



Transportation System Improvement Priorities

A Survey of Portlanders

PREPARED FOR

Portland Bureau of Transportation

February 2014

www.dhmresearch.com

Methodology

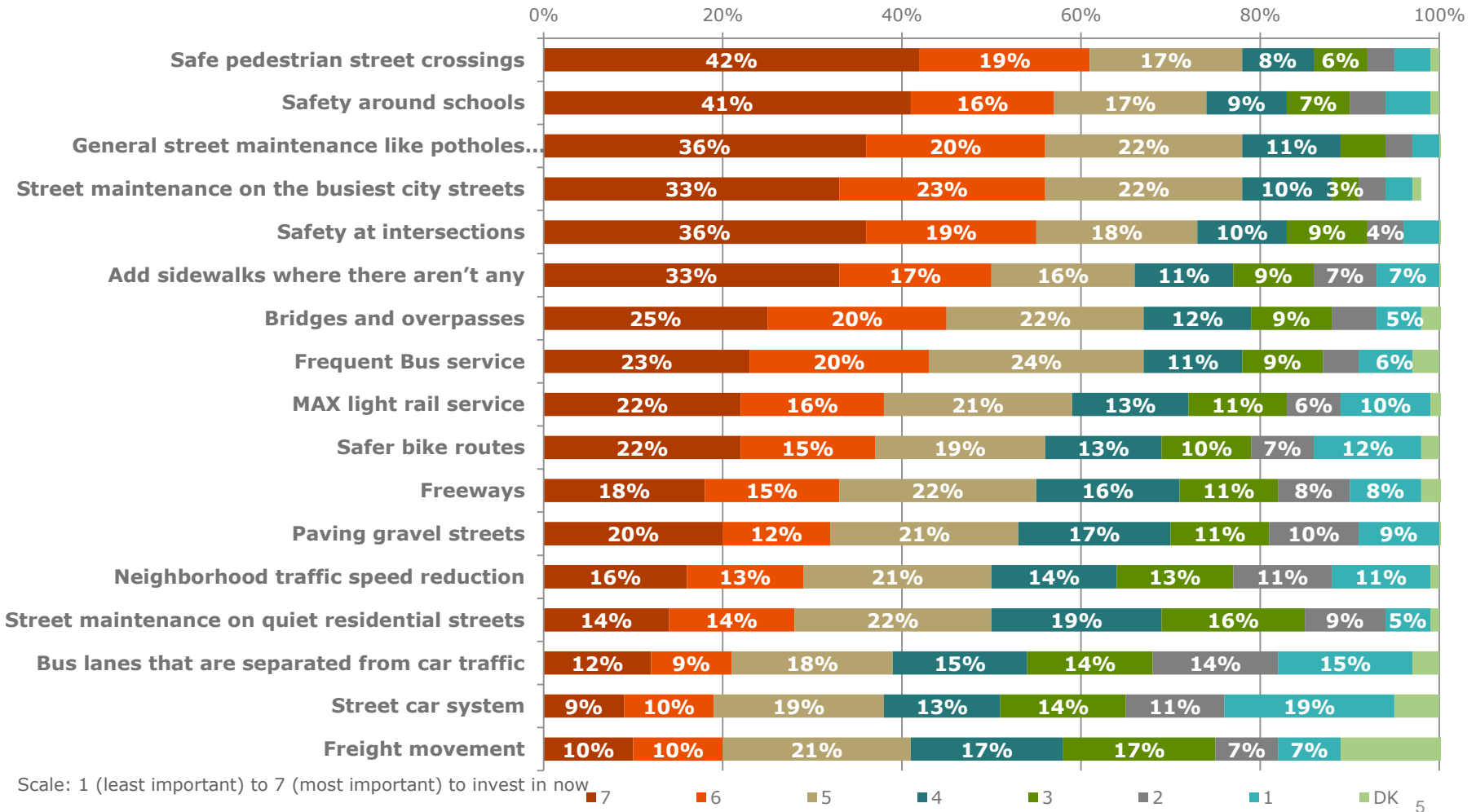
- 800 registered voters; +/- 3.5%
- Landline and cell
- Demographic quotas to assure representative sample
- Questionnaire triangulation
- One of multiple research and public involvement projects

7 KEY TAKEAWAYS

Takeaway #1

Maintenance and safety were the highest priority investments

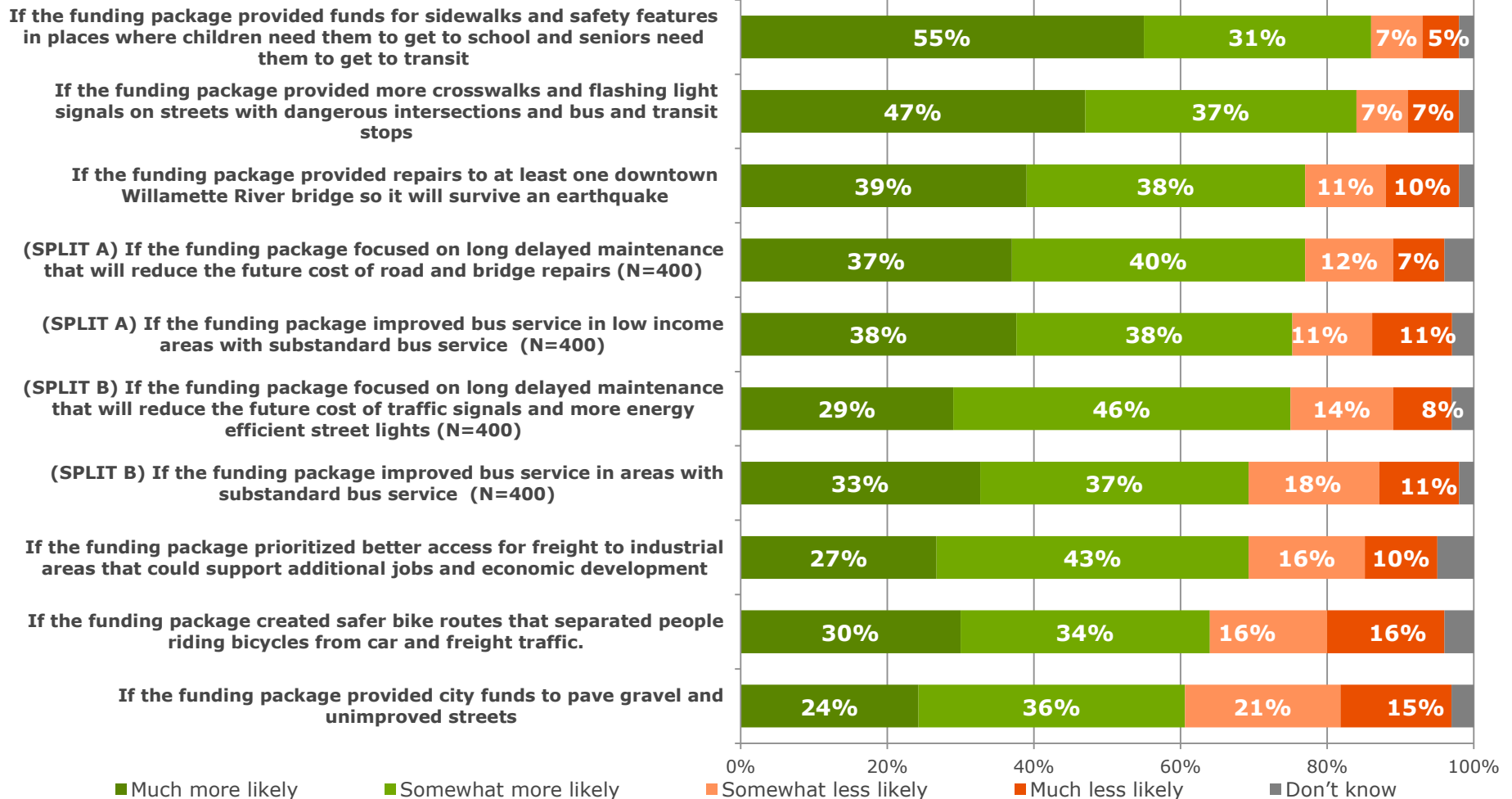
Most Important Priorities to Invest in Now



Takeaway #2

At least a majority of Portlanders supported each possible funding package feature

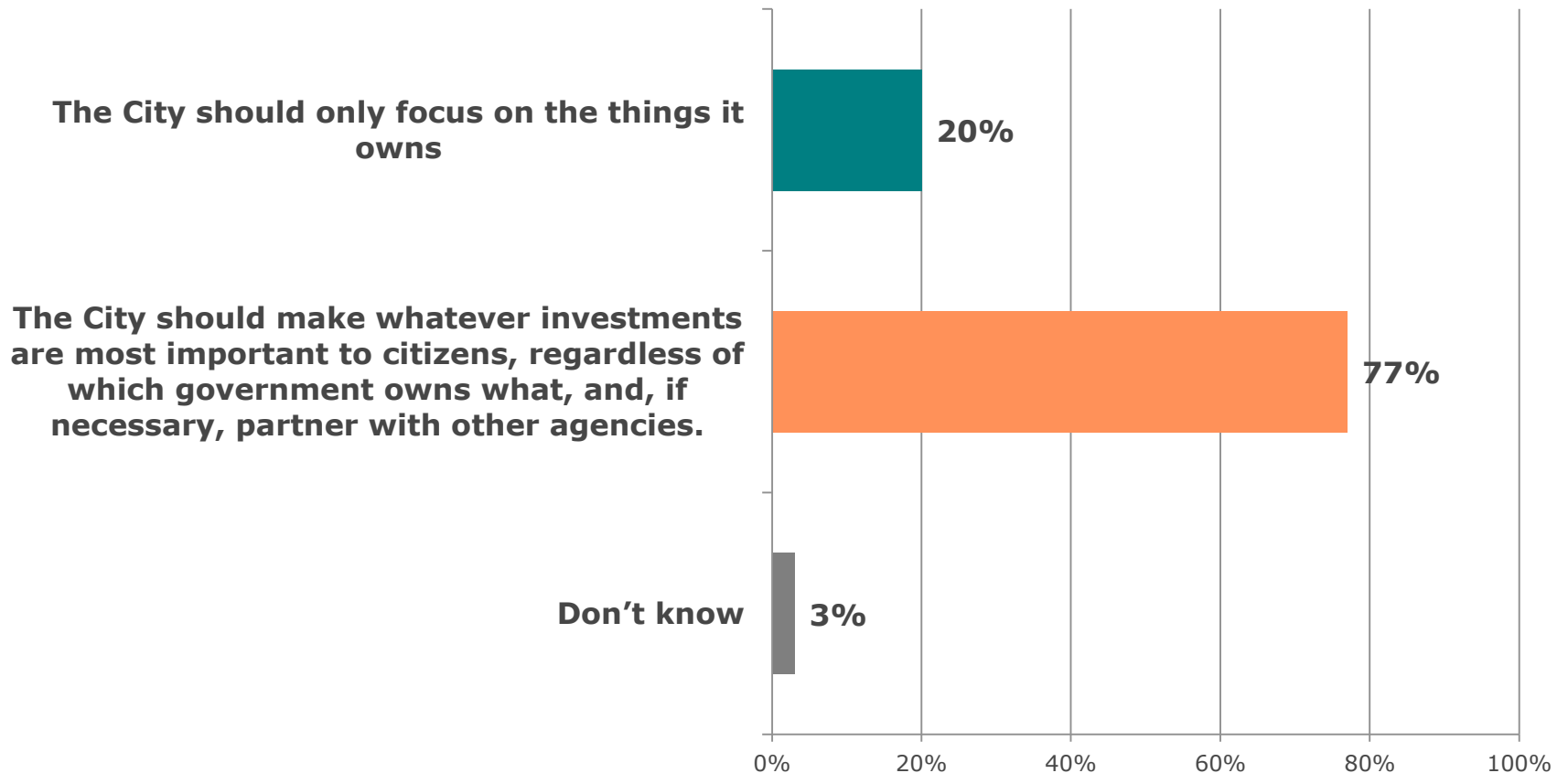
Support for Funding Packages



Takeaway #3

Portlanders want investments made that are most important to citizens, regardless of which government owns what

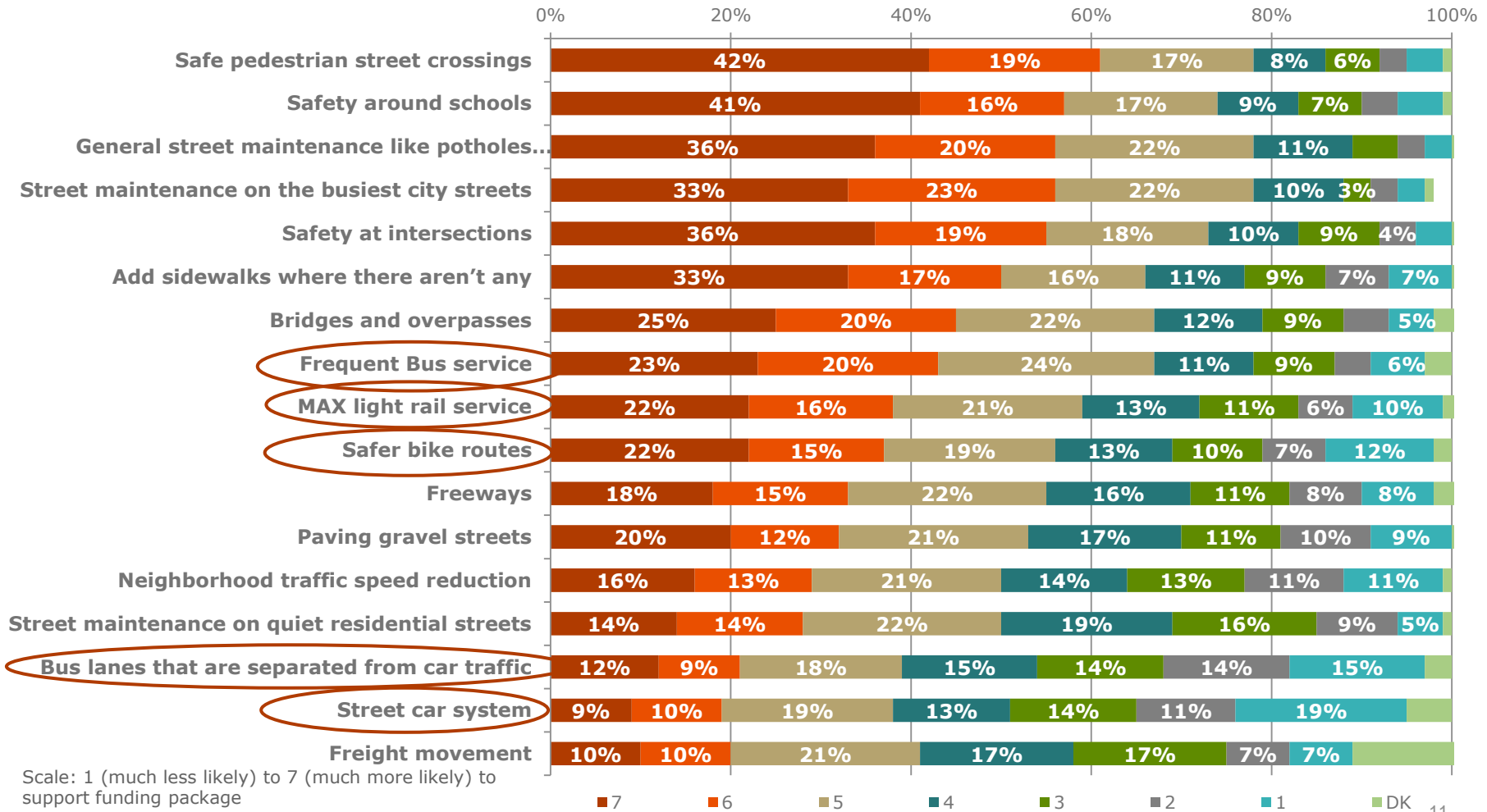
City Investments



Takeaway #4

Portlanders were asked about
multi-modal investments

Bus, Bicycle & Street Car Priorities



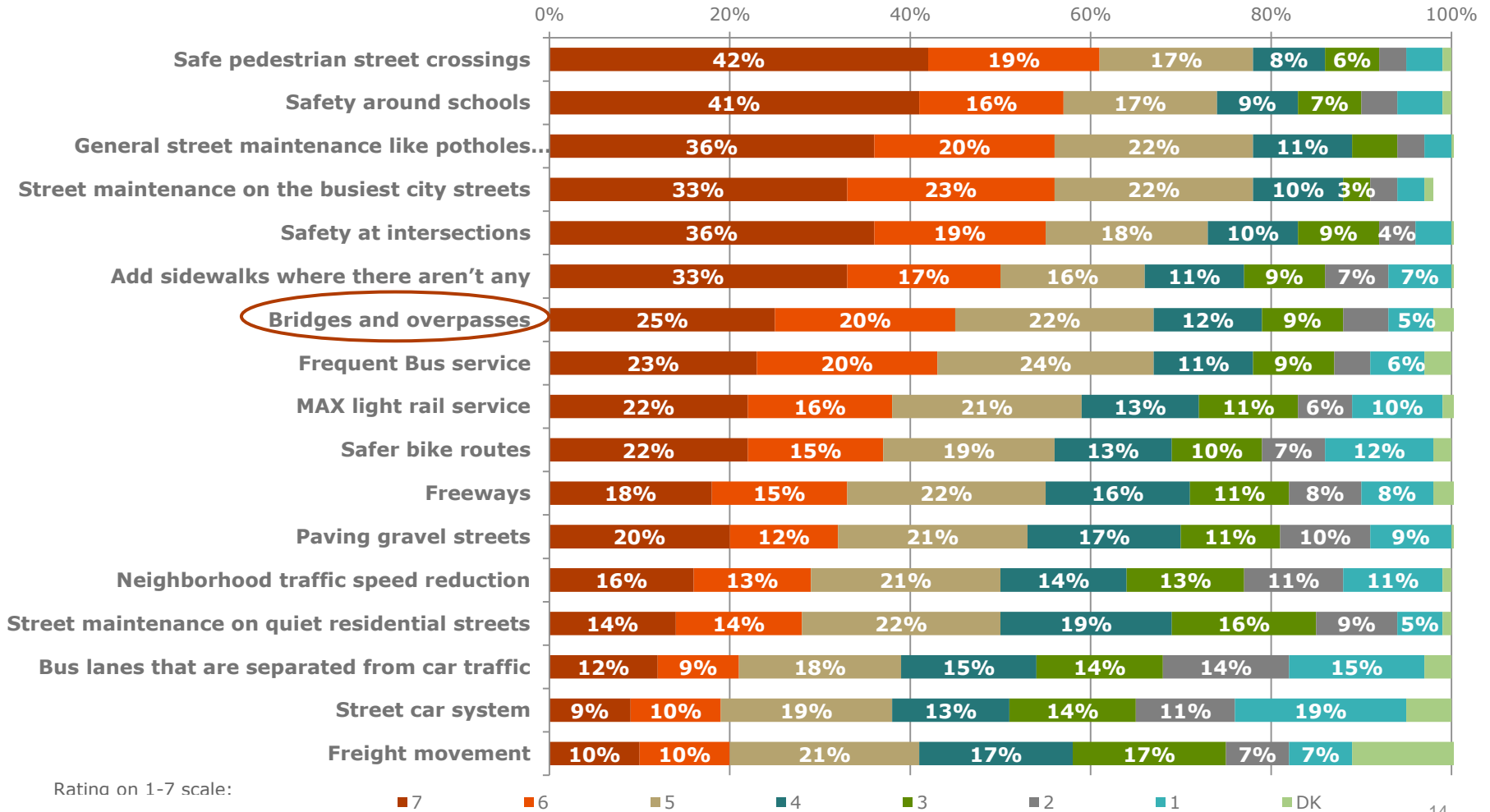
Biggest Transportation Related Needs

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

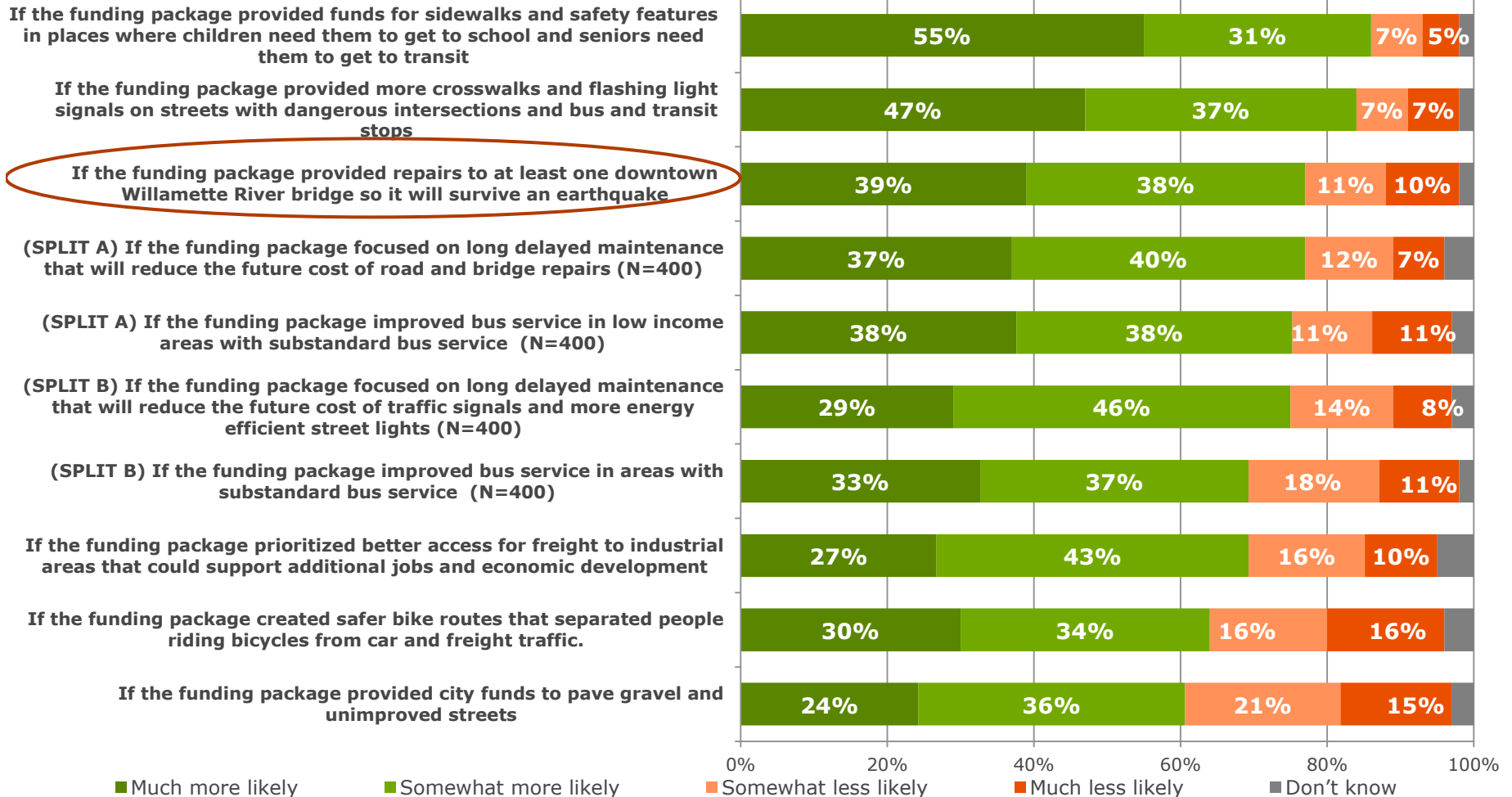
Takeaway #5

Bridge safety is important to
Portlanders

Bridges and Overpass Priorities



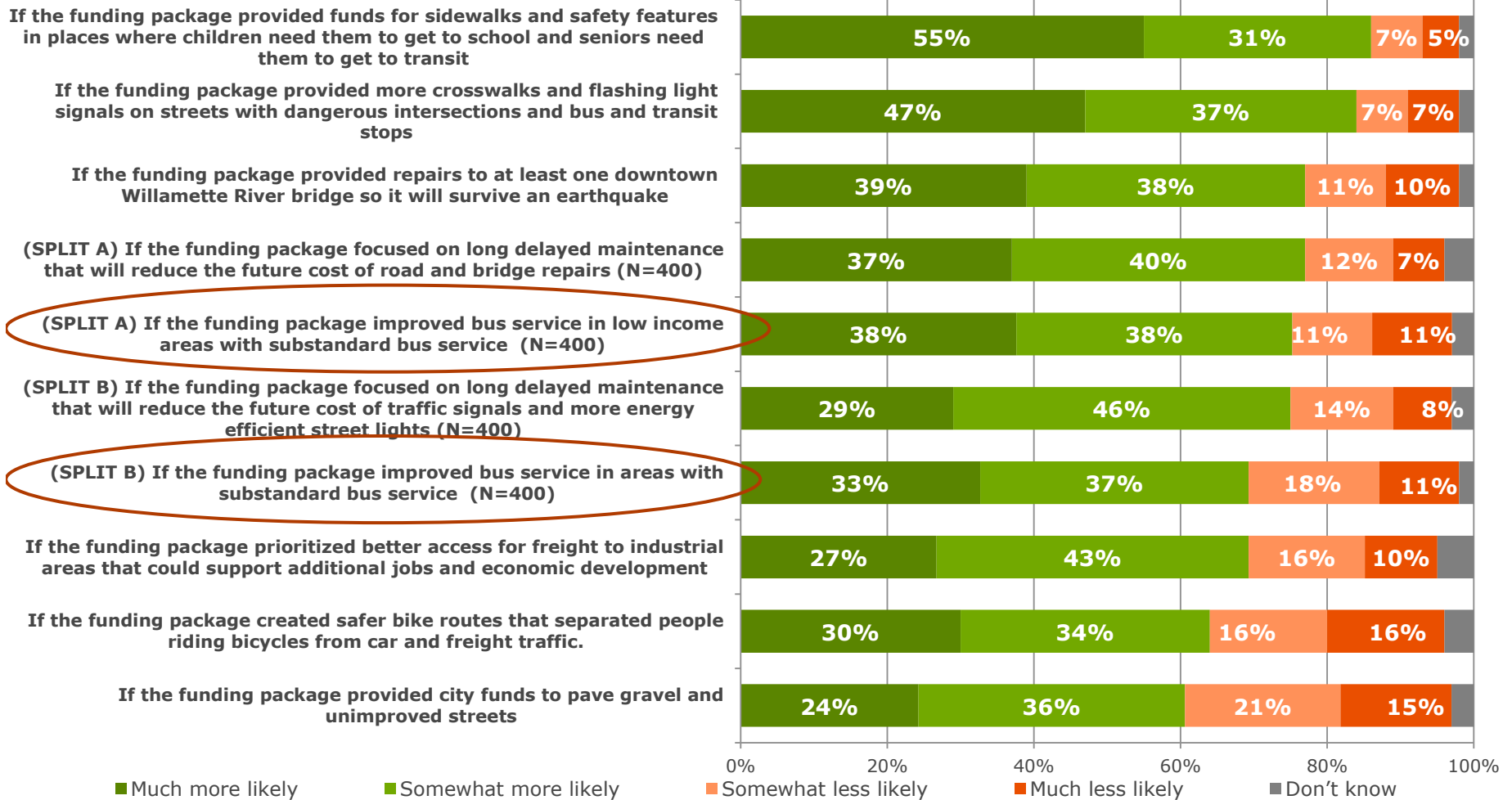
Support for Funding Packages



Takeaway #6

Portlanders are 'communitarians'

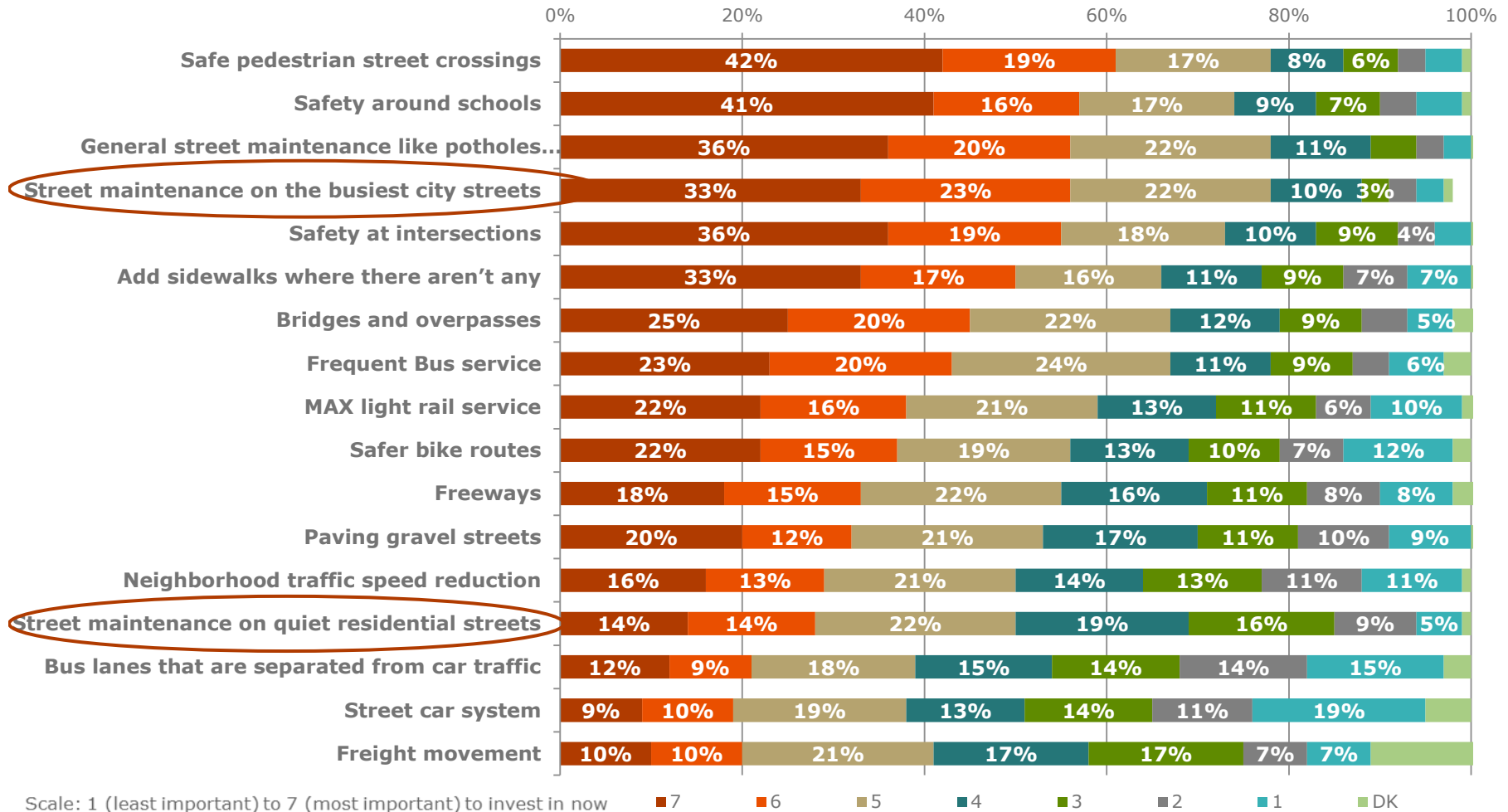
Support for Funding Packages



Takeaway #7

Focus on improvements to busy streets
more than neighborhood streets

Busy Streets vs. Neighborhood Streets Priorities





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