

# Oregon Department of Transportation 2006 Transportation Plan Survey

Conducted by  
**Davis, Hibbitts & Midghall, Inc.**  
Portland, Oregon

A Quantitative Research Project

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# OREGON TRANSPORTATION PLAN: SURVEY OF OREGONIANS

## EXECUTIVE SUMMARY

### Overview and Methodology

A statewide telephone survey was conducted between January 20-30, 2006 as part of the review of the Oregon Transportation Plan. The purpose of this research was to gauge Oregonians' attitudes and opinions about transportation improvement needs around the state, priorities for developing a transportation system, willingness to pay for additional improvements, and specific transportation related issues including public transit, traffic congestion, and the impact of transportation on the economy and air pollution.

We interviewed 1,511 Oregonians age 18 and older (general population) using random digit dialing – 300 each from Metro, Northwest, Southwest, Central, and Eastern regions of the state. The survey averaged 15 minutes, and the overall margin of error for this study is +/-2.52%, at the 95% confidence level. Statewide results are reported based on data that is weighted to reflect the population distribution of the state. Any reports on regional differences reflect unweighted results. The full written report, following the executive summary, elaborates on other subgroup findings (including gender, age, income, education, etc.).

### Key Findings

1. Oregonians are evenly divided on whether they feel things in the state are headed in the right direction (41%) or off on the wrong track (41%). Residents identified key issues facing the region in 10 years to be the economy (28%), education/schools (27%), transportation (22%), growth/development (21%), and healthcare (17%).
2. Six in ten Oregonians (60%) believe transportation problems in the state will get worse over the next five years. While residents across the state believe problems will get worse, just as many residents in Eastern Oregon believe things will stay the same.
3. When given the choice to address transportation problems throughout the state versus fixing bottlenecks in the state's most congested areas, slightly more residents would address overall problems (51% versus 45%). While Metro is split, the rest of Oregon would like to address transportation problems throughout the state.
4. Residents rated statements on developing a solid transportation system in Oregon using a scale of 1 to 7, where 1 is not at all important and 7 is extremely important. All 11 statements are rated above average. Statements are clustered into tiers for reporting purposes, and are not based on statistical significance. Statements in the top tier include 1) maintaining highways-5.9 mean score, 2) maintaining neighborhood roads-5.6, and 3) public transit within cities-5.4. A second tier list includes 4) expanding highways-5.2, 5) sidewalks in communities-5.2, 6) using technology to improve traffic flow-5.2, 7) bus services between cities-5.1, and 8) maintaining regional air services-5.0. Statements in the bottom tier include 9) passenger rail service-4.8, 10) bike lanes in communities-4.7, and 11) freight rail services-4.5.
5. In general, residents in the state agree on approaches for improving traffic congestion. Results are very consistent across all regions of Oregon. Suggestions for improving congestion include public transportation (28%), increase roads (22%), and build better roads (9%). Oregonians prefer a mixed approach to managing congestion (38%) – if given an option, followed closely by

a more focused approach with an emphasis on carpooling, telecommuting, flexible work schedules, and the addition of bike lanes (32%). Expanding and maintaining highways and roads, and an increased use of technology was preferred by one-quarter of respondents.

6. An overwhelming majority, 78%, believe public transit service is needed in their community. A little over one-half of respondents (54%) believe they have adequate public transit in their communities, 29% believe they don't have adequate service, 13% do not have service, and 4% answered don't know. Those who have service, regardless of whether they feel the service is adequate or not, listed the same top responses for improvements.
  - Extended/better schedules
  - Extended/better routes
  - Additional/improved bus services
  - More/better transit generally
7. When it comes to transportation and air pollution, residents would like to see the state expand public transit in urban areas (79%) and promote the use of alternative vehicles (78%) to reduce emissions. The use of alternative vehicles was supported more in Metro and Northwest regions of the state than any other area.
8. Oregonians clearly see the connection between transportation issues and the economy. Two-thirds or more agree that bottlenecks for commercial trucks (80%) and freight transport (71%), and connections between airports and highways (67%) need to be improved to promote Oregon's economy. While there is least agreement for dredging the Columbia River to foster the state's economy, there is still a majority agreement (59%).
9. Overall findings show Oregonians lean slightly toward making efficiencies in the state's transportation system (46%) over seeking additional funds (33%) – results by region closely represent statewide findings. Small margins are found between priorities for the Oregon Transportation Plan. Expanding improvements in most needed areas around the state (39%) is identified as the first priority for the updated Oregon Transportation Plan, followed by the use of technology to increase efficiencies (33%), and then maintain the existing system (27%).
10. We tested the reference to 'Oregon roads and highways' and compared it to 'roads and highways in my region' on willingness to pay for transportation improvements. Oregon roads and highways tested slightly better. More residents would consider paying for additional improvements than allow for conditions to get worse, or not pay at all and be content with existing transportation conditions. A majority (53% using the term Oregon) and a large plurality (44% using the term region) would consider paying for additional improvements. Roughly one-quarter of respondents are split between conditions needing to get worse before paying more and believing the existing transportation system is fine and additional funds are not necessary.

# Transportation Planning and Priorities: 2006 Survey of Oregonians

## I. Introduction

Davis, Hibbitts & Midghall, Inc. (DHM) is pleased to present the results of a statewide survey conducted for HDR, Inc. to assist in the review and update of the 2006 Oregon Transportation Plan for the Oregon Department of Transportation (ODOT). The overall purpose of this research was to gauge Oregonians' attitudes and opinions about:

- Transportation improvement needs,
- Priorities for developing a transportation system,
- Public transit services and traffic congestion,
- Willingness to pay for improvements, and
- Specific transportation-related issues like the link to the economy and air pollution.

### A. Research Methodology

DHM conducted a telephone survey of 1,511 Oregonians between January 20-30, 2006. The survey sample (n=300 each) was drawn from ODOT's five regions in Oregon: Metro, Northwest, Southwest, Central, and Eastern.

**Regions of Oregon**

Metro	Northwest	Southwest	Central	Eastern
Clackamas	Benton	Coos	Crook	Baker
Columbia	Clatsop	Curry	Deschutes	Grant
Hood River	Lane	Douglas	Gilliam	Harney
Multnomah	Lincoln	Jackson	Jefferson	Malheur
Washington	Linn	Josephine	Klamath	Morrow
	Marion		Lake	Umatilla
	Polk		Sherman	Union
	Tillamook		Wasco	Wallowa
	Yamhill		Wheeler	

Statewide totals and subgroup variations, N=1,511, are reported based on data weighted to reflect population distribution throughout the state. Any reports on regional differences reflect unweighted results and are based on the total 300 surveys from each region. This report highlights key findings and notable subgroup variations both for the statewide, weighted totals and each region at a 90% significance level or higher.

Respondents were selected using random digit dialing to include households with unlisted or unpublished numbers. In gathering the survey responses, DHM employed quality control measures which included questionnaire pretesting, callbacks, and verification.

For the exact wording and order of questions, see the annotated questionnaire in the Appendix.<sup>1</sup> For complete information on the survey and data subgroups, including all significant and other variations, refer to the accompanying set of referenced data tables.<sup>2</sup>

<sup>1</sup> The annotated questionnaire includes weighted statewide results and results by each region.

<sup>2</sup> Combined percentages may not be the same as adding individual table percentages and may not always add up to 100% due to rounding.

## B. Statement of Limitations

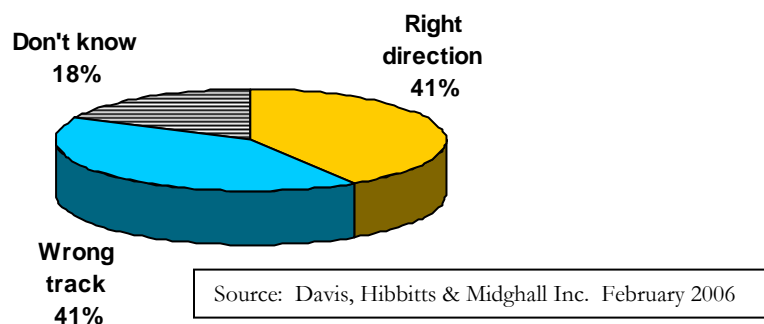
Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population. If respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/-1.51% for n=1,511 and +/-3.39% for n=300. If respondents answered 50% each way, the margin of error would be +/-2.52% for n=1,511 and +/-5.67% for n=300. These plus-minus error margins represent 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 target population.

## II. General State and Transportation Issues

### A. State Issues

Oregonians are evenly divided on whether they feel things in Oregon are headed in the right direction or off on the wrong track (Q1).

**How Things Are Headed In Oregon (Q1)**



The youngest respondents (age 18-24) are the most optimistic, saying right direction more often than other age groups. Those with the most education (post graduates) also are more optimistic than those with a college degree or less. More likely to say wrong track are those age 35-64. Longest term residents (20 years or more) and residents over age 65 are more likely to say don't know. There are no significant subgroup variations by region.

Asked unaided what they believe will be the **three key issues** facing their region in 10 years, the following were mentioned most often (Q2):

- Economy.....28%
  - Jobs/employments (18%)
  - Economy general (9%)
  - Wages keeping up with economy (2%)
  - Business growth (2%)
  - Tourism (4 mentions)
- Education/Schools.....27%
  - Education general (23%)
  - Education funding (5%)
- Transportation.....22%
  - Roads/highways/bridges (9%)
  - Traffic (8%)
  - Transportation general (6%)
  - Public transit (3%)
  - MAX general (1%)
- Growth/Development.....21%
  - Population growth (11%)
  - Growth general (6%)
  - Development (3%)
  - Land use (3%)
- Healthcare.....17%
  - Healthcare/insurance general (15%)
  - Healthcare cost (1%)
  - Healthcare quality (1%)
- Social Issues.....14%
  - Illegal immigration (3%)
  - Senior care (2%)
  - Gay rights (2%)
  - Homelessness (2%)
  - Social services (2%)
  - Abortion (1%)
  - Poverty (1%)
  - Social security (1%)
  - Moral/ethics (1%)
  - Assisted suicide (1%)
  - War (1%)
  - Welfare (1%)
  - Public services (5 mentions)
  - Legalizing marijuana (4 mentions)
- Environment.....14%
  - Environment/ecology (9%)
  - Water general (2%)
  - Weather/climate (1%)
  - Air pollution (1%)
  - Water availability (1%)
  - Global warming (5 mentions)
  - Water pollution (4 mentions)
  - Water quality (2 mentions)

*Note: This was a multi-response question. Individual responses will not add to category totals.*

While the economy is the top response generally, it comes up least frequently among the youngest residents (age 18-24). Education is noted as a top key issue but mentioned less often by 18-24 year olds, residents of five years or less, the least educated and lowest income households. Females are more likely to mention education and healthcare as key issues than males, while more males mention the economy and transportation. Both genders are equally concerned about social issues, the environment, and public safety. Residents age 18-24, our youngest subgroup, are three times more

likely than any other age group to say ‘don’t know’ to this question. It’s interesting to note that just as many 18-24 year olds mention the environment as a key issue as education and the economy, while older subgroups would put the environment into a second tier.

The following table lists the top mentions by regions of the state.

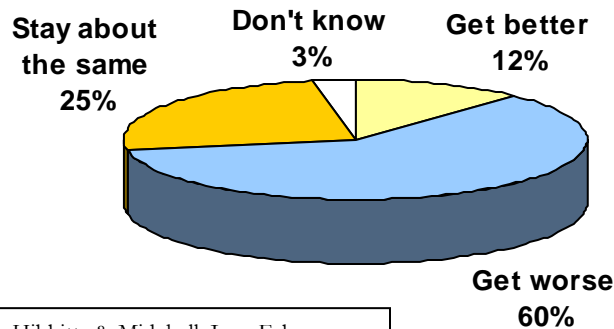
	<b>Metro</b>	<b>Northwest</b>	<b>Southwest</b>	<b>Central</b>	<b>Eastern</b>
Economy	24%	30%	32%	27%	35%
Education	33%	23%	25%	24%	23%
Transportation	26%	20%	18%	24%	13%
Healthcare	15%	21%	15%	11%	12%
Growth and development	17%	14%	21%	18%	9%

Education is top of mind in Metro, followed closely by transportation and the economy. The Northwest, Southwest, and Eastern parts of the state are most concerned about the economy. In Central Oregon, residents mention the economy slightly more often than other topics, but could just as easily list education and transportation as their key issue.

### B. Transportation Issues

Six in ten Oregonians believe transportation problems in Oregon will get worse over the next five years (Q3).

**Transportation Problems Over Next Five Years (Q3)**



Source: Davis, Hibbitts & Midghall, Inc. February

Those more likely to say get worse are males, respondents age 25-64 (vs. youngest and oldest), and those with higher education and incomes. The more education and higher income respondents have the more likely they are to believe transportation problems in Oregon will get worse. We found no major differences by length of residence.

Residents across the state believe transportation problems will get worse, except in the Eastern part of the state where residents are split on whether problems will get worse or stay about the same. While six out of ten respondents in most parts of the state feel problems will get worse over the next five years, about four out of ten feel this way in Eastern Oregon.



Asked unaided what residents believe will be the **two most important** transportation improvements needed for their community, the top mentions are (Q4):

- Public Transportation.....36%
- Roads.....31%
- Freeway/Highway.....11%
- Traffic congestion .....7%

While combining ‘roads’ and ‘freeway/highways’ would generate a total of 42%, the mention of ‘public transportation’ follows very closely with 36%. We found people who drive many miles (more than 100 miles per day) mention public transit just as often as those who drive less, and those who drive more don’t necessarily mention roads in greater degree.

By region, residents in Eastern Oregon are least likely to mention public transportation. Roads are noted equally in all regions of the state. See the table below for results by each region.

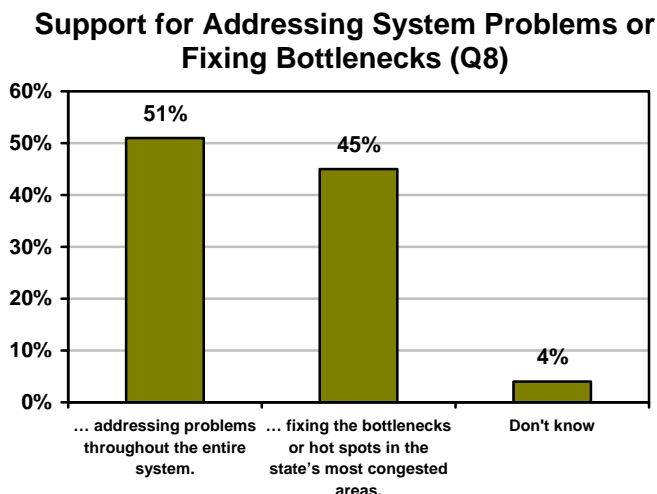
	Metro	Northwest	Southwest	Central	Eastern
Public transportation	40%	38%	38%	38%	26%
Roads	31%	31%	32%	33%	32%
Freeways/highways	14%	9%	10%	9%	13%
Traffic congestion	7%	8%	8%	7%	2%
Bridges	3%	5%	4%	3%	1%

### III. Developing a Transportation System

Residents were asked which of two statements came closer to how they feel about transportation planning and projects (Q8):

**Statement A:** The state should concentrate our transportation planning and funding on *fixing the bottlenecks or hot spots* in the state’s most congested areas.

**Statement B:** The state should concentrate our transportation planning and funding on *addressing problems throughout the entire system*.



A slight majority prefer Statement B. There are no significant variations by demographic subgroups. By region, Metro is fairly divided on whether to address problems throughout the state or place the focus on bottlenecks in the most congested areas. Northwest, Southwest, Central, and Eastern residents choose fixing problems throughout the entire system. Results by region are below.

	Metro	Northwest	Southwest	Central	Eastern
Bottlenecks	49%	44%	36%	42%	37%
Entire system	47%	51%	59%	56%	59%

Respondents were read a list of eleven items and asked to rate how important each is to developing a solid transportation system in Oregon, based on a scale of 1=not at all important to 7=extremely important. Looking at the means for each item, the level of importance falls into three tiers:

### Importance to Developing a Solid Transportation System in Oregon (Q6)

(1=not at all important; 7=extremely important)

Top Tier	Mean (statewide results)	% Extremely Important (rating of 7)
Maintaining highways	5.9	50%
Maintaining neighborhood roads	5.6	38%
Public transit within cities	5.4	40%
<b>Middle Tier</b>		
Expanding highways	5.2	35%
Sidewalks in communities	5.2	35%
Using technology to improve traffic flow	5.2	30%
Bus services between cities	5.1	26%
Maintaining regional air services	5.0	26%
<b>Bottom Tier</b>		
Passenger rail services	4.8	28%
Bike lanes in communities	4.7	26%
Freight rail services	4.5	20%

Source: Davis, Hibbitts & Midghall, Inc. February 2006

Differences between the tiers are relatively small and not necessarily statistically significant. However, the items can be clustered in tiers based on results found in this question and similar ones throughout the survey. As the table above demonstrates, the items in the top tier focus on *maintaining* highways and roads, as well as on *public transit within cities* – a common theme of a balanced approach noted throughout the study. Note, though, that items in the second tier (like expanding highways and improving traffic flow) are rated at or above very important – rating of 5 or higher. It’s worth noting that all of the specific items are rated above average (rating of 4) in importance.

For the top tier responses, close to a majority across all subgroups rated maintaining highways (6a) as being ‘very important’ (rating of 7). We found no subgroup variations worth noting for ‘maintaining neighborhood roads,’ but found ‘public transit within cities’ to be less important in Eastern Oregon than other areas of the state.

‘Expanding highways’ in the second tier was more important in Metro, Northwest and Central regions of the state. The use of ‘technology to improve traffic flow’ was least important to residents in the Eastern region; ‘bus services between cities’ was more important to residents with lower income; and we found no subgroup differences worth noting for the remaining responses in this tier. We found little subgroup variations for responses in the bottom tier.

#### IV. Traffic Congestion

Residents were asked unaided what they think the state should be doing about traffic congestion (and other transportation problems)(Q5). The following shows the main responses by groupings:

- **Public Transportation (total).....28%**
  - Mass transit/general.....20%
  - Bus service.....5%
  - Light rail.....3%
- **Increase Roads (total).....22%**
  - Expand Roads.....13%
  - More roads.....9%
- **Better Roads (total).....9%**
  - Better/improved roads.....7%
  - Repair/maintain roads.....2%

While ‘public transportation’ has a plurality at 28%, ‘increasing roads’ follows closely with 22%. Better roads is a distant third for improving traffic congestion.

The following table shows the top six responses by region in the order mentioned most often by respondents.

	Metro	Northwest	Southwest	Central	Eastern
1	Public transit	Public transit	Public transit	Public transit	Public transit
2	Expand roads	Expand roads	Expand roads	Expand roads	Expand roads
3	More roads	More roads	More roads	More roads	More roads
4	Better roads	Better roads	Better roads	Better roads	Better roads
5	Bus service	Bus service	Bus service	Bus service	Carpooling
6	More funding	More funding	Better planning	More funding	Build bypass
		Carpooling	Population mgmt	Better planning	
				Carpooling	

It’s worth noting that the first four responses are the same across all regions, validating the state as a whole agrees on general approaches for improving traffic congestion. Responses begin to vary slightly between regions after the first four mentions.

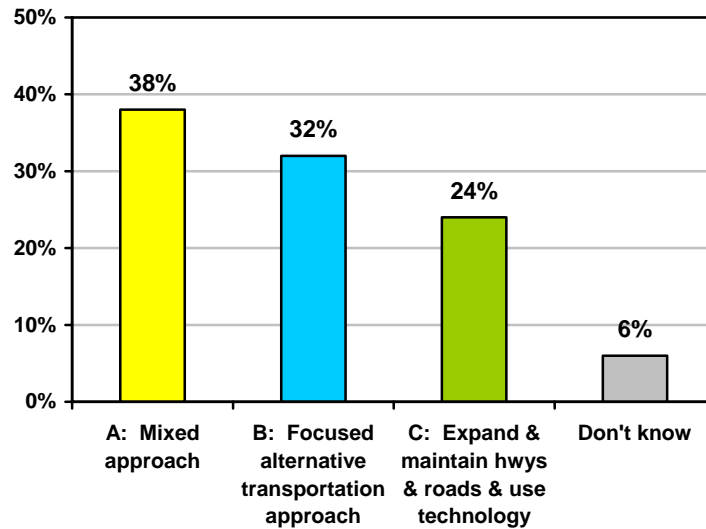
Respondents were given a choice of three statements about how to best manage traffic congestion and asked which came closest to the way they feel (Q7).

**Statement A:** *A mixed transportation approach* including maintaining and expanding highways and roads, improving public transportation, and encouraging telecommuting and flexible work schedules.

**Statement B:** *A more focused alternative transportation approach* with an emphasis on public transportation, carpooling, telecommuting, flexible work schedules, and bicycle lanes.

**Statement C:** *Expanding and maintaining highways and roads, and an increased use of technology (such as ramp meters, coordinated traffic signals) on our roadways are all that is needed.*

**To Best Manage Traffic Congestion (Q7):**

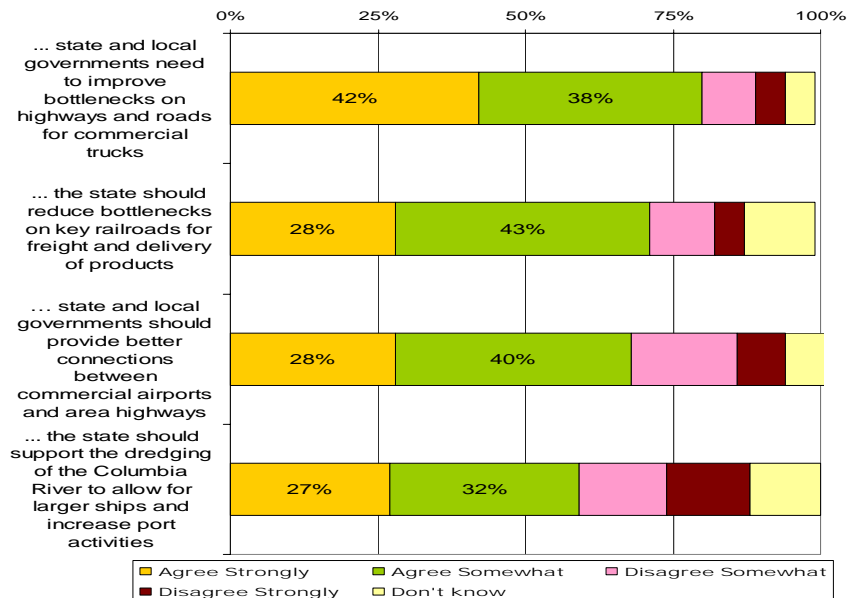


We found no major subgroup differences by demographics. As expected, the fewer miles a respondent drives the less important it is to expand and maintain highways and roads. By region, results were fairly consistent with statewide figures. Southwest, Central and Eastern Oregon are more evenly divided on the mixed approach versus a more focused alternative approach than Metro and Northwest (where residents prefer a mixed approach). Expanding and maintaining highways and roads was preferred by about one-quarter of all respondents across all regions.

## V. Oregon's Economy

Residents were asked a series of agree/disagree statements about the relationship between Oregon's economy and transportation improvements (Q9):

**To Foster Oregon's Economy (Q9C-F)...**

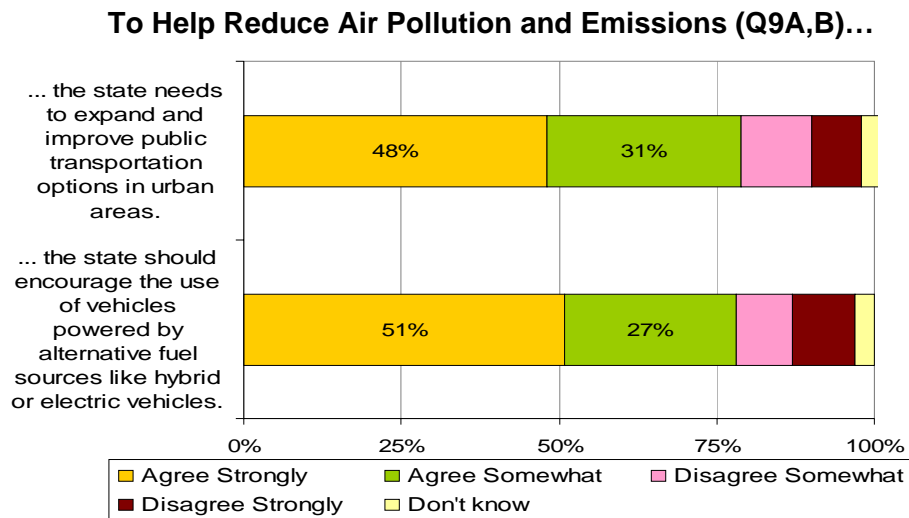


In general, there is majority agreement for all statements, especially statements on improving bottlenecks, whether it be for highways and roads or on key railroads for freight. Oregonians clearly see the connection between transportation issues and the economy, with two-thirds or more agreeing that improving bottlenecks on highways (80% combined somewhat and strongly agree) and railroads (71%), and better connections between airports and highways (68%) would promote Oregon’s economy. Although the least agreement is for dredging the Columbia River, there is still a solid majority agreement (59%). At least one-quarter of all respondents (between 27% and 42%) *strongly* believe addressing these transportation issues would improve the state’s economy.

Results were fairly consistent across demographic subgroups – few variations were noted. However, we found a few differences by regions of the state. Northwest residents agree more often than any other region that the state should reduce bottlenecks on key railroads (9e). All regions believe it’s more important to provide better connections between airports and area highways (9c) than the Metro region. Metro, Northwest, and Eastern residents are more likely to agree with dredging the Columbia (9f), while this is less important to residents in Southwest and Central parts of the state.

## VI. Air Pollution

When asked for their level of agreement with two ways to help reduce air pollution and emissions, there was substantial agreement with both (Q9):



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Almost eight out of ten respondents agree that the state should expand public transit in urban areas and encourage the use of vehicles using alternative fuel. Females and lowest income tend to agree more with expanding public transportation options in urban areas. Respondents age 25-54, college and post graduates, and higher income households agree more often that the state should encourage the use of alternative fuel vehicles.

Metro and Northwest agree most strongly that the state should promote the use of vehicles powered by alternative fuel sources (9a), as do respondents with higher educations.

## VII. Transportation Priorities

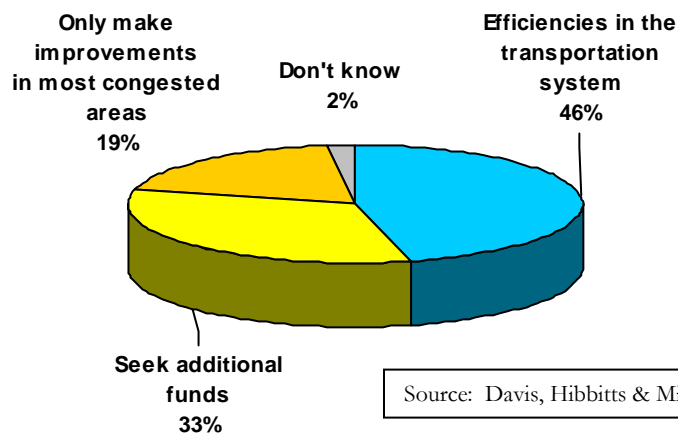
Residents were presented with three options and asked which is their priority for Oregon's transportation plan (Q10).

**Statement A:** Maintain current funds and *only make improvements* in the state's *most congested areas*.

**Statement B:** *Seek additional funds* to meet and plan for future demands on our transportation system.

**Statement C:** *Make efficiencies in the transportation system through* the use of *technology* (ramp meters, coordinated traffic signals, etc.), encouraging telecommuting, carpooling, and the use of public transit.

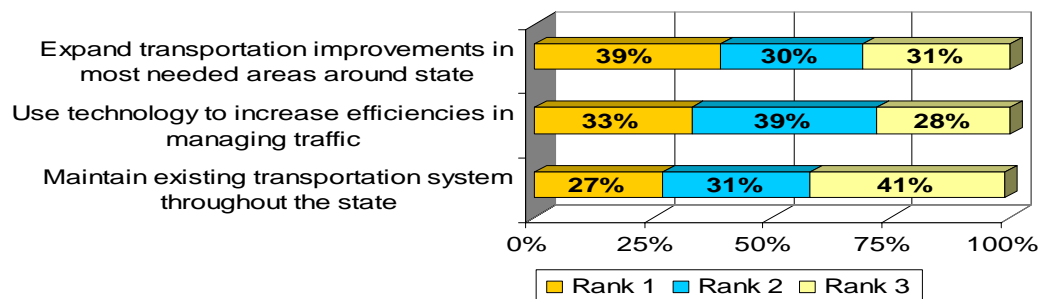
**Highest Priority in Oregon's Transportation Plan (Q10)**



While Oregonian's lean slightly toward making efficiencies in the transportation system, the state is fairly divided (across all regions) between seeking additional funds and making efficiencies in the system. Those with the least education are more likely to choose make improvements in congested areas and less likely to choose make efficiencies in the transportation system. Residents in middle age (35-54) choose seeking additional funds more often than age 65+, as do those with the most education and highest incomes.

Respondents were asked about transportation priorities in a different way, asking them to rank three statements for best managing Oregon's transportation system (Q11).

**Ranking Priorities For Updating the Oregon Transportation Plan (Q11)**

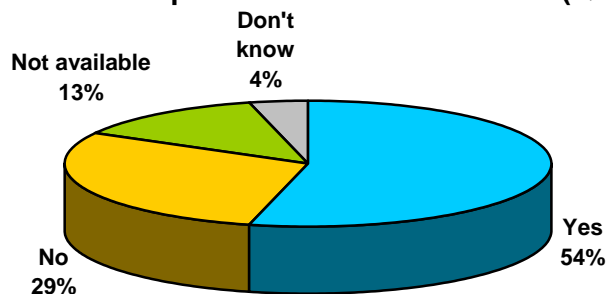


The priority for residents across the state is to place focus on most needed areas around the state first, followed by making efficiencies in managing traffic, and then maintaining the existing transportation system. There were no subgroup variations worth noting.

## VIII. Public Transportation

Over half believe they have adequate public transit service (Q12); 13% say public transit is not available in their community.

**Do You Have Adequate Public Transit Service (Q12)?**



Source: Davis, Hibbitts & Midghall, Inc. February 2006

The youngest (age 18-24) and those with the least education are more likely to believe they have adequate public transit service in their community. Metro residents are most likely to say they have adequate public transit compared to all other regions, followed by Northwest and Southwest compared to Central and Eastern. As we would expect, Eastern residents are most likely to say public transit is not available.

Both those who believe they have adequate public transit service in their community (n=823) and those who do not (n=441) were asked what they would like to see improved in such services (Q13A). Responses are almost identical for these two groups.

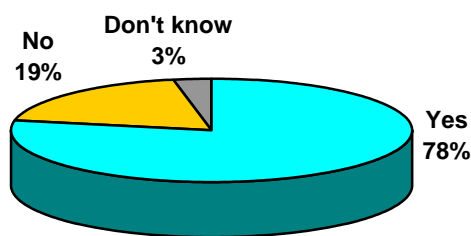
Top mentions are:

- Current situation is fine/No need for improvement
- Extended/Better schedules
- Extended/Better Routes/Coverage
- Additional/Improved Bus Services
- More/Better public transit generally

For those who believe they do not have adequate service, residents in Central and Eastern Oregon would like to see more/better public transit in their community while Metro, Northwest, and Southwest would like to see extended schedules, better routes, and additional bus service.

Residents overwhelmingly believe public transit services are needed in their community (Q13b):

### Do You Believe Public Transit Service is Needed in Your Community?



Source: Davis, Hibbitts & Midghall, Inc. February 2006

We found little variations by subgroups – an overwhelming majority (at least three-fourths) across all regions and subgroups believe public transit service is needed. However, while a slight majority (54%) in Eastern Oregon believe public transit is needed in their community, a large percentage (42%) say this service is not necessary.

## IX. Planned Design and Development

Respondents were asked whether they lean more toward mixing residential and commercial uses together so it is easy to walk or bicycle to everyday activities, or separation between residential and commercial areas to avoid negative impacts like noise and congestion (Q14). A rating of 1 means strongly support mixed use centers, and a rating of 7 means strongly support separation.

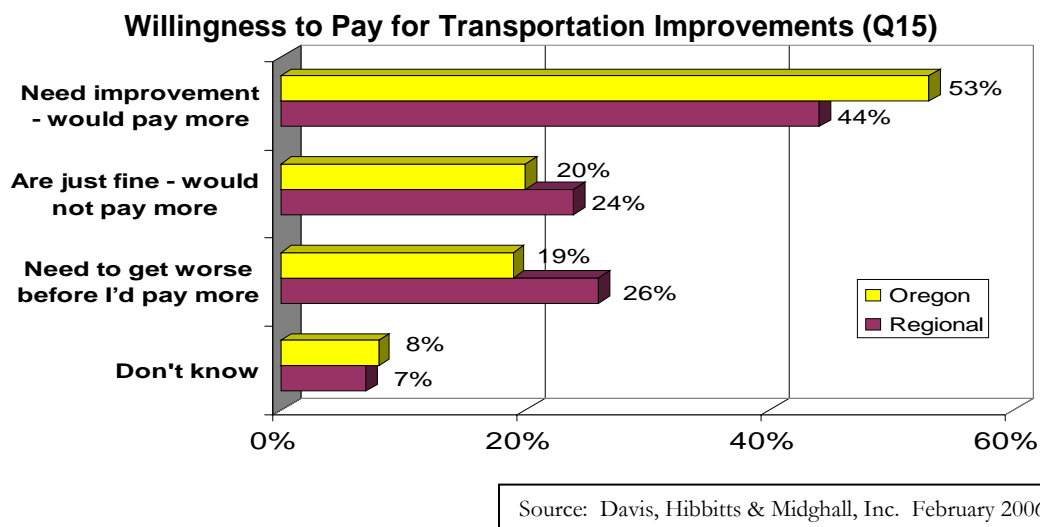
The mean rating for this question is 4.0, meaning Oregonians are right in the middle overall.

As expected, residents in Eastern Oregon want more separation compared with other regions of the state. Residents with less education also prefer separation, while those with higher educations lean toward mixed use centers.



## X. General Funding

Respondents were split into two groups and asked a similar, but differently worded, question. One group was asked about **Oregon** roads and highways and the other group was asked about roads and highways in their own **region** (Q15). The comparative results are below:



Results were fairly consistent between the use of ‘Oregon roads and highways’ compared to ‘roads and highways in my region.’ The language referring to Oregon tested slightly better. A majority (using Oregon) and a large plurality (using region) of residents would consider paying for additional transportation improvements. Roughly one-quarter of respondents are split between conditions needing to get worse before paying for improvements and believing the transportation system is fine and no additional improvements are necessary.

## XI. Observations & Conclusions

**Oregonians expect transportation problems.** With six in ten Oregonians saying transportation problems will get worse over the next five years, it is clear they expect ongoing problems. Transportation also is among the top three key issues identified by Oregonians (unaided) as facing their region in 10 years.

**Oregonians seem to want a multi-faceted, balanced approach to transportation problems.** Although the research findings on how to best address transportation problems may seem in conflict at times, we interpret them more to indicate Oregonians’ preference for a multi-faceted approach. We have found this to be true in similar past research studies.

This idea of balance is somewhat evident in Q7, where the top two choices for best managing traffic congestion are a mixed transportation approach (maintaining and expanding highways and roads, improving public transportation, and encouraging telecommuting and flexible work schedules), followed by a more focused alternative transportation approach.

This balance also is evident as described at the end of Section VII on transportation priorities where we compare findings for a variety of preferred approaches. It appears at times that Oregonians want to focus on the entire system, while at others on specific problem areas. Both are probably true.

Although this doesn't provide clear guidance, it at a minimum indicates there is not a clamor for major expansion of roads and highways. Oregonians seem to want a multi-faceted approach to transportation issues; maintaining highways and neighborhood roads and public transit within cities are their top three priorities for developing a solid transportation system.

**Oregonians support public transit.** Oregonians' support for public transit is clear throughout the survey. Nearly eight in 10 say it is needed in their community. Nearly a third think that public transportation is one of the two most important improvements needed for their community, with roads coming in a close second. When we look at a slightly different breakdown of these unaided responses, we find that individual mentions of public transportation exceed mention of more roads and highways.

When presented with the question of reducing air pollution and emissions, nearly eight in 10 again agree (48% strongly, 30% somewhat) that Oregon needs to expand and improve public transportation options in urban areas to improve air quality.

**Oregonians support alternative transportation options.** Oregonians like the idea of the state encouraging the use of vehicles powered by alternative fuel to help reduce air pollution and emissions. Focusing on an alternative transportation approach was supported by many as a means to address congestion.

**Oregonians see the link between Oregon's economy and transportation issues.** Responses to several questions indicate Oregonians connect problems with commercial traffic and fostering Oregon's economy.

**Oregonians would consider paying for additional improvements.** While a majority or near majority (depending on the use of the word *Oregon* versus *region*) would consider paying more for additional transportation improvements, there is not an overwhelming positive response to paying more. Those who would consider paying more is higher when we ask about *Oregon* roads and highways (53%) than when we ask about roads and highways in their *region* (44%).

#### **Considerations for planning and communications (imagery and use of words).**

*Imagery* about fixing transportation problems that resonates with these respondents is "maintaining highways and roads" and "public transit/transportation." The *use of terms* like "bottlenecks" and "hot spots" may carry more weight than "most congested areas," although it is difficult to compare because of differences in how issues were presented. "Efficiencies" also appear to be appealing to Oregonians. It is useful to use terms Oregonians relate to in public communications.

We really don't find subgroup variations that particularly surprise us. We note that often those in the middle age group differ from younger and older Oregonians, possibly indicating that people in their peak earning years are more likely to be sensitive to commuting and economic issues.

By region, it is notable that the Metro and Northwest regions are often aligned on a variety of questions, as compared with other regions. For example, they are more likely to support a mixed approach, use of alternative fuel vehicles, reducing bottlenecks, and expanding highways.

