



METROPOLITAN SERVICE DISTRICT
527 SW. HALL ST., PORTLAND, OR. 97201. 503/221-1646

MEMORANDUM

Date: May 11, 1982
To: File
From: G. B. Arrington, Project Coordinator
Regarding: Bardsley and Haslacher LRT Survey

*Circulate to
Keith
Richard
Kauer
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This memorandum is prepared from my notes from a presentation by Mr. Bardsley. The Banfield Neighbors survey was conducted for Tri-Met's Public Affairs Department with a series of interviews in January and February, 1982. The sample included 397 residential and 53 business interviews in the primary area within the LRT Corridor and 102 extension interviews. Public Affairs Department will use the survey to formulate their work program for the next year.

2/3rds Of Those Surveyed Support LRT

Generally, the survey found that two-thirds of the people along the Corridor support the LRT. The support for the project is soft. As could be expected, those most directly impacted by the rail project are those that show the highest degree of disapproval. Supporters for the project tend to be young, educated and affluent people. The business community strongly favors the Banfield. The No. 1 reason for their support is civic pride and the fact that the LRT will promote growth.

Burnside Homeowners And Elderly Oppose LRT

The only group which opposed the project were 65 and over and retired. Forty-one percent of this group supported the light rail project. Along Burnside Street itself, 57 percent of the homeowners were opposed to LRT. Burnside is, however, a very transitory area and only 41 percent of the residents are owners.

Majority Believes LRT To Be Paid For Locally And Taxes Raised

There are a number of misconceptions that Tri-Met needs to correct about the project. For example, a significant percentage of residents (53 percent) and businesses (47 percent) thought the LRT project would be paid for locally. This underlines the need to promote the federal role in the project. Residents (73 percent) and businesses (91 percent) thought that taxes would be raised specifically to pay for the

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LRT. Of those, 72 percent thought that property taxes would be raised specifically to pay for the LRT. Income and payroll followed as the most likely taxes to be raised to support LRT.

Cost Of Project Public's Major Concern

As could be expected, the number one concern about the project in all groups were the costs associated with the project. Second, a tax hike to support LRT. The third, most frequently mentioned concern, was changes in traffic patterns. For joint development there was nearly an equal split of those being for or against the project because of its perceived development impacts. While Tri-Met Administration has decided not to be directly involved in joint development, in the community it is not a significant issue--positively or negatively.

Businesses Perceive LRT As A Benefit

In reponse to a question about whether businesses perceive light rail would help them once it was in operation, 47 percent thought it would help them, 23 percent thought it would harm them, and 30 percent were undecided. Businesses generally perceived that the light rail would give them greater visibility, provide opportunities for development next to the stops or bring more people to their existing businesses. Eighty-five percent of businesses thought that LRT would harm them during construction.

People Think It Will Cost More To Ride LRT

Most people thought that it would cost more to ride the light rail than the bus. The breakdown was as follows: 62 percent of businesses, 58 percent of residences, 63 percent of existing Tri-Met riders in the survey, and 79 percent of the people surveyed in Gresham.

LRT Image Is More Positive Than Tri-Met

In isolating the way that people receive information about the LRT project, the most reliable was the LRT newsletter. In descending order the next were: newspaper, Banfield project office, a potential LRT hotline, TV, the City, flyers, a letter from Tri-Met, radio and shopping center displays. Bardsley concluded that light rail has a much higher, positive image than Tri-Met.

Seven Positive Themes To Sell LRT

In identifying themes to sell the project, seven themes came up which are very close to each other and could be used. The

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positive themes were: 1) light rail will conserve energy, won't pollute; 2) quiet, comfortable ride; 3) relieve traffic congestion; 4) fast and efficient service; 5) new and improved streets; 6) jobs; and 7) will revitalize business.

Negative Themes Associated With LRT

The most negative themes associated with the project where Tri-Met would be vulnerable to attack are: increased Tri-Met operating costs; that light rail will increase taxes; and that there will be construction disruption from the light rail.

Mass Transit And Jobs

In looking at the relationship between mass transit and jobs there was a strong perception that mass transit created more jobs. The breakdown is as follows: for residences 49 percent thought mass transit was very important in creating jobs; 80 percent thought it was important for businesses; 72 percent thought mass transit was very important; and 94 percent of businesses thought that it was important.

LRT Support Is Soft

The project itself continues to have soft support. Eighty-four percent of those who would support light rail have some concerns about the project that need to be answered.

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