel methods was another strategy that came up in multiple groups. This ranged from tax incentives to employer incentives. Expanding transit was also one of the more common themes and included both bus and light rail expansion.

## 2.4 | Priorities of Strategies

Participants were shown a list of different strategies for planning in the region and asked to divide \$100 between them with the goal of making the Portland region a great place for them and their family to live.

Strategy	Mult Co	Wash Co	Clack Co	TOTAL
<b>Maintain and make transit more convenient, frequent, accessible and affordable</b>	\$38	\$23	\$38	\$99.00
<b>Use technology and “smarter” roads to manage traffic flow and boost efficiency</b> (e.g., clearing crashes more quickly, traffic signal timing, pedestrian countdown signs, flashing yellow turn arrows)	\$23	\$42	\$14	\$79.00
<b>Provide information to expand use of low carbon travel options and fuel-efficient driving techniques</b> (e.g., provide incentives and information to encourage and support walking, biking and transit use)	\$14	\$16	\$21	\$51.00
<b>Connect more places with sidewalks, pedestrian paths and separated bike paths</b>	\$17	\$12	\$16	\$45.00
<b>Provide incentives and information to encourage and support walking, biking and using transit</b>	\$8	\$7	N/A	\$15.00
<b>Maintain and make streets and highways more safe, reliable and connected</b>	N/A	N/A	\$11	\$11.00

In both Multnomah and Clackamas counties, *maintain and make transit more convenient, frequent, accessible and affordable* received the largest investment. In general, this strategy was seen as having the largest impact by many.

*“I think it will have the greatest impact. To increase the accessibility and availability of public transit is just paramount.”* - Clackamas

*“The only way you’re going to reduce it, in my opinion without coming up with new ways to build cars, is get people out of their own cars and into public transit.”* - Clackamas

In Washington County, *use technology and “smarter” roads to manage traffic flow and boost efficiency* received the largest investment. One participant’s comments as to why he invested the most in this initiative, *“we’re a sprawled community that doesn’t have a lot [of transit]... I think we’re too sprawled to invest heavily at this point in time on the transit.”*

Participants were shown the same list and were asked to divide \$100 again, this time with the goal of the metro region meeting its tailpipe emission reduction targets. They also reviewed a handout showing relative costs and expected impacts of each strategy.

Strategy	Mult Co	Wash Co	Clack Co	TOTAL
<b>Maintain and make transit more convenient, frequent, accessible and affordable</b>	\$36	\$23	\$45	\$104.00
<b>Use technology and “smarter” roads to manage traffic flow and boost efficiency</b> (e.g., clearing crashes more quickly, traffic signal timing, pedestrian countdown signs, flashing yellow turn arrows)	\$30	\$38	\$17	\$85.00
<b>Provide information to expand use of low carbon travel options and fuel efficient driving techniques</b> (e.g., provide incentives and information to encourage and support walking, biking and transit use)	\$16	\$16	\$20	\$52.00
<b>Connect more places with sidewalks, pedestrian paths and separated bike paths</b>	\$11	\$15	\$12	\$38.00
<b>Provide incentives and information to encourage and support walking, biking and using transit</b>	\$6	\$8	N/A	\$14.00
<b>Maintain and make streets and highways more safe, reliable and connected</b>	N/A	N/A	\$7	\$7.00
	\$100	\$100	\$100	

When considering these strategies with the goal of the metro region meeting its tailpipe emission reduction targets, priorities were similar to those when considering the goal of making the Portland region a great place for participants and their families to live. However, access to additional information about relative cost and effectiveness of each strategy did change some participants thinking. Specifically, some shifted money away from transit to support lower cost effective strategies.

*"In my first assessment, I thought transit was most important, and my second, I thought it was still the most important, but I decided to give it less money because there were other things that cost less that were also effective."* – Multnomah

*"If we can accomplish a whole bunch of things without putting a whole lot of money in transit, putting the money into other strategies, I think that's the way to go."* - Washington

Some expressed surprise at the cost and effectiveness of some strategies. One participant in Clackamas County stated, *"I didn't think that it would cost that much for them to make transit more convenient. I was shocked at the cost."* - Clackamas

## 2.5 | Final Message to Metro

Finally, participants were asked for final comments they had for Metro as it develops and implements the state mandate to reduce tailpipe emissions by 2035. Comments varied greatly, but some of the more common and relevant comments focused on a balanced approach.

*"Be careful in just pouring money into things that sound good like bike lanes and public transportation without looking at other issues like traffic congestion that has cars not moving at road speed."* – Multnomah

*"I think looking outside of just transportation can help achieve the goal of lower emissions. If there are reasons for people to stay home, walk, or bike somewhere, or if people feel safe doing so, they make that choice. More convenient shopping/dining/entertainment options would help."* - Multnomah

Other comments include:

*"I really think that they need to buckle down and say, 'Look it has to be done, whether the people like it or not'... The people of southern Oregon and the people of eastern Oregon are going to benefit from the long-term effect of getting these things under control."* - Clackamas

*"If you make public transit easier and 'smarter,' I think it would help a lot of people and make emissions go down greatly. If it didn't take me an hour and a half to go a 30 min distance, I would be more for the idea."* – Washington

*"Yeah, I think it is great that Metro is doing this. I think it is going to have to be linked up with the land use."* – Multnomah

*"I just think that they need to make mass transit more efficient, more affordable, and make more sense."* – Clackamas

*"I would ask Metro to not be shortsighted. As we're lowering emissions and we're burning less fossil fuels, that's affecting revenue. It's affecting revenue for gas taxes and road improvements."* - Washington

## APPENDIX A: Demographics

How long have you lived in Oregon?			
	Multnomah County	Washington County	Clackamas County
Less than 1 year	0	0	0
2-5 years	0	1	0
6-10 years	1	0	1
11-20 years	1	1	1
More than 20 years	6	6	4
No response	0	0	0

Occupation		
Multnomah County	Washington County	Clackamas County
Retired- Graphic Design	Account executive	Law Enforcement
Letter Carrier	Nurse	Warehouse
Internet Consultant	House Wife	Education
Domestic Violence Response Advocate	Office Manager	Retired Airline Pilot
Service Technician	Barista	Sales
Unemployed	Hospitality Industry	Didn't Answer
Preschool Teacher	Telecom	
Didn't Answer	Human Resources	

Education Level			
	Multnomah County	Washington County	Clackamas County
HS graduate or less (1-11)	2	2	0
High school graduate	1	0	0
Some college/2 year degree	3	3	3
College degree/4 year degree	1	1	1
Post college	1	2	2

Household Income			
	Multnomah County	Washington County	Clackamas County
Under \$15,000	2	0	0
\$15,000-\$29,999	1	2	1
\$30,000-\$49,999	0	1	0
\$50,000-\$74,999	5	1	2
\$75,000-\$99,999	0	4	1
\$100,000 +	0	1	2

Age			
	Multnomah County	Washington County	Clackamas County
18-24	0	1	0
25-34	1	1	1
35-44	0	2	1
45-54	3	1	2
55-64	2	1	1
65-74	1	0	1
75+	1	1	0

Gender			
	Multnomah County	Washington County	Clackamas County
Male	3	3	3
Female	5	5	3

Ethnic Group			
	Multnomah County	Washington County	Clackamas County
White/Caucasian	6	7	5
Black/African American	1	0	1
Spanish/Hispanic	1	0	0
Asian/Pacific Islander	0	1	0
Native American	0	0	0

Party Registration			
	Multnomah County	Washington County	Clackamas County
Democrat	5	2	2
Republican	1	1	2
Independent	0	3	1
Other	0	1	1
Not registered	1	1	0
Refused/No Answer	1	0	0

Typical Week Miles Driven			
	Multnomah County	Washington County	Clackamas County
None—don't drive/Other Transportation	1	0	2
1-25 miles	1	2	0
26-50 miles	1	3	2
51-75 miles	0	1	0
76-100 miles	3	1	0
101-150 miles	1	0	1
Over 150 miles	0	1	1
Didn't answer	1	0	0

## APPENDIX B

**WE 1:** Make a list of issues you would like your local and regional elected officials to do to improve your community right now. Put a \* by the most important issue//Now think about longer-term and make a list of issues that you would like your local and regional elected officials to do to improve your community in the next 20 years; Put a \* by the most important issue?

### MULTNOMAH COUNTY

- \*Gun violence; sidewalks on Multnomah Blvd; turn signal on Multnomah Blvd; homelessness; vagrancy; services; robbery; environmental education.//\*Solar energy/development; train system; train to the coast; affordable housing; green space; community green space.
- \*Water/garbage/sewage; living on 82<sup>nd</sup>; fighting PCC to go back to school.//\*Schools not closing; easier to get a place to live; childcare.
- \*Road maintenance.//\*Traffic congestion; schools.
- \*Focus on violent crimes and offenders; invest in small business; repair roads; increased funding for human trafficking; increased employment opportunities.//\*Increase employment opportunities; funds to revitalize neighborhoods; increase employment for veterans; increase police.
- \*Helping make jobs available for more people; getting rid of inequality.//\*Improve and/or keep schools as effective as possible.
- \*Jobs; roads; taxes; crime; police; infrastructure; ethics in government.//\*Jobs; police; infrastructure; taxes; roads; schools.
- \*Solve PERS.//\*Keep taxes from escalating.
- \*Help homelessness/give them housing; change zoning to do away with houses in backyards (double lots).//\*Do something about the traffic gridlocks; make Rose Garden area a shopping area.

### WASHINGTON COUNTY

- \*Less restriction on bureaucratic rules; easier for small business to do business; streamline education funding and structure; cable ETA availability/affordable.//\*Better infrastructure for transportation (roadways and public transportation- balance); better cooperation between regional government.
- Fund food programs for the needy; improve funding for education; move all electrical wire from pole to underground.//Increase public service/recreational/entertainment areas; increase public housing.
- **\*I don't like the government cutting the budget for schools; cutting trees and making houses; so many stray cats walking around.**//\*Having a big name store in our neighborhood; Not having free energy.
- \*Obama; Wyden; Kitzhaber; Hales; Monroe.//\*Create better tax programs to keep jobs; schools; medical care; fight drugs.
- **Didn't answer.**//\*Keep streets clean; keep schools on track; more jobs; less traffic.
- **Didn't answer.**//**Improve water quality.**
- \*Telecom improvements Google Fiber; bridge road improvement; public transportation assistance; reduce school admin salaries.//\*Expand TriMet; update school facility; improve higher education availability

- \*Schools; downtown Beaverton; transit; public facilities; update power and water pipes; sync street lights; more jobs.// \*Schools; library, jobs (more bigger businesses).

### **CLACKAMAS COUNTY**

- \*Help make educators happy; road and sidewalk improvement; maintenance around street signs.// \*Improve safety of schools; clean streets and streams of trash and toxins.
- \*Biodegradable cigarette butts; mass transit; doctor check-ups at schools (eyes); high speed rail throughout WA/OR/CA.// \*Restructure Tax code (flat tax/sales tax).
- \*Monitor Immigrants; gun laws; jobs; schools; home owner red tape; cost of medical// \*Immigration; schools; jobs.
- \*Crime and drug abuse; light rail; pot holes; spring water bike use (rules of road); environmental – recycling and garbage.// \*Population overgrowth; roads; urban planning; housing; gardens for community.
- \*Develop elsewhere; remove trees that could disrupt power; provide fiber optic internet service, allow competition to Comcast.// \*Improve education in Oregon; develop elsewhere; widen I-205.

## APPENDIX C

**WE 2:** All things considered, would you say that these targets are very good, good, poor, or very poor for the state and the Portland region?//Why?

	Multnomah County	Washington County	Clackamas County	TOTAL
Very good	3	1	1	5
Good	4	4	3	11
Poor	0	3	1	4
Very poor	1	0	0	1
Don't know/No answer	0	0	1	1

### MULTNOMAH COUNTY

- Must be comprehensive; have to start somewhere; must be measurable and doable.//Improve air quality; affect how we transport ourselves, more awareness about being in community/regional identity; lead by example.
- **Don't Drive, use bus and Max.**//Hope it turns out for others that don't have this problem.
- Reduce emissions and pollution.//Cleaner city.
- The planet needs regulation to keep healthy. As an individual I try to do my part but the **collective of individuals is still overwhelming. I think it's beneficial that there is someone** working on reducing our collective impact.//Clear air; Increase in native animal population; clean water; global warming.
- They need cleaner air.//Difficult for some but hopefully it would help prevent the bad climate change.
- Emissions are a federal concern; Oregon/Portland/Metro are too small to effect changes.//Cleaner air.
- **Obviously I need more information to judge if it's doable but it is always good to work** toward a cleaner environment.//It would be good to achieve this goal because it benefits everyone.
- **I feel like we're living in Pompeii-** waiting for the world to end. Reducing greenhouse emissions by 2050 is good, but too little too late. I believe things will be very bad by 2050.

### WASHINGTON COUNTY

- No stated % of goal; hands tied behind back as low- impact alternatives IE solar/hydro/wind/nuclear are restricted at some level; needs national support and standards of auto MFR.
- Must clean up the air soon.
- **Don't know how hard that is.**
- **Doesn't make sense since 80% or more already check by DEQ, need to work more on** homes, plants, etc.- set rules and make sure they are kept.
- It has a good goal but I have a hard time seeing how they are going to go through with it and who is all going to participate.
- A cleaner environment is good for all. Many questions need to be answered.

- Very good that we are putting into place a deadline to get our emissions down but poor **because we don't have to start until 2035, nothing will happen before that date.**
- DEQ has been around since I moved here 20 years ago. Currently not all countries require DEQ passing. Why 2035, why not 2020 or sooner?

### **CLACKAMAS COUNTY**

- Vehicles in general, whether battery or gas, are taking a toll on what happens to the air. When a car is destroyed in an accident we have to dispose of it one way or another.
- Sets a time limit that should be achievable; does not limit how it is to be done allowing for many solutions, the goal is measurable.
- **It is good but I'm not sure they can pull it off, we need to think outside the box on** cleaning our environment.
- We need to do something before 2035.
- Reducing greenhouse emissions will, I hope, help to reduce global warming/climate change.
- Environment is a concern long term. It may be helpful for Oregon to encourage business to offer more telecommuting positions or options for employees, perhaps through incentives to reduce traffic. Also hybrid and electric vehicles.

## APPENDIX D

**WE 3:** Make a list of ways that come to mind that the Portland region can meet its obligation to reduce tailpipe emissions from cars and small trucks by 2035. Place a \* by the way you think would have the greatest impact on reducing emissions. Place two \*\* by the way that you are most confident could be achieved.

### MULTNOMAH COUNTY

- \*Work to decrease cost of electric and hybrid vehicles; \*\*Public education campaign to chain trips and alternatives; state city fleet be electric or hybrid; public transportation; car share; food services in neighborhood.
- Not sure.
- Electric car charging stations; \*\*tax incentives for electric/hybrid cars and trucks.
- \*Make walking or biking an easier task: small neighborhood stores, promenades, bike routes, telecommute for work, community gardening; \*\*Affordable public transportation; low interest loans to new car buyers; laws for manufacturers; increase fines and penalties to violators.
- **\*Make some laws for inspections or such, as a part of driver's licenses; don't know.**
- Impossible to plan for, goal is vague and undefined.
- \*Solving the I-5 Bridge so traffic can flow faster north.
- \*Manufacturer mandates; \*\* Push more biking, make it easier; change gas mixture, less emissions; make TriMet more long ranging and efficient; solar cars.

### WASHINGTON COUNTY

- \*Invest heavily in alternative fuel sources - eliminate obstacles for cars; \*\*Work **nationally on standards for emissions; set standard of % of reduction; don't restrict** freedom of personal transport.
- \* Encourage buying vehicles and alternative power systems.
- \*\*Make more room for the bike lane and more racks for the bike on the train, so they can bike and ride train.
- \*\*Laws are not kept; decrease emissions.
- \*More affordable; \*\*Make it easier to obtain; make it more valuable.
- \*Switch all public vehicles to alternative fuel; \*\*Require new apartment construction to have charging stations; allow the import of small efficient vehicles into the market place
- \*\*Move all power plants to solar, wind, gas, and nuclear in the state; moving its own fleet of vehicles to electric power where possible; grants for battery manufacturers to improve battery tech; set higher emission standards on vehicles like California.
- \*Test on highway or roads like with radar guns; \*\*Test all cars-all countries, motorcycles; buses on biofuels; big trucks, 8 wheelers tested.

### CLACKAMAS COUNTY

- \*Invest more money into transit; we would have more jobs which would encourage people to pursue better education.
- \*Phase out the exemptions of DEQ boundaries; \*\*Increase light rail, community planning around transit hubs.

- \*/\*\* Increase transit more accessible; make transit safer for those using it, offer incentives for using public transit.
- \*Limit how many kids you can have; \*\*Increase incentives for carpool, public transportation, bike riders, and smaller vehicles.
- \*Keep raising emission standards, \*\*Monitor and enforce emission standards; encourage newer vehicles rather than older dirtier vehicles.
- \*Telecommute; \*\*Light rail; hybrid and electric; encourage bike communities; share vehicles, incentivize carpooling.

## APPENDIX E

**WE 4:** Below are several different strategies for planning the Portland region. Imagine you had a budget to divide up among these strategies with the goal of making the Portland region a great place for you and your family to live? You can divide up the money any way you like, but the total must equal \$100.00

Strategy	Mult Co	Wash Co	Clack Co	TOTAL
<b>Maintain and make transit more convenient, frequent, accessible and affordable</b>	\$38	\$23	\$38	\$99.00
<b>Use technology and “smarter” roads to manage traffic flow and boost efficiency</b> (e.g., clearing crashes more quickly, traffic signal timing, pedestrian countdown signs, flashing yellow turn arrows)	\$23	\$42	\$14	\$79.00
<b>Provide information to expand use of low carbon travel options and fuel-efficient driving techniques</b> (e.g., provide incentives and information to encourage and support walking, biking and transit use)	\$14	\$16	\$21	\$51.00
<b>Connect more places with sidewalks, pedestrian paths and separated bike paths</b>	\$17	\$12	\$16	\$45.00
<b>Provide incentives and information to encourage and support walking, biking and using transit</b>	\$8	\$7	N/A	\$15.00
<b>Maintain and make streets and highways more safe, reliable and connected</b>	N/A	N/A	\$11	\$11.00
	\$99	\$100	\$100	

### Comments:

#### MULTNOMAH COUNTY

- Transportation is not a vacuum. It is linked to other habits- mainly purpose, consumption; what kind of communities to do we build?
- I took a driving class held by the city of Portland and the instructor talked about “green” driving techniques: slowing down your speed between lights downtown. One attendee was from ODOT and said that would screw up traffic and not to do that. **It’s important to** send out correct and same information from multiple sources
- I love the Max system we have now, but no more max lines need to be built, more buses not more light rail

#### WASHINGTON COUNTY

- As a region and nation- we are unique in the world for our freedom and ability to commute and travel independently. This will continue well into the next several generations.

- The money spent by government/wasted would be enough to buy everyone electric cars.
- Self-driving car incentives, information is useless, everyone knows these things-we need incentives.

**CLACKAMAS COUNTY**

- N/A

## APPENDIX F

**WE 5:** Below are several different strategies for planning the Portland region. Imagine you had a budget to divide up among these strategies with the goal of the metro region meeting its tailpipe emission reduction targets? You can divide up the money any way you like, but the total must equal \$100.00

Strategy	Mult Co	Wash Co	Clack Co	TOTAL
<b>Maintain and make transit more convenient, frequent, accessible and affordable</b>	\$36	\$23	\$45	\$104.00
<b>Use technology and “smarter” roads to manage traffic flow and boost efficiency</b> (e.g., clearing crashes more quickly, traffic signal timing, pedestrian countdown signs, flashing yellow turn arrows)	\$30	\$38	\$17	\$85.00
<b>Provide information to expand use of low carbon travel options and fuel efficient driving techniques</b> (e.g., provide incentives and information to encourage and support walking, biking and transit use)	\$16	\$16	\$20	\$52.00
<b>Connect more places with sidewalks, pedestrian paths and separated bike paths</b>	\$11	\$15	\$12	\$38.00
<b>Provide incentives and information to encourage and support walking, biking and using transit</b>	\$6	\$8	N/A	\$14.00
<b>Maintain and make streets and highways more safe, reliable and connected</b>	N/A	N/A	\$7	\$7.00
	\$100	\$100	\$100	

**Comments:**

**MULTNOMAH COUNTY**

- Develop regional strategy- Sellwood Bridge should be paid for by residents of Clackamas Co.; I-5 Bridge to Vancouver, WA- WA+OR work together.

**WASHINGTON COUNTY**

- N/A

**CLACKAMAS COUNTY**

- N/A

## APPENDIX G

**WE 6:** What final comments do you have for Metro as it develops and implements the state mandate to reduce tailpipe emissions by 2035?

### MULTNOMAH COUNTY

- Be a model for helping shape a regional transportation system that will: improve climate, improve jobs, improve livability, reduce time getting around, be sustainable, cost - effective, safe, reliable, inclusive.
- **Not sure because I don't drive but I hope** it works out for others that do drive.
- Need to provide cleaner and safer public transportation and incentives for electric/hybrid vehicles, also work to improve traffic flow.
- I think looking outside of just transportation can help achieve the goal of lower emissions. If there are reasons for people to stay home, walk, or bike somewhere, or if people feel safe doing so, they make that choice. More convenient shopping/dining/entertainment options would help. Really looking at where funds are spent and how. Busses clogging the narrow streets really hinder traffic and cause accidents.
- **Don't know as I don't take the buses or max and haven't thought it through.**
- More Max is killing what was the greatest bus system in the nation. Please no more billion dollar Max lines.
- **If Vancouver doesn't want Max don't force it on them and make us in Oregon pay for it.**
- Be careful in just pouring money into things that sound good like bike lanes and public transportation without looking at other issues like traffic congestion that has cars not moving at road speed.
- **Good to expand routes, frequency and policing of TriMet and Max. Don't be punitive to drivers, use the easy ways to bring driving downtown - price breaks etc. for taking max, and tax breaks too? Provide the means for us to improve. Look abroad for inspiration.**

### WASHINGTON COUNTY

- Do not penalize new technologies -IE mileage tax for low to no gas consuming vehicles- eventually it will be more cost effective for low e-vehicles. Keep in mind transportation time and access of age and mobility impaired. Safety is also important.
- Increase lines that circle the city, IE go from Hillsboro to Oregon City, more car park near lines, smart roads.
- Make easier to buy train ticket, louder announcement every stop on the train so people will not be too afraid to get on the train, use more free energy, more charging stations, encourage buying electric cars.
- Increase limit on emissions; increase electric charge stations and promotion on electric cars.
- If you make public transit easier and **"smarter."** **I think it would help a lot of people and make emissions go down greatly. If it didn't take me an hour and a half to go a 30 min distance, I would be more for the idea.** Expansion and updated technology would be key to complete the goal of 2035.
- Carefully weigh the consequences of the actions you take today and how they will impact on a growing community in the future.

- Focus on technology, look for examples in other countries on ways of doing things smarter.

### **CLACKAMAS COUNTY**

- Help improve more frequent and more comfortable transit (more bus lines in less traffic areas. New or better functioning houses); promote walking to increase exercise; expand **transit boundaries so it is able to connect easily with other city transits such as Salem's or Vancouver**; the bike system should be enforced more strictly.
- Increase safety; close open access; ensure payment of fares; every dollar raised needs to be taken on an equal basis from each user- flat tax per person on income tax, sales tax on all vehicle related products .
- Focus on expanding rail and bus lines and frequency of trips on lines. I understand the cost is high but we still need to keep cost for using public transit affordable so people **will use it. The money needed for expansion can't rest solely on those who need or use it.**
- Better management of TriMet transportation system. There are too many surprises and problems covered by the Oregonian Newspaper. Improve lower income area safety and education.
- Have mass transit make more sense, more affordable, more efficient, and more reliable. Offer incentives to companies that allow workers to ride, share, carpool, or telecommute. Offer tax breaks for individuals that purchase new and used alternative energy vehicles. Encourage business in more areas to reduce the distance people need to commute.

## Metro Opt In – Climate Smart Communities Scenarios

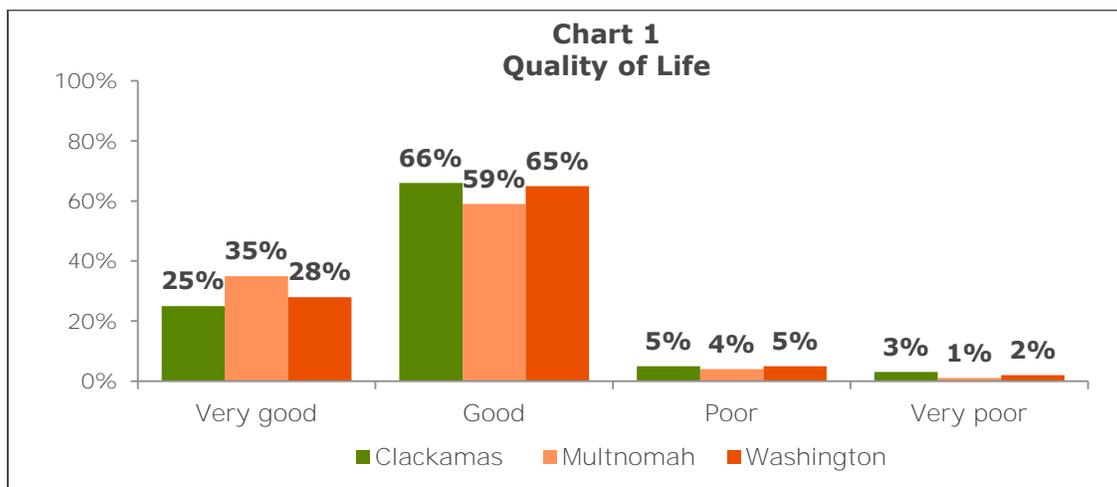
Davis, Hibbitts, & Midghall, Inc. (DHM Research), in partnership with Opt In, conducted an online survey with Opt In members to help Metro gauge attitudes and opinions around strategies to reduce vehicle emissions in the region.

**Research Design:** Between March 25th and April 2nd, 2014, Opt In members were invited to participate in the Metro Climate Smart Communities survey. A total of 1,762 members participated in the survey.

\*It's worth noting that the member profile of the Opt In panel is skewed toward those older in age, higher educational attainment, Multnomah County residents, and Democrats.

### A majority of panelists were satisfied with the quality of life in the region (Q1).

Overall, 94% of panelists felt that the quality of life in the Portland Metropolitan Region was *very good* (32%) or *good* (62%). Just 6% felt things were *poor* (4%) or *very poor* (2%). Panelists from Multnomah County (35%) were more likely than those from Clackamas (25%) and Washington (28%) counties to say the quality of life was *very good*. Democrats (41%) were also more likely than Republicans (14%) and Independents (22%) to rate the quality of life as *very good*.



Source: DHM Research, April 2014

### What are the two most important things you would like your local government officials to do that would improve the quality of life in the region (Q2)?

When panelists were asked to name two of the most important things they would like their local government officials to do that would improve the quality of life in the region, common themes arose. The economy and jobs, education, and transportation were all top-of-mind issues.

## Most Important Issues

*"Better/improved infrastructure (roads, plows, sidewalks) and better/more extensive public transportation"* – Washington County

*"Improve economic opportunities by working more closely with businesses. Improve safety of transportation, streets, etc."* – Clackamas County

*"Create & encourage more living-wage jobs. Improve public education."* – Multnomah County

*"Invest more, always more, in education and climate adaptation/sustainable development."* – Washington County

*"Reduce the number of cars and trucks in the city. Increase investments in pedestrian and human powered transportation."* – Multnomah County

*"More affordable housing close-in, not just out in the far suburbs; recognition that cars are a necessity for many people, particularly low-income people who can't afford to live close-in, and include their reality in transportation planning."* – Clackamas County

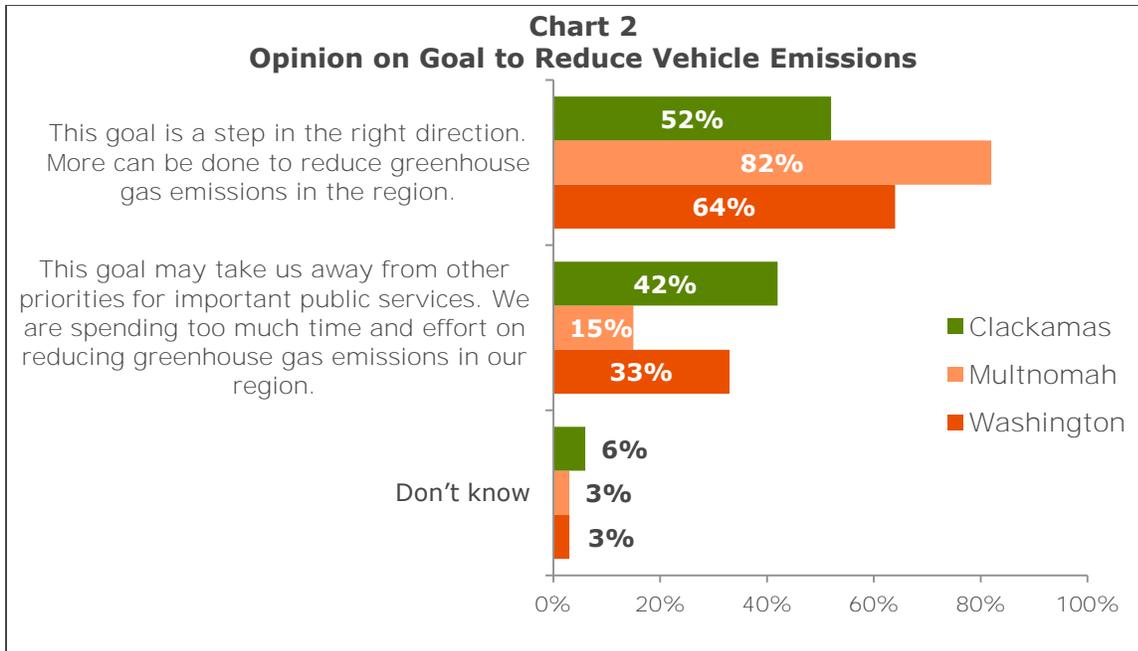
**A majority of panelists felt the goal to reduce vehicle emissions was a step in the right direction. However, some worried it may take away from other priorities for important public services. (Q3).**

### **This goal is a step in the right direction.**

Overall, 73% of panelists felt the goal to reduce vehicle emissions was a step in the right direction and more can be done to reduce greenhouse gas emissions in the region. Multnomah County panelists were more likely than those from Clackamas (52%) and Washington (64%) counties to feel this way. Democrats (89%) and women (80%) were also more likely than both Republicans (19%) and Independents (64%) and men (66%) to agree with this statement. The feeling that this goal is a step in the right direction decreased with age (18-34: 84%; 35-54: 76%; 55+: 65%).

### **This goal may take us away from other priorities for important public services.**

One in four (23%) panelists felt that the goal may take away from other priorities for important public services. Panelists from Clackamas County (42%) were more likely than those from Multnomah (15%) and Washington (33%) counties to feel this way. Republicans (79%) and men (31%) were also more likely than both Democrats (7%) and Independents (32%) and women (15%) to agree with this statement. The feeling that this goal may take away from other priorities increased with age (18-34: 13%; 35-54: 22%; 55+: 30%).



Source: DHM Research, April 2014

**What change would you like to see happen to the Portland Metropolitan region transportation system in the next ten years that would most improve the quality of life for you or your family (Q4)?**

Common changes mentioned included economic growth, expanding public transit, and making it easier/safer to walk and bike.

*"Economic growth should be paramount to all other planning efforts. Without strong economic growth, the region can't pay for ecological and environmental concerns."* – Washington County

*"Increase access to transit in underserved areas. Invest in sidewalks and bike paths to improve safe connectivity."* – Multnomah County

*"I would like to see better pedestrian access to areas. The road I live off of only has a partial sidewalk, with poor crosswalks. If it was safer, I would walk more. I think there has been progress made in some areas, but it could be more widespread."* – Clackamas County

*"Improve speed and accessibility. We need to make public transit a better option to increase usage."* – Multnomah County

*"Additional focus on adding lanes to vehicle traffic and reducing congestion."* – Washington County

*"More and better-maintained sidewalks, bike infrastructure and access to public transit that is safe (and perceived to be safe by all ages)"* – Clackamas County

**Participants' highest priorities for spending were maintaining our current transportation system, widening roads and building new connections and public transportation (Q39).**

Top priority for spending differed by county with Multnomah County residents prioritizing public transportation (\$25.80); while Clackamas (\$27.50) and Washington (\$25.00) county residents placed highest priority on maintaining and keeping our current transportation system in good condition.

	<b>Clackamas</b>	<b>Multnomah</b>	<b>Washington</b>
<b>Maintain and keep our current transportation system in good condition</b>	<b>\$27.50</b>	<b>\$23.10</b>	<b>\$25.00</b>
<b>Public transportation including making transit more frequent, convenient, accessible and affordable</b>	<b>\$17.20</b>	<b>\$25.80</b>	<b>\$19.00</b>
<b>Connections to more places with sidewalks, walking, and bicycle paths</b>	<b>\$11.60</b>	<b>\$19.10</b>	<b>\$13.50</b>
<b>Widen roads and build new connections to improve vehicle flow and safety</b>	<b>\$22.70</b>	<b>\$10.10</b>	<b>\$22.40</b>
<b>Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals</b>	<b>\$15.80</b>	<b>\$13.10</b>	<b>\$14.20</b>
<b>Provide incentives and information to encourage carpooling, walking, bicycling, and public transit</b>	<b>\$5.30</b>	<b>\$8.70</b>	<b>\$5.80</b>
<b>TOTAL</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>

**Metro Climate Smart Communities  
March 2014; N=1762 Opt In Panel  
DHM Research**

1. Overall, do you feel the quality of life in the Portland Metropolitan region is very good, good, poor, or very poor?

Response Category	N=1762
Very good	32%
Good	62%
Poor	4%
Very poor	2%
<b>Don't know</b>	0%

2. What are the two most important things you would like your local government officials to do that would improve the quality of life in the region? Please be specific.  
**(OPEN)**

\* see verbatim Excel file

Oregon has set a goal to reduce its greenhouse gas emissions from all sources over the next 35 years. To help meet this goal, the Oregon Legislature required our regional government to develop and implement a plan to reduce vehicle emissions from cars and small trucks by 2035, or over the next 20 years. Some ideas to reduce emissions from cars and small trucks include more connected sidewalks, bicycle paths, and public transit to provide more options for people to get around. Other ideas include timed traffic signals, flashing yellow turn signals, and widening roads to help with vehicle flow. The state has been working on cleaner fuels and more fuel-efficient vehicles with other states and the Federal government, which will also help.

3. Below are two statements about reducing greenhouse gas emissions. Please tell me which ONE of the following comes closer to your point of view?

Response Category	N=1762
This goal is a step in the right direction. More can be done to reduce greenhouse gas emissions in the region.	73%
This goal may take us away from other priorities for important public services. We are spending too much time and effort on reducing greenhouse gas emissions in our region.	23%
<b>Don't know</b>	4%

4. What change would you like to see happen to the Portland Metropolitan region transportation system in the next ten years that would most improve the quality of life for you or your family? **(OPEN)**  
 \* see verbatim Excel file

5. Next, I'd like for you to build a budget based on how you would like to see existing taxpayer money spent on the following six transportation priorities. Your total budget is \$100 dollars. You can assign any amount to a single item—from \$0 to \$100 – but the total of all six priorities will need to be \$100. Remember to allocate the money in the way you feel most closely matches your personal values and beliefs.

<b>Response Category</b>	<b>N=1762</b>
Maintain and keep our current transportation system in good condition	\$24.20
Public transportation including making transit more frequent, convenient, accessible and affordable	\$22.90
Connections to more places with sidewalks, walking, and bicycle paths	\$16.60
Widen roads and build new connections to improve vehicle flow and safety	\$15.00
Use technology to improve vehicle flow and safety on roads including timing traffic signals, pedestrian countdown signs, and flashing yellow turn signals	\$13.80
Provide incentives and information to encourage carpooling, walking, bicycling, and public transit	\$7.50
<b>TOTAL</b>	<b>\$100</b>

6. Which of the following forms of transportation do you use at least once a week? Keep in mind this is for trips to work, school, or run errands, and not for exercise.

<b>Response Category</b>	<b>N=1762</b>
Vehicle	90%
Walk	68%
Public transportation	37%
Bicycle	29%
Carsharing service, for example Zipcar, or Car2Go	5%
Other (motorcycle, skateboard, etc.)	3%
<b>Don't know</b>	0%

7. Which of the following best describes your ethnicity?

Response Category	N=1762
African	0%
African American/Black	1%
American Indian/Native American or Alaskan Native	2%
Asian or Pacific Islander	2%
Hispanic/Latino	2%
Slavic	1%
White/Caucasian	85%
Middle Eastern	1%
Refused	10%

**DEMOGRAPHICS ALREADY COLLECTED IN OPT IN SIGNUP SURVEY**  
**AGE**

Response Category	N=1762
Under 18	0%
18-24	1%
25-34	17%
35-54	40%
55-64	26%
65 or above	16%
Refused	0%

**Education** (Opt In combines first two categories from phone survey, less than high school and high school diploma or less)

Response Category	N=1762
8 <sup>th</sup> grade or less	0%
Some high school	0%
High school graduate	1%
Some college/community college/2-yr degree	14%
College degree/4-yr degree	37%
Post graduate	44%
No answer	2%

**Gender**

Response Category	N=1762
Male	51%
Female	49%
Don't know	0%

**County**

Response Category	N=1762
Multnomah	61%
Washington	25%
Clackamas	14%
Other	0%

## Income

Response Category	N=1762
Less than \$25,000	6%
\$25,000 to less than \$35,000	4%
\$35,000 to less than \$50,000	7%
\$50,000 to less than \$75,000	14%
\$75,000 to less than \$100,000	9%
\$100,000 to less than \$150,000	12%
\$150,000+	6%
<b>(Don't Ask)</b> Refused	

## Political Party

Response Category	N=1762
More of a Democrat	55%
More of a Republican	11%
More of an independent/Other party	30%
No Answer	4%

Agenda Item No. 3.0

**METRO CHARTER LANGUAGE REQUIREMENTS**

Metro Council Work Session  
Tuesday, May13, 2014  
Metro, Council Chamber

# METRO COUNCIL

## Work Session Worksheet

**PRESENTATION DATE:** May 13, 2014      **TIME:** 2:40 p.m.      **LENGTH:** 30 Minutes

**PRESENTATION TITLE:** Metro Charter Language Requirements

**DEPARTMENT:** OMA

**PRESENTER(S):** Alison Kean (1511) and Jim Middaugh (1505)

### WORK SESSION PURPOSE & DESIRED OUTCOMES

- **Purpose:** Provide information regarding Metro Charter Chapter II, Section 5(4)(b) and the requirement for submission to the general vote in November 2014. Discuss charter requirement submission.
- **Outcome:** Informal direction by the Council on upcoming Resolution regarding charter language submission.

### TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

The Metro Charter, adopted in 1992, amended in November 2000 (amendments effective 01/06/03) requires the Metro Council to submit to the Metro area voters at the November 2014 general election the question of whether or not to retain the “density increase prohibition” subsection of the Metro Charter.

### QUESTIONS FOR COUNCIL CONSIDERATION

*List questions for Council’s consideration that will help/guide the Council in providing policy direction.*

- Is there anything beyond required charter vote that you would like to see put on ballot?

### PACKET MATERIALS

- Would legislation be required for Council action  Yes  No
- If yes, is draft legislation attached?  Yes  No
- What other materials are you presenting today? Copy of Metro Charter Chapter II, Section 5(4)(b)

Metro Charter Chapter II, Section 5, subsection (4)(b)

(4) Protection of Livability of Existing Neighborhoods.

(a) Livability Protection. The Regional Framework Plan shall include measures to protect the livability of existing neighborhoods taking into consideration air pollution, water pollution, noise, and crime as well as provision of an adequate level of police, fire, transportation and emergency services, public utilities, and access to parks, open space and neighborhood services.

(b) Density Increase Prohibited. Neither the Regional Framework Plan nor any Metro ordinance adopted to implement the plan shall require an increase in the density of single-family neighborhoods within the existing urban growth boundary identified in the plan solely as Inner or Outer Neighborhoods.<sup>1</sup>

<sup>1</sup> (a) Subsection 4(b) of Section 5 of the Metro Charter is repealed on June 30, 2015 unless at the general election held in 2014, a majority of the electors voting on the question of whether or not to retain Subsection 4(b) of Section 5 of the Metro Charter as part of the Metro Charter vote to retain the subsection. If the electors vote to retain the subsection, Subsection 4(b) of Section 5 of the Metro Charter of this measure shall remain in effect. If a majority of the electors do not vote to retain Subsection 4(b) of Section 5 of the Metro Charter, then that subsection is repealed on June 30, 2015.

(b) By appropriate action of the Metro Council, the question described in subsection (a) of this section shall be submitted to the people for their decision at the general election held in 2014.

(c) This section is repealed on January 1, 2016.

Materials following this page were distributed at the meeting.

 **Metro** | *Agenda*

Meeting: Metro Council  
Date: Thursday, May 15, 2014  
Time: 2 p.m.  
Place: Metro, Council Chamber

---

### **CALL TO ORDER AND ROLL CALL**

**1. INTRODUCTIONS**

**2. CITIZEN COMMUNICATION**

**3. CONSENT AGENDA**

3.1 Consideration of the Council Minutes for May 8, 2014

3.2 **Resolution No. 14-4502**, For the Purpose of Updating the Metropolitan Transportation Planning Area Boundary to Reflect the Year 2010 U.S. Census Bureau Urbanized Area Designation.

3.3 **Resolution No. 14-4525**, For the Purpose of Authorizing the Chief Operating Officer to Enter into an Intergovernmental Agreement for Levee Analysis Cost-Sharing.

**4. RESOLUTIONS**

4.1 **Resolution No. 14-4522**, For the Purpose of Approving the Westside Trail Master Plan.

**Kathleen Brennan-Hunter, Metro**  
**Mark Davison, Metro**  
**Robert Spurlock, Metro**

**5. ORDINANCES – FIRST READ**

5.1 **Ordinance No. 14-1330**, For the Purpose of Annexing to the Metro District Boundary Approximately 24.55 Acres Located Along NW Brugger Road and NW Kaiser Road in the North Bethany Area of Washington County.

**6. CHIEF OPERATING OFFICER COMMUNICATION**

**Martha Bennett, Metro**

**7. COUNCILOR COMMUNICATION**

**ADJOURN**

**Television schedule for May 15, 2014 Metro Council meeting**

<p><b>Clackamas, Multnomah and Washington counties, and Vancouver, WA</b>          Channel 30 – Community Access Network  <i>Web site:</i> <a href="http://www.tvctv.org">www.tvctv.org</a>  <i>Ph:</i> 503-629-8534  <i>Date:</i> Thursday, May 15</p>	<p><b>Portland</b>          Channel 30 – Portland Community Media  <i>Web site:</i> <a href="http://www.pcmtv.org">www.pcmtv.org</a>  <i>Ph:</i> 503-288-1515  <i>Date:</i> Sunday, May 18, 7:30 p.m.  <i>Date:</i> Monday, May 19, 9 a.m.</p>
<p><b>Gresham</b>          Channel 30 - MCTV  <i>Web site:</i> <a href="http://www.metroeast.org">www.metroeast.org</a>  <i>Ph:</i> 503-491-7636  <i>Date:</i> Monday, May 19, 2 p.m.</p>	<p><b>Washington County and West Linn</b>          Channel 30– TVC TV  <i>Web site:</i> <a href="http://www.tvctv.org">www.tvctv.org</a>  <i>Ph:</i> 503-629-8534  <i>Date:</i> Saturday, May 17, 11 p.m.  <i>Date:</i> Sunday, May 18, 11 p.m.  <i>Date:</i> Tuesday, May 20, 6 a.m.  <i>Date:</i> Wednesday, May 21, 4 p.m.</p>
<p><b>Oregon City and Gladstone</b>          Channel 28 – Willamette Falls Television  <i>Web site:</i> <a href="http://www.wftvmedia.org/">http://www.wftvmedia.org/</a>  <i>Ph:</i> 503-650-0275          Call or visit web site for program times.</p>	

**PLEASE NOTE: Show times are tentative and in some cases the entire meeting may not be shown due to length. Call or check your community access station web site to confirm program times.** Agenda items may not be considered in the exact order. For questions about the agenda, call the Metro Council Office at 503-797-1540. Public hearings are held on all ordinances second read. Documents for the record must be submitted to the Regional Engagement and Legislative Coordinator to be included in the meeting record. Documents can be submitted by e-mail, fax or mail or in person to the Regional Engagement and Legislative Coordinator. For additional information about testifying before the Metro Council please go to the Metro web site [www.oregonmetro.gov](http://www.oregonmetro.gov) and click on public comment opportunities.

**Metro’s nondiscrimination notice**

Metro respects civil rights. Metro fully complies with Title VI of the Civil Rights Act of 1964 that bans discrimination on the basis of race, color or national origin. For more information on Metro’s civil rights program, or to obtain a Title VI complaint form, visit [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights) or call 503-797-1536. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. All Metro meetings are wheelchair accessible. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1536 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 7 business days in advance of the meeting to accommodate your request. For up-to-date public transportation information, visit TriMet’s website at [www.trimet.org](http://www.trimet.org).



## JPACT/MPAC JOINT MEETING AGENDA

8 a.m. to noon, Friday, May 30, 2014  
 World Forestry Center, Cheatham Hall

**NOTE:** The meeting will follow JPACT and MPAC meeting protocols which means that only JPACT and MPAC members will be seated at the discussion table and allowed to vote. If a member is not present, the alternate will sit in their place. Audience seating will be provided for all other attendees.

### Meeting outcomes:

- Members share and discuss feedback from the agencies and jurisdictions they represent
- Members shape and recommend a draft hybrid approach to the Metro Council for further testing over the summer
- Members understand next steps to reaching a final preferred approach at the end of 2014 and what implementation actions will follow

**7:30 a.m. REGISTRATION AND LIGHT BREAKFAST**

**8 a.m. WELCOME AND AGENDA REVIEW**

Sam Imperati,  
Facilitator

**8:10 a.m. CALL TO ORDER AND INTRODUCTIONS**

*Review meeting outcomes and today's action*

MPAC Chair, West Linn Council  
President Jody Carson

*Review next steps to get to final preferred approach in December 2014*

JPACT Chair, Metro Councilor Craig Dirksen

**8:25 a.m. SETTING THE STAGE FOR SHAPING A DRAFT HYBRID APPROACH TO TEST - INFORMATION**

John Williams,  
Metro Deputy Planning Director

- *Overview of straw poll results, cost information and community input*
- *Clarify Council December policy action versus future implementation actions*

*Continued on reverse side...*

### Getting there

The World Forestry Center is accessible by MAX at the Washington Park stop or TriMet bus #63. A parking pass will be provided for members and alternates who park in the Washington Park lot. Metro staff will meet you at the main parking lot entrance to provide you the pass or you can pick it up at the registration table. For staff or other meeting attendees, parking is available for purchase at the lot.

8:45 a.m.	<b>REPORTING BACK AND SHAPING A DRAFT HYBRID APPROACH TO TEST - <u>DISCUSSION AND POLL</u></b>	Members
	<i>For each policy area, members share input received on April straw poll results and discuss what level of investment they would support and why:</i>	
	<ul style="list-style-type: none"> <li>• <i>Transit</i> <ul style="list-style-type: none"> <li>▪ <i>Capital</i></li> <li>▪ <i>Operations</i></li> </ul> </li> <li>• <i>Technology</i></li> <li>• <i>Travel information</i></li> <li>• <i>Active Transportation</i></li> <li>• <i>Streets and highways</i></li> <li>• <i>Parking</i></li> </ul>	
	<i>At the end of the discussion, individual members will be polled on the level of investment to test in the draft hybrid approach for each policy area.</i>	
11:00 a.m.	<b>JOINT RECOMMENDATION TO METRO COUNCIL ON A DRAFT HYBRID APPROACH TO TEST - <u>ACTION REQUESTED</u></b>	Sam Imperati, Facilitator
	<i>Present poll results and facilitate group discussion that leads to a joint recommendation to the Metro Council on a draft hybrid approach to test</i>	
11:45 a.m.	<b>GETTING TO A FINAL RECOMMENDATION IN DECEMBER – WHAT’S NEXT?</b>	MPAC Chair, West Linn Council President Jody Carson
	<i>Review next steps</i>	JPACT Chair, Metro Councilor Craig Dirksen
Noon	<b>ADJOURN</b>	

**Logistics and more info**

Wi-Fi is available at the World Forestry Center. Select “WFC”; no password is required.

[www.oregonmetro.gov/climatescenarios](http://www.oregonmetro.gov/climatescenarios)

For more information, call Valerie Cuevas at 503-797-1536.

## Region 1 PRIORITIZATION SCORING MATRIX - ALL

	B	C	D	F	G	AB	AC
1	County	Applicant	Project Name	Total ConnectOregon Funds Requested (\$)	Tier	Final Ranking	Running Total
2	Columbia	Port of St. Helens	Berth 1 - Beaver Dock Extension	\$ 2,000,000.00	1	1	\$ 2,000,000.00
3	Multnomah	Columbia River Pilots	Columbia River Underkeel Clearance	\$ 949,608.00	2	2	\$ 2,949,608.00
4	Washington	City of Tualatin	Tualatin River Greenway Trail Gap Completion	\$ 1,585,800.00	1	3	\$ 4,535,408.00
5	Columbia	Port of St. Helens	Berth 2 - Beaver Dock Reconstruction	\$ 2,000,000.00	1	4	\$ 6,535,408.00
6	Multnomah	Peninsula Terminal Co.	Transload Warehouse	\$ 311,642.50	2	5	\$ 6,847,050.50
7	Multnomah	Port of Portland	Terminal 6 Crane Drive Electronics	\$ 1,440,000.00	2	6	\$ 8,287,050.50
8	Columbia	City of Rainier	A-Street Safety Corridor Rail Improvement	\$ 2,996,264.00	2	7	\$ 11,283,314.50
9	Multnomah	Tri-County Metropolitan Transportation (TriMet)	TriMet Westside Bike & Rides; Access to Jobs	\$ 1,510,948.97	2	8	\$ 12,794,263.47
10	Washington	City of Tigard	Tigard Street Trail - A Path to Employment	\$ 1,200,000.00	2	9	\$ 13,994,263.47
11	Multnomah	Portland Bureau of Transportation	Streetcar Safety and Jobs Access Enhancements	\$ 1,600,000.00	1	10	\$ 15,594,263.47
12	Hood River	Port of Hood River	Hood River Waterfront Trail Completion	\$ 379,488.00	3	11	\$ 15,973,751.47
13	Washington	Tualatin Hills Park & Recreation District	Waterhouse Trail No 4	\$ 600,000.00	1	12	\$ 16,573,751.47
14	Columbia	Teevin Bros Land & Timber Co, LLC	Rail Intermodal Consolidation Facility	\$ 2,673,249.25	2	13	\$ 19,247,000.72
15	Columbia	Sause Bros., Inc.	Heavy Lift Equipment Acquisition	\$ 1,113,632.00	2	14	\$ 20,360,632.72

## Region 1 PRIORITIZATION SCORING MATRIX - ALL

	B	C	D	F	G	AB	AC
1	County	Applicant	Project Name	Total ConnectOregon Funds Requested (\$)	Tier	Final Ranking	Running Total
16	Multnomah	City of Portland Bureau of Transportation	Bike Share Phase 2: Jobs, Training & Transit	\$ 2,000,000.00	2	15	\$ 22,360,632.72
17	Multnomah	Port of Portland	Terminal 2 Redevelopment	\$ 3,200,000.00	3	16	\$ 25,560,632.72
18	Multnomah	International Raw Materials Ltd.	DGT Rail Expansion	\$ 562,500.00	3	17	\$ 26,123,132.72
19	Multnomah	BNSF Railway Company	Portland Intermodal Facility Improvements	\$ 3,927,200.00	2	18	\$ 30,050,332.72
20	Columbia	Columbia County Rider Transportation	Rainier Transit Center	\$ 542,645.60	2	19	\$ 30,592,978.32
21	Multnomah	Port of Portland	PDX Northside Redevelopment Phase 1	\$ 3,400,000.00	3	20	\$ 33,992,978.32
22	Multnomah	Northwest Container Services	NWCS Equipment Improvement	\$ 1,320,000.00	3	21	\$ 35,312,978.32
23	Multnomah	Northwest Container Services	NWCS Rail Car Modification and Upgrade	\$ 1,506,062.40	3	22	\$ 36,819,040.72
24	Clackamas	Oregon Parks and Recreation Department	Cazadero Trail - Deep Creek Crossings	\$ 3,200,000.00	3	23	\$ 40,019,040.72
25	Multnomah	Metro	St. Johns Rivergate Access Project	\$ 2,294,996.80	3	24	\$ 42,314,037.52
26	Clackamas	City of Wilsonville	I-5 Bike/Ped Bridge - Town Center to Barber St.	\$ 6,400,000.00	4	25	\$ 48,714,037.52
27	Clackamas	Villages at Mt. Hood Board of Directors	Villages at Mt. Hood Bike/Ped Master Plan	\$ 68,000.00	4	26	\$ 48,782,037.52