



PBOT Transportation Funding Survey

PREPARED FOR
The Portland Bureau of Transportation
April, 2014

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Phase 1 Research Transportation Priorities

Phase 1: Transportation Priorities Survey

- **Phase 1 survey conducted to assess Portlanders' transportation priorities**
- **Conducted January 2014**
- **N=800**
- **Questionnaire developed in partnership with PBOT and the Transportation Needs and Funding Advisory Committee**
- **Maintenance and safety were highest rated priorities**

Phase 1: Maintenance Priorities

Pavement

- Focus on pavement maintenance on the busy streets
- Apply lower-cost preventive maintenance on neighborhood streets

Bridge Maintenance

- Prevent structural failure
- Decrease vulnerability to an earthquake

Phase 1: Safety Priorities

Safer Busy Streets

- Create safer pedestrian crossing
- Add sidewalks
- Protected bikeways

Safer Neighborhood Streets

- Safe routes to school and transit stops
- Pedestrian and bicycle connections

Phase 2 Research Transportation Funding

Phase 2: Methodology

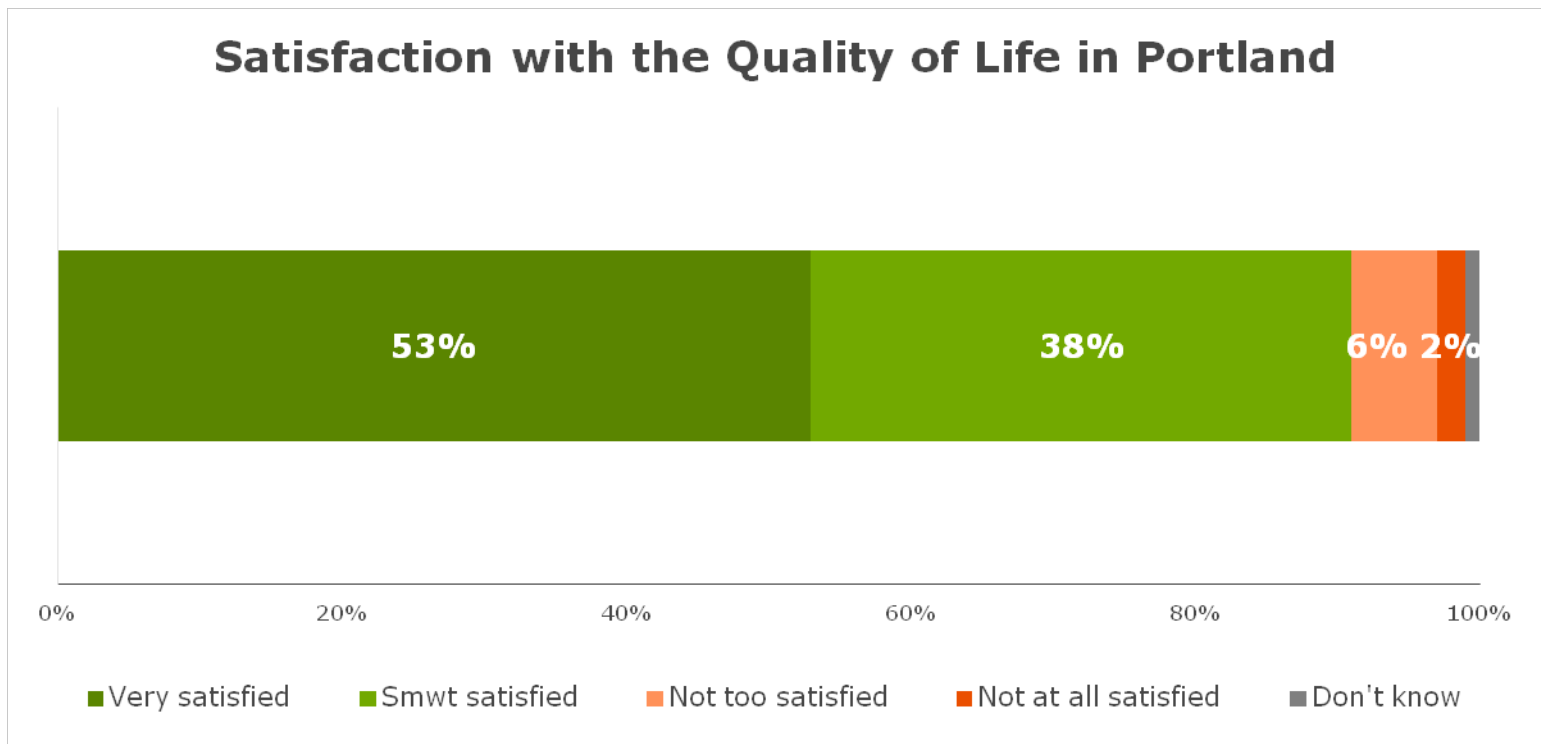
- **Conducted March 27 – April 1, 2014**
- **N=800 (with multiple split samples of N=400)**
- **Margin of Error: N=800, $\pm 3.5\%$; N=400, $\pm 4.9\%$**
- **12 minute questionnaire**
- **Questionnaire developed in partnership with PBOT and the Transportation Needs and Funding Advisory Committee**

Phase 2: Methodology

Objective: to assess support for increased transportation funding for street maintenance and safety improvements

- **Tested support for a street maintenance and safety fee at \$8 and \$12 per month**
- **Tested to see if support or opposition to a fee changed as voters learn more about how it could be implemented**
- **Tested preference for alternative funding mechanisms**

Portlanders are very satisfied with their quality of life



Street Maintenance and Safety Fee

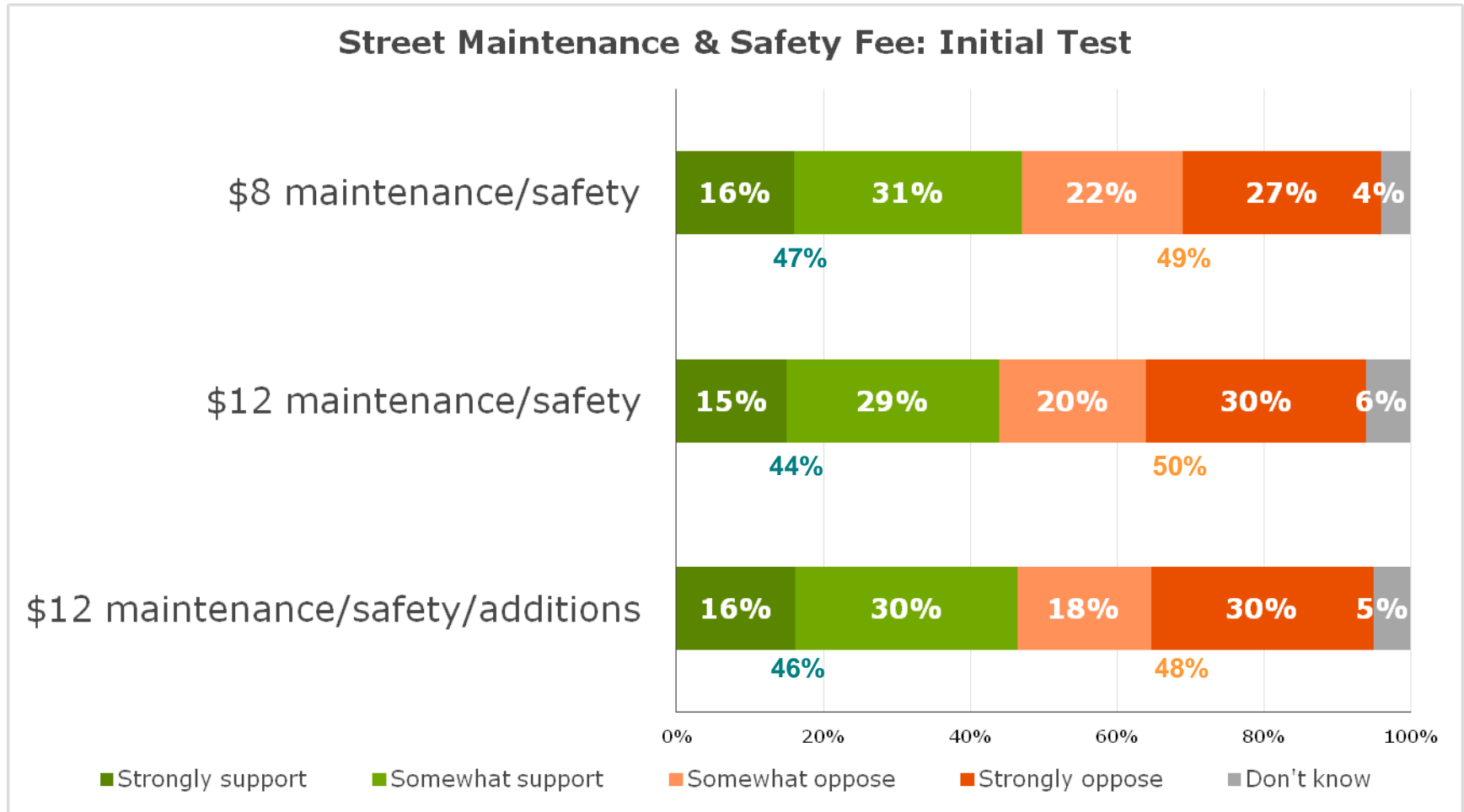
Split Sample A/B (N=400): Maintenance and Safety

*The City of Portland is considering an increase in funding that would repair and maintain our busiest streets and complete safety projects to protect people walking, bicycling and driving. To fund this work, would you support an **\$8/\$12 monthly** street maintenance and safety fee?*

Full Sample (N=800): Maintenance, Safety and Other Additions

*The City of Portland is considering an increase in funding that would repair and maintain our busiest streets and complete safety projects to protect people walking, bicycling and driving. A smaller part of the funding would support improving bus service in low income areas, maintenance on local streets, and preparing one downtown Willamette River bridge to survive an earthquake. To fund this work, would you support or oppose a **\$12 monthly** city transportation fee.*

Street Maintenance and Safety Fee: Initial Test



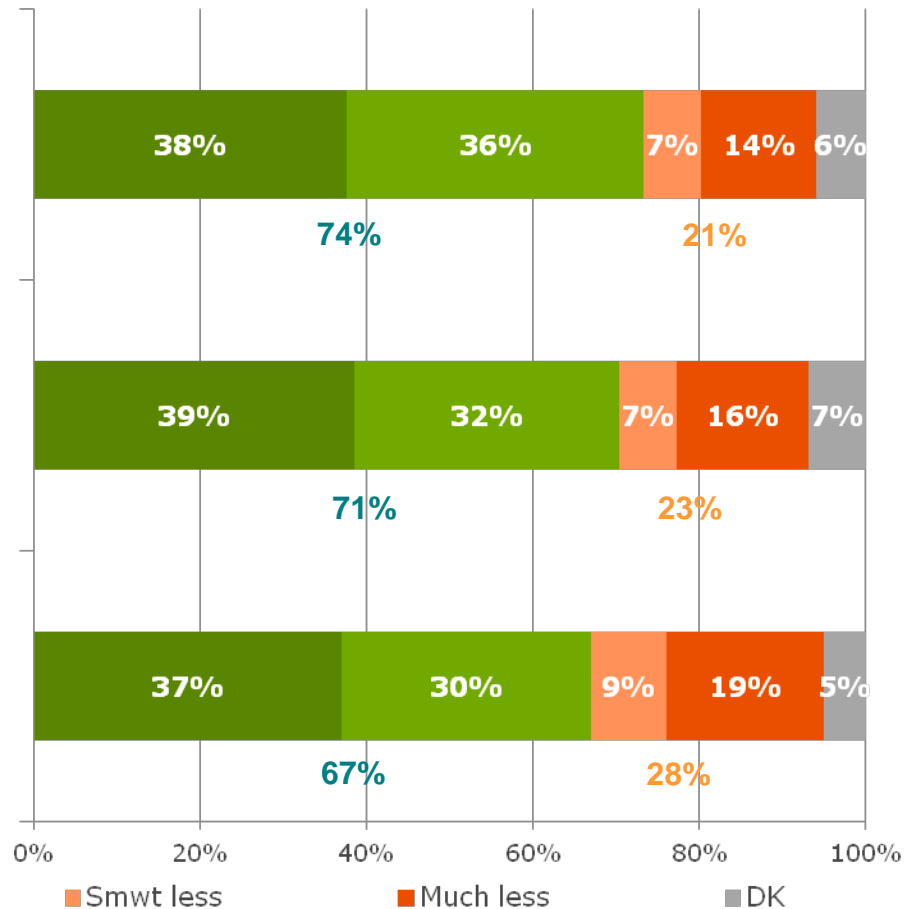
Street Maintenance and Safety Fee Implementation Options: Top Tier

Street Maintenance & Safety Fee Implementation Options

If the city's priority projects included preventative maintenance, flashing safety beacons, building sidewalks for students and seniors

If the revenue from the fee would go to a dedicated transportation fund-- it could not be used for other purposes

If the fee included a low-income discount



Street Maintenance and Safety Fee Implementation Options: 2nd Tier

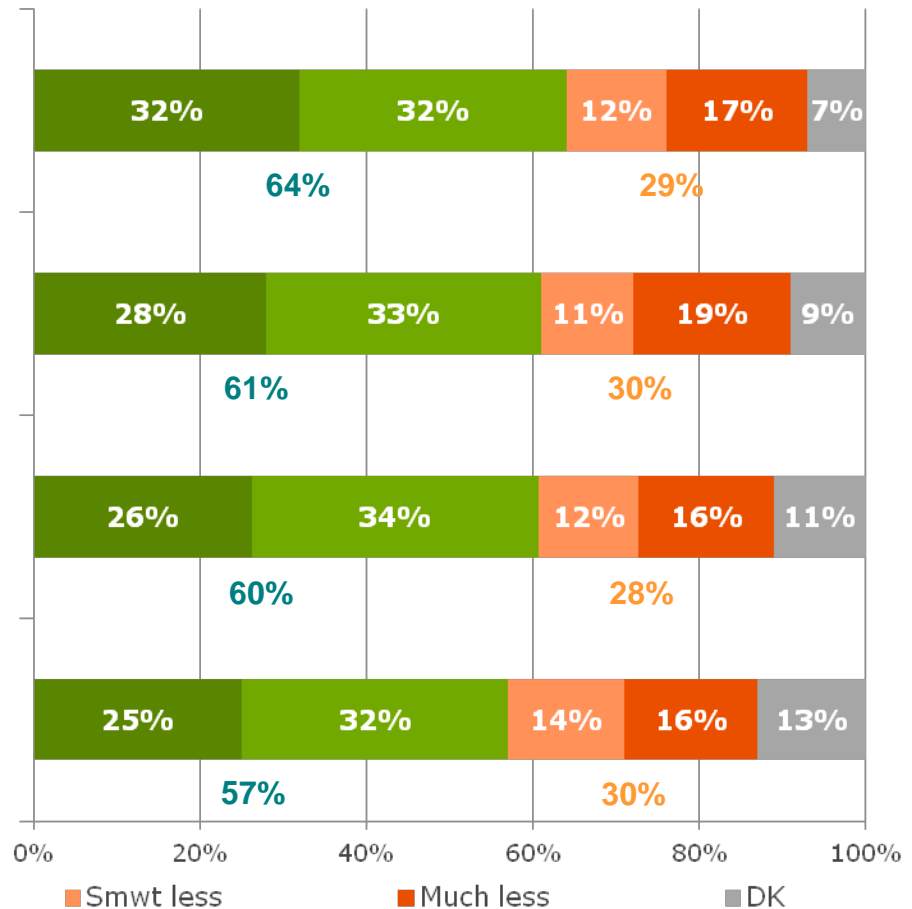
Street Maintenance & Safety Fee Implementation Options

If businesses also pay the fee--one half of the new revenue would be generated from businesses

If the fee would end in ten years unless renewed by voters

If an independent oversight committee would be appointed to ensure funds are being used...

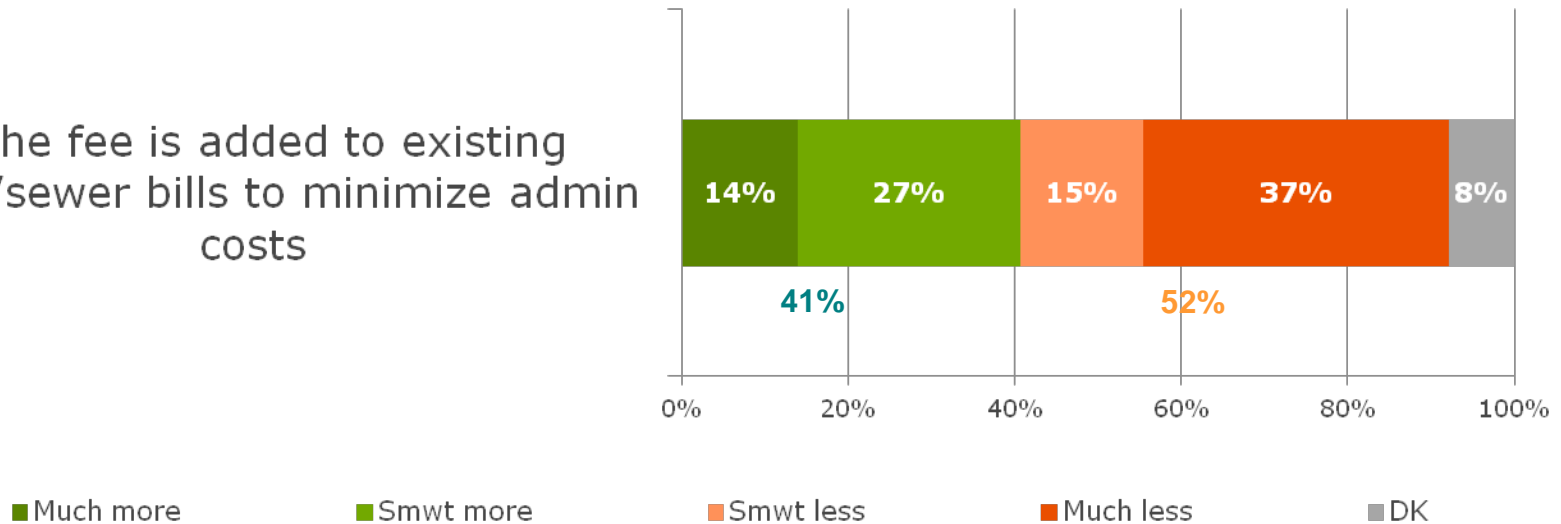
If street maintenance/safety fee gets implemented, Portland's existing leaf fee would go away



Street Maintenance and Safety Fee Implementation Options: 3rd Tier

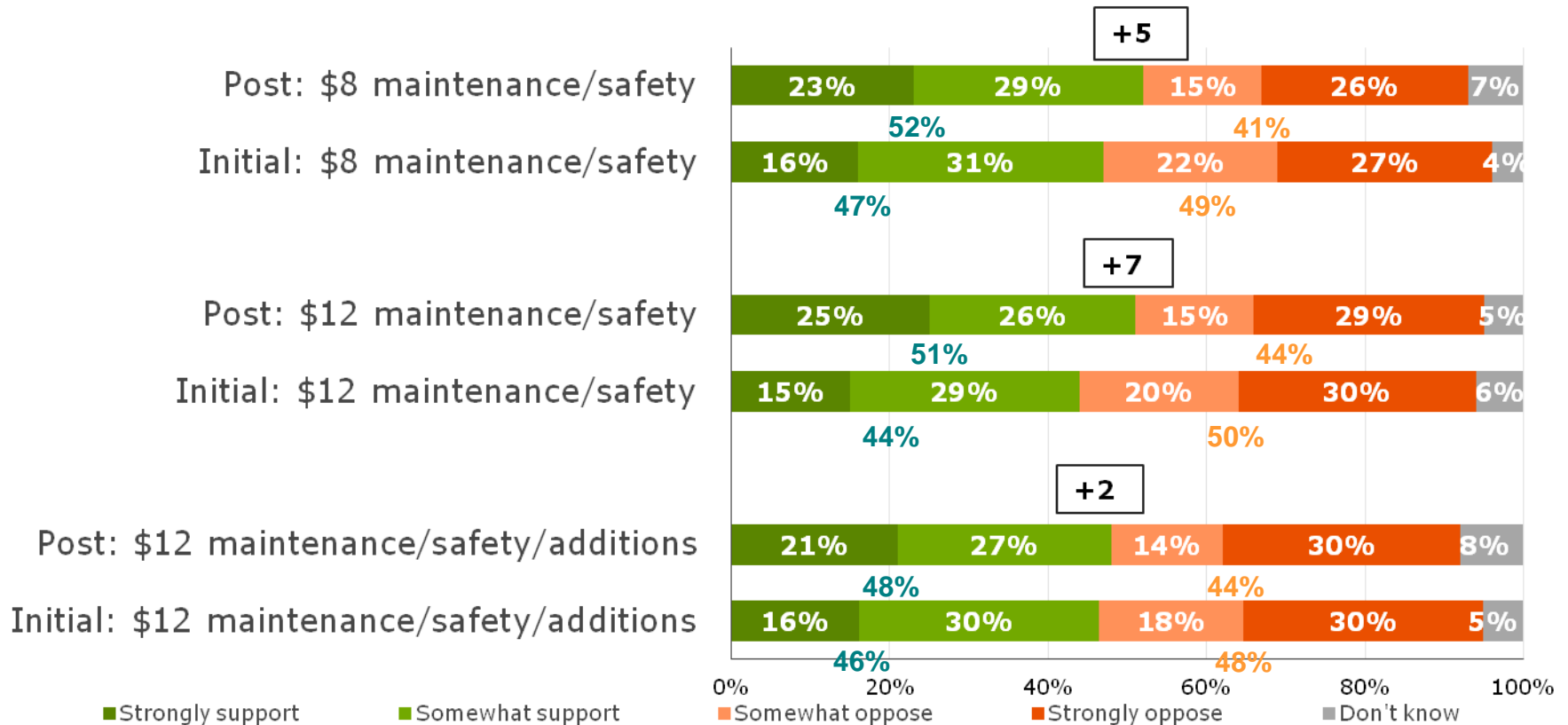
Street Maintenance & Safety Fee Implementation Options

If the fee is added to existing water/sewer bills to minimize admin costs



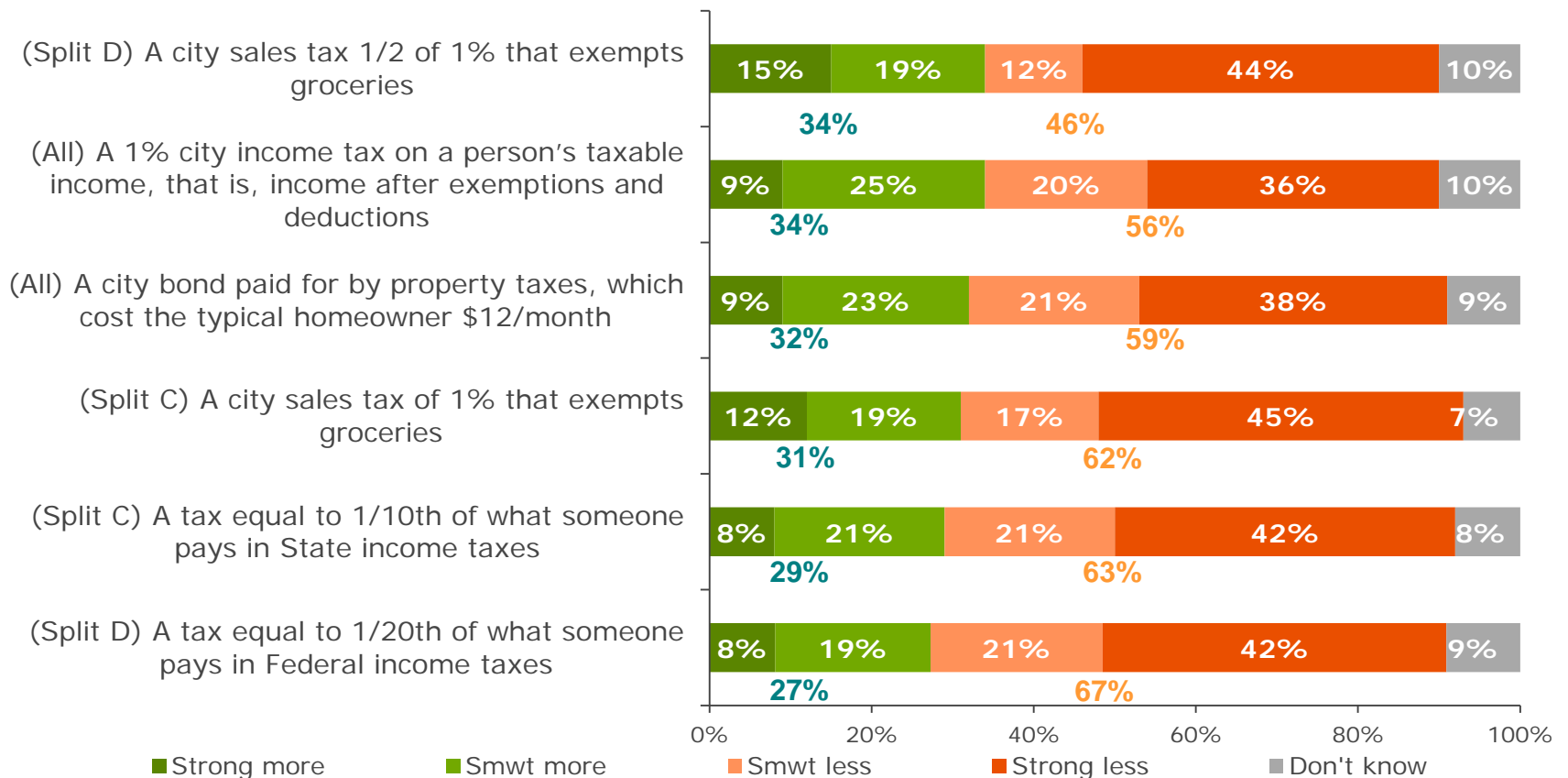
Street Maintenance and Safety Fee: Post Test

Street Maintenance & Safety Fee: Post Test



Alternative Funding Mechanisms

Alternative Funding Mechanisms



Key Findings

- The implementation options that voters said would most increase their support for a fee were:
 - If it funded key maintenance and safety priorities
 - If the revenue could go into a dedicated transportation fund
 - If there were low income discounts
- A street maintenance and safety fee was more preferable than any of the other funding mechanisms tested

Key Findings

- Portlanders are initially split on their support of a street maintenance and safety fee, with little difference by rate level
- Support for a street maintenance and safety fee increases when voters learn more about how it could be implemented



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