Methodology

- 800 registered voters; +/- 3.5%
- Landline and cell
- Demographic quotas to assure representative sample
- Questionnaire triangulation
- One of multiple research and public involvement projects
7 KEY TAKEAWAYS
Takeaway #1

Maintenance and safety were the highest priority investments
Most Important Priorities to Invest in Now

<table>
<thead>
<tr>
<th>Priority</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe pedestrian street crossings</td>
<td>42%</td>
<td>19%</td>
<td>17%</td>
<td>8%</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety around schools</td>
<td>41%</td>
<td>16%</td>
<td>17%</td>
<td>9%</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General street maintenance like potholes...</td>
<td>36%</td>
<td>20%</td>
<td>22%</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street maintenance on the busiest city streets</td>
<td>33%</td>
<td>23%</td>
<td>22%</td>
<td>10%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety at intersections</td>
<td>36%</td>
<td>19%</td>
<td>18%</td>
<td>10%</td>
<td>9%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add sidewalks where there aren’t any</td>
<td>33%</td>
<td>17%</td>
<td>16%</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Bridges and overpasses</td>
<td>25%</td>
<td>20%</td>
<td>22%</td>
<td>12%</td>
<td>9%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frequent Bus service</td>
<td>23%</td>
<td>20%</td>
<td>24%</td>
<td>11%</td>
<td>9%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAX light rail service</td>
<td>22%</td>
<td>16%</td>
<td>21%</td>
<td>13%</td>
<td>11%</td>
<td>6%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Safer bike routes</td>
<td>22%</td>
<td>15%</td>
<td>19%</td>
<td>13%</td>
<td>10%</td>
<td>7%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Freeways</td>
<td>18%</td>
<td>15%</td>
<td>22%</td>
<td>16%</td>
<td>11%</td>
<td>8%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Paving gravel streets</td>
<td>20%</td>
<td>12%</td>
<td>21%</td>
<td>17%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Neighborhood traffic speed reduction</td>
<td>16%</td>
<td>13%</td>
<td>21%</td>
<td>14%</td>
<td>13%</td>
<td>11%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Street maintenance on quiet residential streets</td>
<td>14%</td>
<td>14%</td>
<td>22%</td>
<td>19%</td>
<td>16%</td>
<td>9%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Bus lanes that are separated from car traffic</td>
<td>12%</td>
<td>9%</td>
<td>18%</td>
<td>15%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Street car system</td>
<td>9%</td>
<td>10%</td>
<td>19%</td>
<td>13%</td>
<td>14%</td>
<td>11%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Freight movement</td>
<td>10%</td>
<td>10%</td>
<td>21%</td>
<td>17%</td>
<td>17%</td>
<td>7%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Scale: 1 (least important) to 7 (most important) to invest in now.
Takeaway #2

At least a majority of Portlanders supported each possible funding package feature
## Support for Funding Packages

If the funding package provided funds for sidewalks and safety features in places where children need them to get to school and seniors need them to get to transit:

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>31%</td>
<td>7%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

If the funding package provided more crosswalks and flashing light signals on streets with dangerous intersections and bus and transit stops:

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>37%</td>
<td>7%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

If the funding package provided repairs to at least one downtown Willamette River bridge so it will survive an earthquake:

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>38%</td>
<td>11%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

(SPLIT A) If the funding package focused on long delayed maintenance that will reduce the future cost of road and bridge repairs (N=400)

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>37%</td>
<td>40%</td>
<td>12%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

(SPLIT A) If the funding package improved bus service in low income areas with substandard bus service (N=400)

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>38%</td>
<td>11%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

(SPLIT B) If the funding package focused on long delayed maintenance that will reduce the future cost of traffic signals and more energy efficient street lights (N=400)

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>46%</td>
<td>14%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

(SPLIT B) If the funding package improved bus service in areas with substandard bus service (N=400)

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>33%</td>
<td>37%</td>
<td>18%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

If the funding package prioritized better access for freight to industrial areas that could support additional jobs and economic development:

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td>43%</td>
<td>16%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

If the funding package created safer bike routes that separated people riding bicycles from car and freight traffic:

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>34%</td>
<td>16%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>

If the funding package provided city funds to pave gravel and unimproved streets:

<table>
<thead>
<tr>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>24%</td>
<td>36%</td>
<td>21%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>
Takeaway #3

Portlanders want investments made that are most important to citizens, regardless of which government owns what.
The City should make whatever investments are most important to citizens, regardless of which government owns what, and, if necessary, partner with other agencies.

Don’t know

20%

77%

3%
Portlanders were asked about multi-modal investments
Bus, Bicycle & Street Car Priorities

Scale: 1 (much less likely) to 7 (much more likely) to support funding package.

- Safe pedestrian street crossings: 42% 19% 17% 8% 6%
- Safety around schools: 41% 16% 17% 9% 7%
- General street maintenance like potholes: 36% 20% 22% 11%
- Street maintenance on the busiest city streets: 33% 23% 22% 10% 3%
- Safety at intersections: 36% 19% 18% 10% 9% 4%
- Add sidewalks where there aren’t any: 33% 17% 16% 11% 9% 7% 7%
- Bridges and overpasses: 25% 20% 22% 12% 9% 5%
- Frequent Bus service: 23% 20% 24% 11% 9% 6%
- MAX light rail service: 22% 16% 21% 13% 11% 6% 10%
- Safer bike routes: 22% 15% 19% 13% 10% 7% 12%
- Freeways: 18% 15% 22% 16% 11% 8% 8%
- Paving gravel streets: 20% 12% 21% 17% 11% 10% 9%
- Neighborhood traffic speed reduction: 16% 13% 21% 14% 13% 11% 11%
- Street maintenance on quiet residential streets: 14% 14% 22% 19% 16% 9% 5%
- Bus lanes that are separated from car traffic: 12% 9% 18% 15% 14% 14% 15%
- Street car system: 9% 10% 19% 13% 14% 11% 19%
- Freight movement: 10% 10% 21% 17% 17% 7% 7%

DHM Research | PBOT, 2014
### Biggest Transportation Related Needs

<table>
<thead>
<tr>
<th>Response Category</th>
<th>(Q31) N=800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road maintenance (fixing potholes/paving roads)</td>
<td>26%</td>
</tr>
<tr>
<td>Improving MAX/TriMet transportation—general</td>
<td>12%</td>
</tr>
<tr>
<td>Bicycle lanes/better/safer bike lanes</td>
<td>10%</td>
</tr>
<tr>
<td>Crosswalks/safer crossings</td>
<td>9%</td>
</tr>
<tr>
<td>Sidewalks/add and maintain sidewalks</td>
<td>8%</td>
</tr>
<tr>
<td>More frequent buses/routes</td>
<td>8%</td>
</tr>
<tr>
<td>Pedestrian safety</td>
<td>7%</td>
</tr>
<tr>
<td>Improve highway/freeway traffic</td>
<td>6%</td>
</tr>
<tr>
<td>Bridge maintenance</td>
<td>6%</td>
</tr>
<tr>
<td>Crime/public safety</td>
<td>5%</td>
</tr>
<tr>
<td>Traffic congestion</td>
<td>4%</td>
</tr>
<tr>
<td>Improving bus services</td>
<td>4%</td>
</tr>
<tr>
<td>Reduce public transportation costs</td>
<td>4%</td>
</tr>
<tr>
<td>Expand light rail/maintain light rail</td>
<td>3%</td>
</tr>
<tr>
<td>All other responses</td>
<td>2% or less</td>
</tr>
<tr>
<td>None/nothing</td>
<td>7%</td>
</tr>
<tr>
<td><em>(DON’T READ)</em> Don’t know</td>
<td>5%</td>
</tr>
</tbody>
</table>
Takeaway #5

Bridge safety is important to Portlanders
Bridges and Overpass Priorities

Rating on 1-7 scale:
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- DK

- Safe pedestrian street crossings
- Safety around schools
- General street maintenance like potholes...
- Street maintenance on the busiest city streets
- Safety at intersections
- Add sidewalks where there aren’t any
- Bridges and overpasses
- Frequent Bus service
- MAX light rail service
- Safer bike routes
- Freeways
- Paving gravel streets
- Neighborhood traffic speed reduction
- Street maintenance on quiet residential streets
- Bus lanes that are separated from car traffic
- Street car system
- Freight movement
Support for Funding Packages

If the funding package provided funds for sidewalks and safety features in places where children need them to get to school and seniors need them to get to transit.

- Much more likely: 55%
- Somewhat more likely: 31%
- Somewhat less likely: 7%
- Much less likely: 5%
- Don't know: 0%

If the funding package provided repairs to at least one downtown Willamette River bridge so it will survive an earthquake.

- Much more likely: 47%
- Somewhat more likely: 37%
- Somewhat less likely: 7%
- Much less likely: 7%
- Don't know: 0%

(SPLIT A) If the funding package focused on long delayed maintenance that will reduce the future cost of road and bridge repairs (N=400)

- Much more likely: 39%
- Somewhat more likely: 38%
- Somewhat less likely: 11%
- Much less likely: 10%
- Don't know: 0%

(SPLIT A) If the funding package improved bus service in low income areas with substandard bus service (N=400)

- Much more likely: 37%
- Somewhat more likely: 40%
- Somewhat less likely: 12%
- Much less likely: 7%
- Don't know: 0%

(SPLIT B) If the funding package focused on long delayed maintenance that will reduce the future cost of traffic signals and more energy efficient street lights (N=400)

- Much more likely: 29%
- Somewhat more likely: 46%
- Somewhat less likely: 14%
- Much less likely: 8%
- Don't know: 0%

(SPLIT B) If the funding package improved bus service in areas with substandard bus service (N=400)

- Much more likely: 33%
- Somewhat more likely: 37%
- Somewhat less likely: 18%
- Much less likely: 11%
- Don't know: 0%

If the funding package prioritized better access for freight to industrial areas that could support additional jobs and economic development.

- Much more likely: 27%
- Somewhat more likely: 43%
- Somewhat less likely: 16%
- Much less likely: 10%
- Don't know: 0%

If the funding package created safer bike routes that separated people riding bicycles from car and freight traffic.

- Much more likely: 30%
- Somewhat more likely: 34%
- Somewhat less likely: 16%
- Much less likely: 16%
- Don't know: 0%

If the funding package provided city funds to pave gravel and unimproved streets.

- Much more likely: 24%
- Somewhat more likely: 36%
- Somewhat less likely: 21%
- Much less likely: 15%
- Don't know: 0%
Takeaway #6

Portlanders are ‘communitarians’
Support for Funding Packages

If the funding package provided funds for sidewalks and safety features in places where children need them to get to school and seniors need them to get to transit

If the funding package provided more crosswalks and flashing light signals on streets with dangerous intersections and bus and transit stops

If the funding package provided repairs to at least one downtown Willamette River bridge so it will survive an earthquake

(SPLIT A) If the funding package focused on long delayed maintenance that will reduce the future cost of road and bridge repairs (N=400)

(SPLIT A) If the funding package improved bus service in low income areas with substandard bus service (N=400)

(SPLIT B) If the funding package focused on long delayed maintenance that will reduce the future cost of traffic signals and more energy efficient street lights (N=400)

(SPLIT B) If the funding package improved bus service in areas with substandard bus service (N=400)

If the funding package prioritized better access for freight to industrial areas that could support additional jobs and economic development

If the funding package created safer bike routes that separated people riding bicycles from car and freight traffic.

If the funding package provided repairs to at least one downtown Willamette River bridge so it will survive an earthquake

If the funding package provided more crosswalks and flashing light signals on streets with dangerous intersections and bus and transit stops

If the funding package prioritized better access for freight to industrial areas that could support additional jobs and economic development

If the funding package created safer bike routes that separated people riding bicycles from car and freight traffic.
Takeaway #7

Focus on improvements to busy streets more than neighborhood streets
### Busy Streets vs. Neighborhood Streets Priorities

#### Safe pedestrian street crossings
- 42% Most Important
- 19% Important
- 17% Moderate
- 8% Least Important
- 6% Not Important

#### Safety around schools
- 41% Most Important
- 16% Important
- 17% Moderate
- 9% Least Important
- 7% Not Important

#### General street maintenance like potholes...
- 36% Most Important
- 20% Important
- 22% Moderate
- 11% Least Important
- 11% Not Important

#### Street maintenance on the busiest city streets
- 33% Most Important
- 23% Important
- 22% Moderate
- 10% Least Important
- 3% Not Important

#### Safety at intersections
- 36% Most Important
- 19% Important
- 18% Moderate
- 10% Least Important
- 4% Not Important

#### Add sidewalks where there aren’t any
- 33% Most Important
- 17% Important
- 16% Moderate
- 11% Least Important
- 9% Not Important

#### Bridges and overpasses
- 25% Most Important
- 20% Important
- 22% Moderate
- 12% Least Important
- 9% Not Important

#### Frequent Bus service
- 23% Most Important
- 20% Important
- 22% Moderate
- 12% Least Important
- 5% Not Important

#### MAX light rail service
- 22% Most Important
- 16% Important
- 21% Moderate
- 13% Least Important
- 6% Not Important

#### Safer bike routes
- 22% Most Important
- 15% Important
- 19% Moderate
- 13% Least Important
- 10% Not Important

#### Freeways
- 18% Most Important
- 15% Important
- 22% Moderate
- 16% Least Important
- 8% Not Important

#### Paving gravel streets
- 20% Most Important
- 12% Important
- 21% Moderate
- 17% Least Important
- 8% Not Important

#### Neighborhood traffic speed reduction
- 16% Most Important
- 13% Important
- 21% Moderate
- 14% Least Important
- 11% Not Important

#### Street maintenance on quiet residential streets
- 14% Most Important
- 14% Important
- 21% Moderate
- 19% Least Important
- 11% Not Important

#### Bus lanes that are separated from car traffic
- 12% Most Important
- 9% Important
- 18% Moderate
- 15% Least Important
- 9% Not Important

#### Street car system
- 9% Most Important
- 10% Important
- 19% Moderate
- 13% Least Important
- 19% Not Important

#### Freight movement
- 10% Most Important
- 10% Important
- 21% Moderate
- 17% Least Important
- 7% Not Important

Scale: 1 (least important) to 7 (most important) to invest in now

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DHM Research | PBOT, 2014
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