

METRO

Public Opinion Study

Telephone Survey

*Conducted by Davis & Hibbitts, Inc.
May 2001*

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I. INTRODUCTION

- Davis & Hibbitts, Inc. (DHI) is pleased to present the results of a study conducted for Metro. The overall purpose of the research was to develop reliable information regarding public attitudes in the region towards growth management, land use, transportation, wildlife habitat, and parks and open spaces.
- This report is organized by the major topics covered in the survey and highlights any subgroup variations. Readers are encouraged to review the questionnaire for exact wording and the computer tables for detailed data.

Research Methodology

- **Questionnaire Design**

- Questions designed by Davis & Hibbitts, Inc. in consultation with Metro
- Interviews averaged 20 minutes in length
- Interviews conducted between May 15th and 20th, 2001

- **Sample Design**

- Multnomah, Washington, Clackamas Counties, plus the Damascus area within Clackamas County
- Random digit dialing, or RDD, list in Tri-County area
- Registered voter list for Damascus area with quotas for demographics to be representative of the general population
- 200 interviews each in Tri-County
- 150 interviews in Damascus

Note: In gathering the responses, DHI employed quality control measures which included questionnaire pretesting, callbacks, and verification. The questionnaire included a mix of open and close ended questions.

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. For a sample size of 600, if the respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/- 2.4%. If they answered 50% each way, the margin would be +/- 4.0%.
- 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.

- **AREA PROBLEMS &
QUALITY OF LIFE CHANGES**

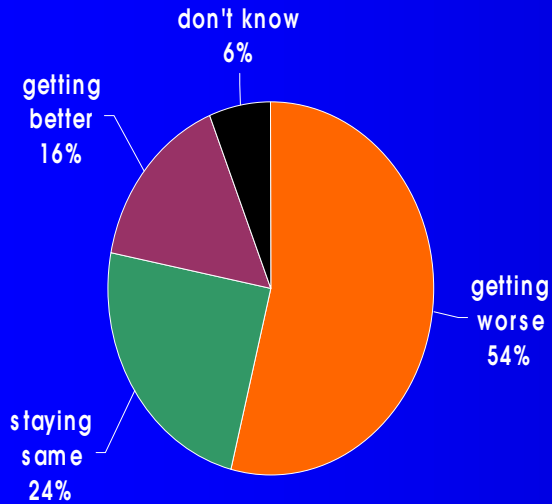
- Q1. What is the biggest problem facing the Tri-county region of Clackamas, Multnomah, and Washington Counties that you'd like to see local government officials do something about? (Accept one response.)
- Q2. In the next 20 years, do you see quality of life in the Metro area as getting better, staying about the same, or getting worse?
- Q3. Why? (Open.)
- Q4. What about your neighborhood? In the next 20 years, do you see quality of life in your neighborhood as getting better, staying about the same, or getting worse?
- Q5. Why? (Open.)
- Q14. I am going to read a list of neighborhood features. For each, please tell me how satisfied you are – not at all satisfied, not very satisfied, somewhat satisfied, or very satisfied.

Biggest Problems Facing Region (Q1)

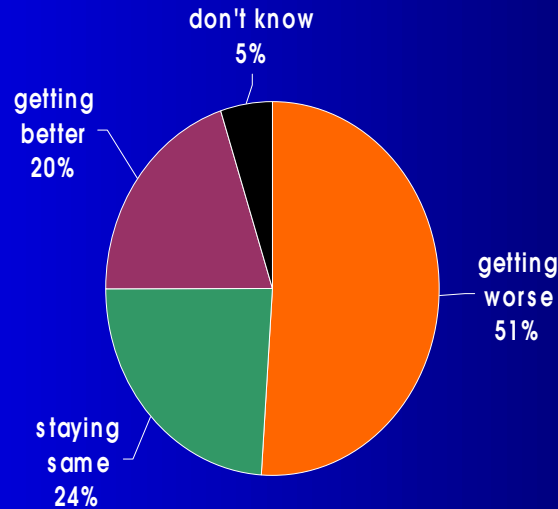
Biggest Problems (600 interviews)	2001	1997
Traffic congestion	25%	15%
Overpopulation / population growth	8%	6%
Road / highway maintenance	7%	5%
Education quality	7%	4%
Transportation - general	6%	N/A
Crime / drugs / violence	6%	5%
Education funding	3%	18%
All other responses	3% or less	3% or less
Don't know	10%	6%

Metro Area's Future Quality Of Life (Q2)

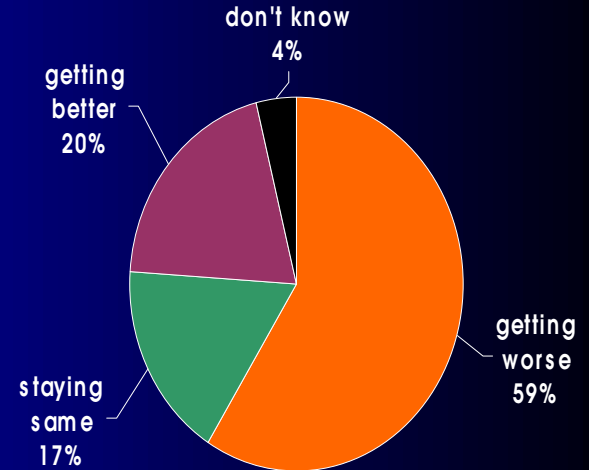
Q2. In the next 20 years, do you see quality of life in the metropolitan area as getting better, staying about the same, or getting worse?



2001



1996



1992

Why Area Quality Of Life Is Getting Better (Q3)

Why Getting Better (94 respondents)	2001
Economic improvements / jobs	14%
Awareness / Correction of mistakes / attempts to improve	13%
People care / Community involvement / Neighborhood pride	13%
Just seems like things are improving	13%
Growth improvement / growth management	10%
All other responses	6% or less
Don't know	11%

Why Area Quality Of Life Is Staying The Same (Q3)

Why Staying Same (144 respondents)	2001
Nothing has changed	16%
Live in country / Isolated area	13%
Wishful thinking / Hope it just stays the same	9%
Population changes / Management	7%
Small established neighborhoods	6%
All other responses	5% or less
Don't know	23%

Why Area Quality Of Life Is Getting Worse (Q3)

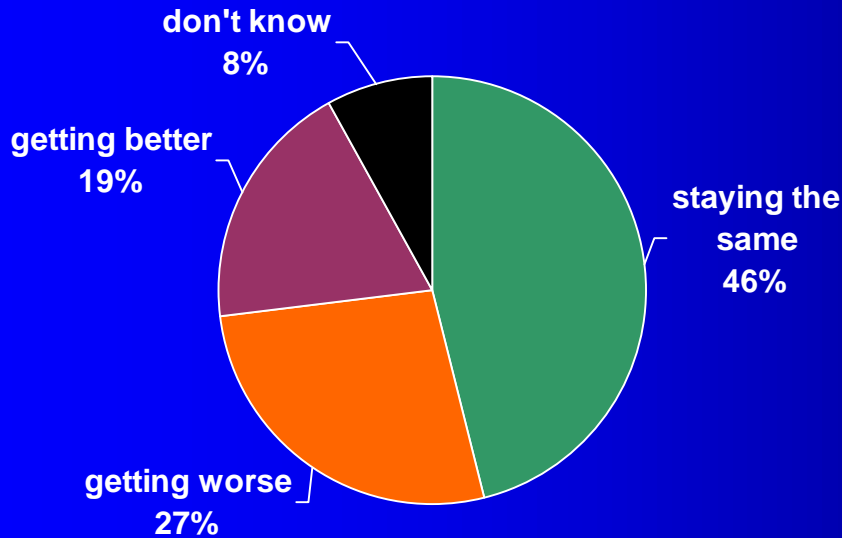
Why Getting Worse (326 respondents)	2001
Overpopulation / Population growth	49%
Traffic congestion	14%
Government / County politics / Politicians	8%
Crime / Drugs	8%
Loss of farm land / Using resources / Over-development	7%
All other responses	3% or less
Don't know	3%

Neighborhood Future Quality Of Life (Q4)

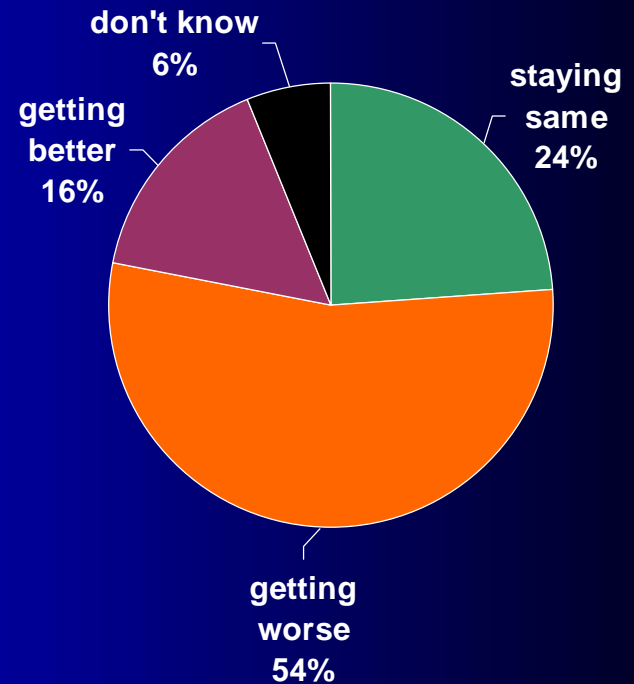
(comparison with Metro area future quality of life Q2)

Q4. In the next 20 years, do you see quality of life in your neighborhood as getting better, staying the same, or getting worse?

Neighborhood



Metro Area



Why Neighborhood Is Getting Better (Q5)

Why Getting Better (115 respondents)	2001
Caring people / Community involvement / Neighborhood pride	23%
Awareness / Correction of mistakes / Attempts to improve	17%
Good land use planning / Use of space / Neighborhood dev.	11%
Economic improvements / Jobs / Industry moving in	7%
Low crime rate	6%
All other responses	5% or less
Don't know	14%

Why Neighborhood Is Staying The Same (Q5)

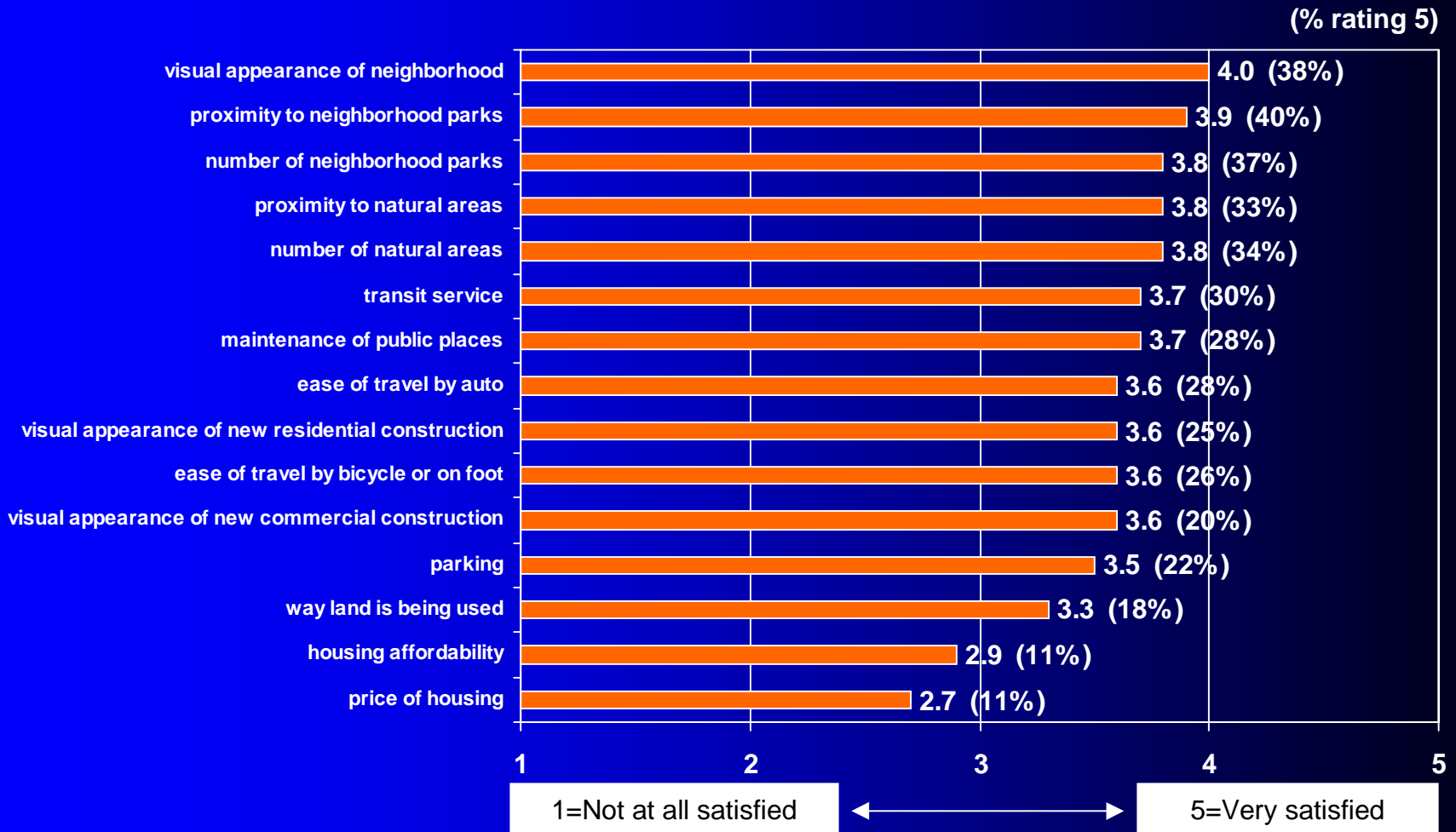
Why Staying The Same (274 respondents)	2001
Small established neighborhood	32%
Live in the country / Isolated area	10%
Nothing has changed	10%
Caring people / Community involvement / Neighborhood pride	9%
Good land use management / Use of space / Neighborhood dev.	7%
All other responses	5% or less
Don't know	14%

Why Neighborhood Is Getting Worse (Q5)

Why Getting Worse (160 respondents)	2001
Overpopulation / Population growth	38%
Traffic congestion	13%
Land use / Use of space / Using up resources	11%
Crime / Drugs	9%
People With Attitudes / Poor values	9%
All other responses	6% or less
Don't know	5%

Neighborhood Features (Q14)

Q14. I am going to read a list of neighborhood features. For each, please tell me how satisfied you are – not at all satisfied, not very satisfied, somewhat satisfied, or very satisfied.



Subgroup Analysis

(area problems & future quality of life changes)

Biggest Problems Facing Region

- Respondents living in the Damascus area were more likely to say that the biggest problem facing the region is traffic congestion.

Traffic congestion as biggest problem by area:

- TOTAL 25%
- Damascus 41%
- Multnomah 21%
- Washington 34%
- Clackamas 22%

Subgroup Analysis

(area problems & future quality of life changes)

Metro Area's Future Quality of Life

- Longer term residents and respondents living in rural-changing-to-suburban areas were more likely to see the quality of life in the metropolitan area as getting worse in the next 20 years.

Quality of life in Metro area to get worse by length of residency

- Less than 5 years 38%
- 5-10 years 45%
- 11-20 years 57%
- 20 plus years 61%

Quality of life in Metro area to get worse by self-described area

- Urban 49%
- Suburban 57%
- Rural-to-suburban 62%
- Rural 56%

- “Overpopulation / population growth” was the major reason volunteered for feeling the quality of life in the metropolitan area will get worse in the next 20 years. Washington County residents, respondents with more education, and residents living in suburban and rural-changing-to-suburban areas were more likely to mention this reason.

Subgroup Analysis

(area problems & future quality of life changes)

Neighborhood Future Quality of Life

- Respondents living in rural-to-suburban areas were more likely to see the quality of life in their neighborhood as getting worse in the next 20 years.

Quality of life in neighborhood by self-described area

• TOTAL	27%
• Urban	24%
• Suburban	22%
• Rural-to-suburban	45%
• Rural	31%

III. VALUES

- Q9. Please get a pencil or pen and some paper to write down a list of values related to the quality of life you want to have in the Tri-county area. Now take 100 points and divide them among the values in terms of importance to you personally.
 - Home with yard and privacy
 - Less traffic congestion
 - Forest/farmland preservation
 - Fish and wildlife habitat protection
 - Living and working in the same area
 - Better maintained streets and highways
 - No more housing units added to your neighborhood
 - Park or green space near where you live
 - Live where you can walk or bicycle to shopping for everyday needs
 - Arts and culture in your community

Values (Q9)

Values	Importance Mean
Home with yard and privacy	17.2
Less traffic congestion	14.3
Forest / farmland preservation	11.5
Fish and wildlife habitat protection	9.8
Living and working in the same area	9.4
Better maintained streets and highways	9.2
No more housing units added to your neighborhood	9.0
Park or green space near where you live	8.4
Live where you can walk or bicycle to shopping for everyday needs	7.5
Arts and culture in your community	6.2

Subgroup Analysis

(values)

Values

Home with yard and privacy

- Rated highest by full sample.
- Respondents residing in Clackamas County and living in areas described as non-urban were most likely to rate highly.

Less traffic congestion

- Rated second highest by full sample.
- Washington County respondents, respondents living in rural areas, older respondents, and respondents with more education were most likely to rate highly.

Forest and farm land preservation

- Rated third highest by full sample.
- Clackamas County respondents and respondents living in rural areas were most likely to rate highly.

Subgroup Analysis

(values)

... Values continued

Fish and wildlife habitat

- Higher ratings noted for younger respondents and respondents living in rural-changing-to-suburban areas.

Living and working in the same area

- Higher ratings noted for younger respondents, residents for less than 5 years, and residents living in urban areas.

Better maintained streets and highways

- Lower ratings noted for respondents age 18-34, residents for less than 5 years, and residents living in rural-changing-to-suburban areas.

No more housing units added to your neighborhood

- Lower ratings noted for respondents age 55 plus and post-college educated.

Subgroup Analysis

(values)

... Values continued

Park or green space near where you live

- Higher ratings noted for respondents age 18-34, post-college educated, and respondents living in rural areas.

Live where you can walk or bicycle to shopping for everyday needs

- Higher ratings noted for females and respondents living in urban areas.

Arts and culture in your community

- Higher ratings noted for respondents living in Washington County, female, and post-college educated.

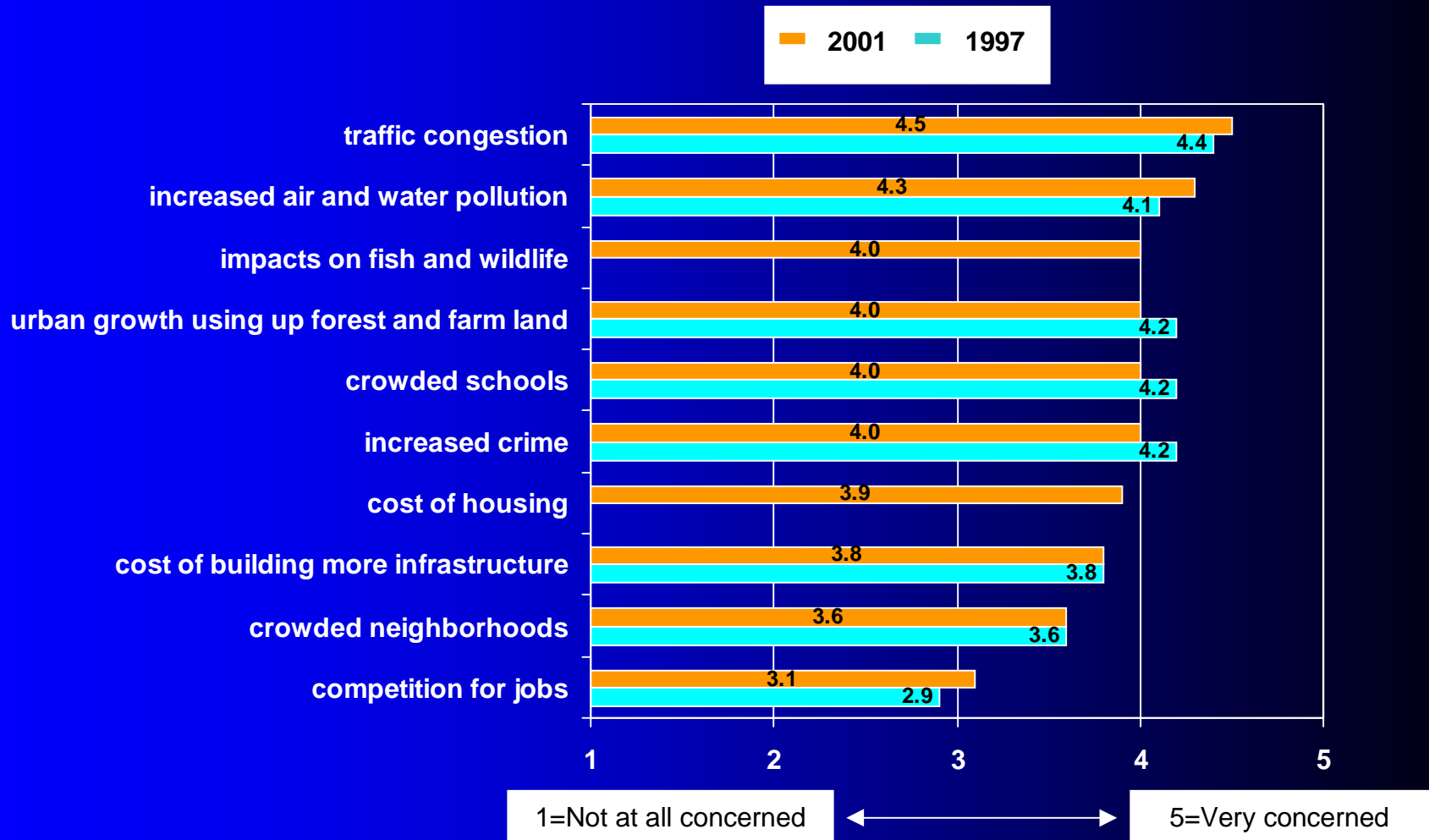
IV. POPULATION GROWTH & PLANNING

- Q6. I am going to read a list of reasons people have given for being concerned about population growth in the Tri-County area. For each, please tell me if you are not at all concerned about the issue, not very concerned, somewhat concerned, or very concerned.
- Q7. Let me read that list again. Please tell me which issue concerns you the most.
- Q8. Second most?
- Q31a. I'm going to read some statements. Please tell me if you disagree strongly, disagree somewhat, agree somewhat, or agree strongly.
- Q10. Regarding the UGB, which one of the following statements comes closest to your point of view?
- Q31b. I'm going to read some statements. Please tell me if you disagree strongly, disagree somewhat, agree somewhat, or agree strongly.

... POPULATION GROWTH & PLANNING CONTINUED

- Q11. Centers are areas within our region of varying sizes and activity levels. I am going to read a list of features that could be part of any growth in centers. Please tell me how important you consider it to be – not at all important, not very important, somewhat important, or very important.
- Q12. Let me read the list again. Please tell me which feature you consider most important?
- Q13. Second most important?
- Q15. What method do you favor to pay for the costs associated with future growth and development in the Tri-County area – local taxes, state taxes, fees paid by developers, local improvement districts where taxes are used to pay for improvements, or user fees like toll roads?
- Q16. Second choice?
- Q17. Regarding the costs of new growth, which one of the following statements comes closest to your point of view?

Population Growth Concerns (Q6)

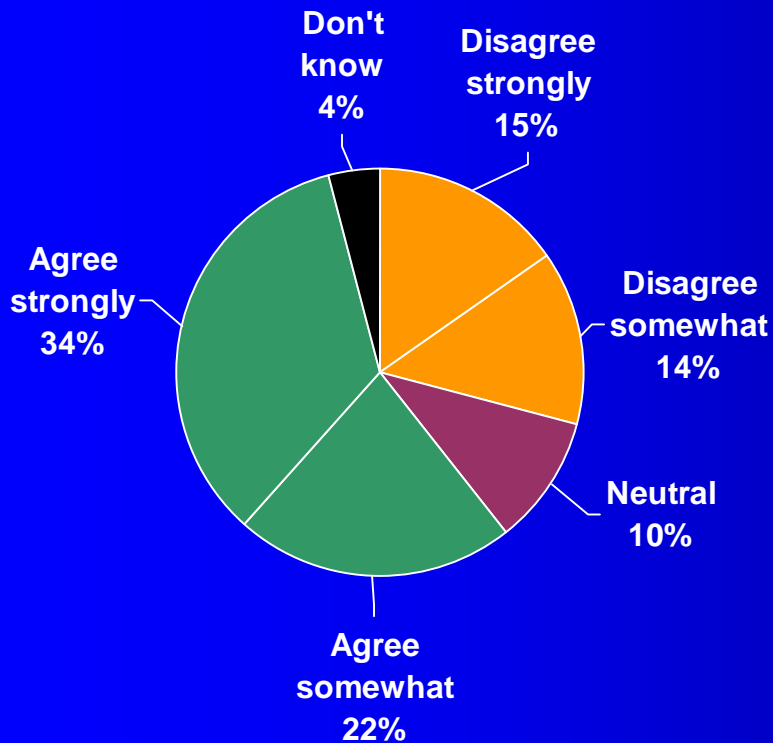


Population Growth Concerns (Q7-8)

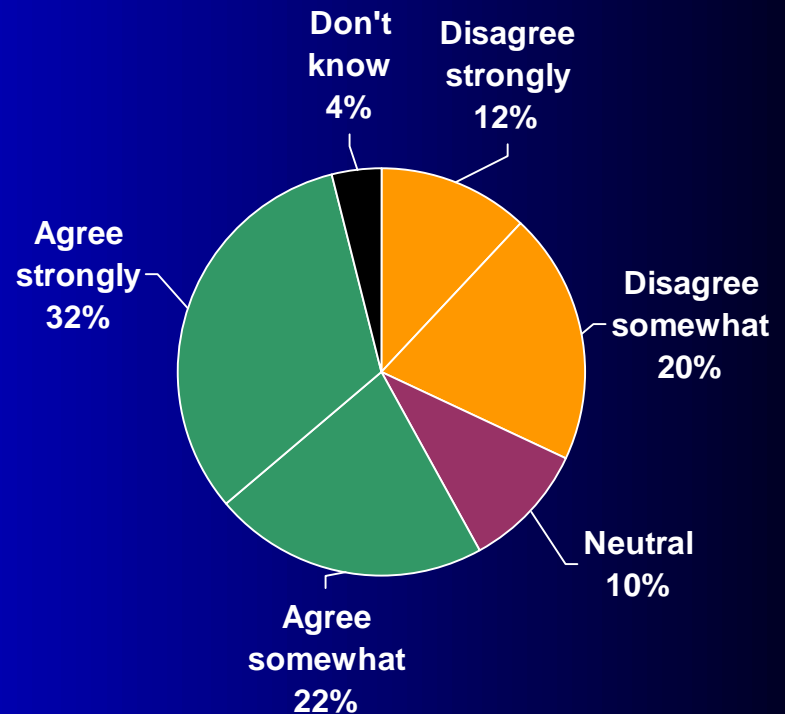
Concerns	1 st Most	1 st and 2 nd Most Combined
Traffic congestion	25%	40%
Urban growth using up forest and farm land	18%	29%
Increased crime	13%	22%
Crowded schools	12%	23%
Increased air and water pollution	8%	21%
Cost of housing	7%	16%
Impacts on fish and wildlife habitat	6%	17%
Crowded neighborhoods	4%	12%
Cost of building more transportation, water, sewer facilities	3%	7%
Competition for jobs and career opportunities	2%	5%
Don't know	1%	1%

Population Growth Concerns (Q31a)

I think Metro, the regional government, and my local government ought to try to slow growth down.

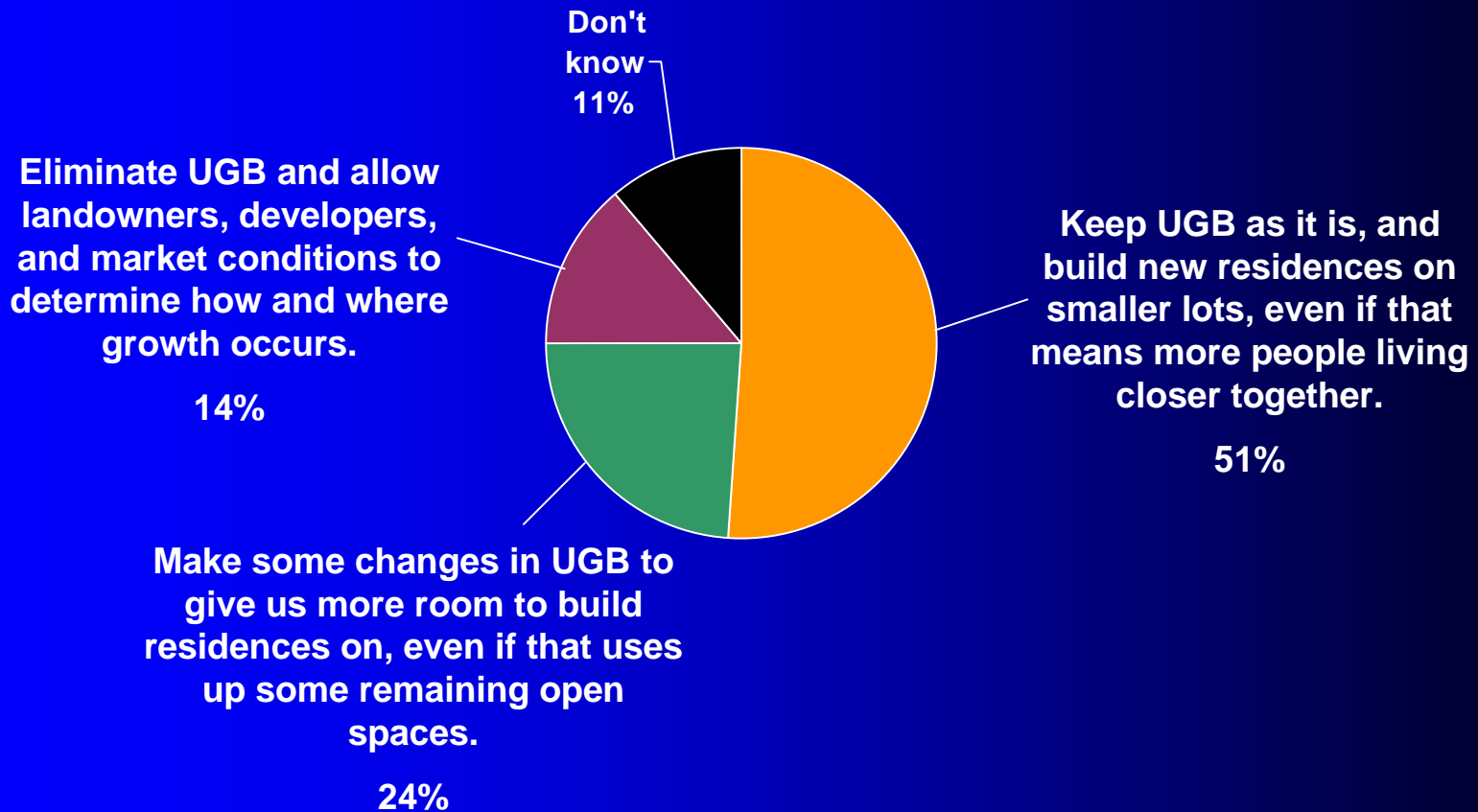


2001



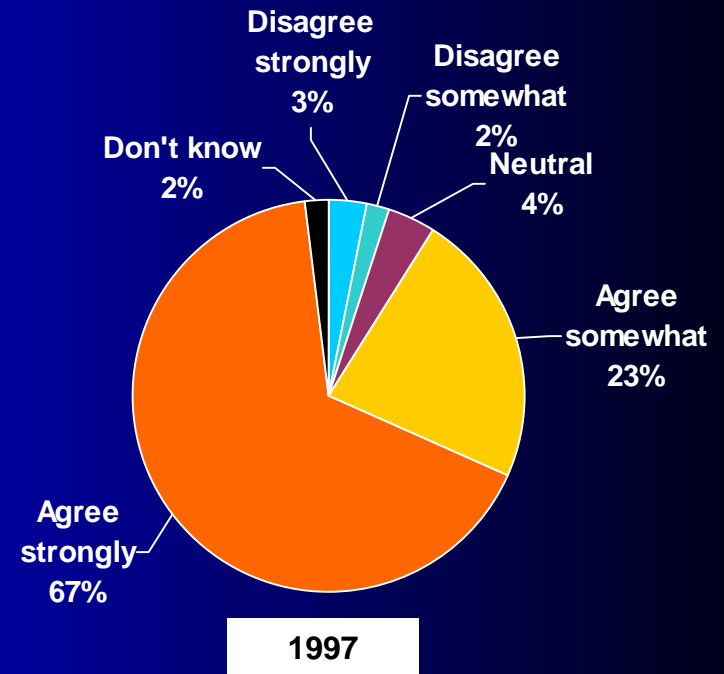
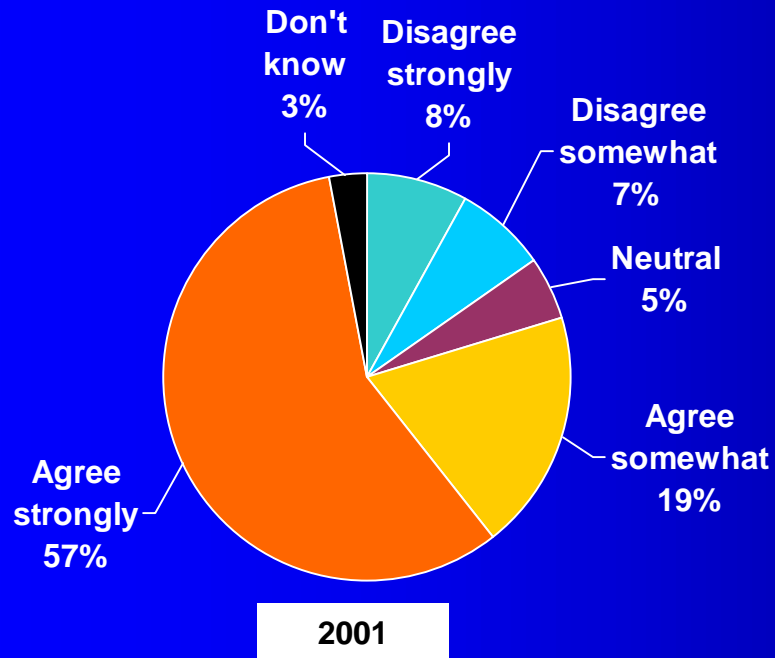
1997

Attitudes About UGB (Q10)



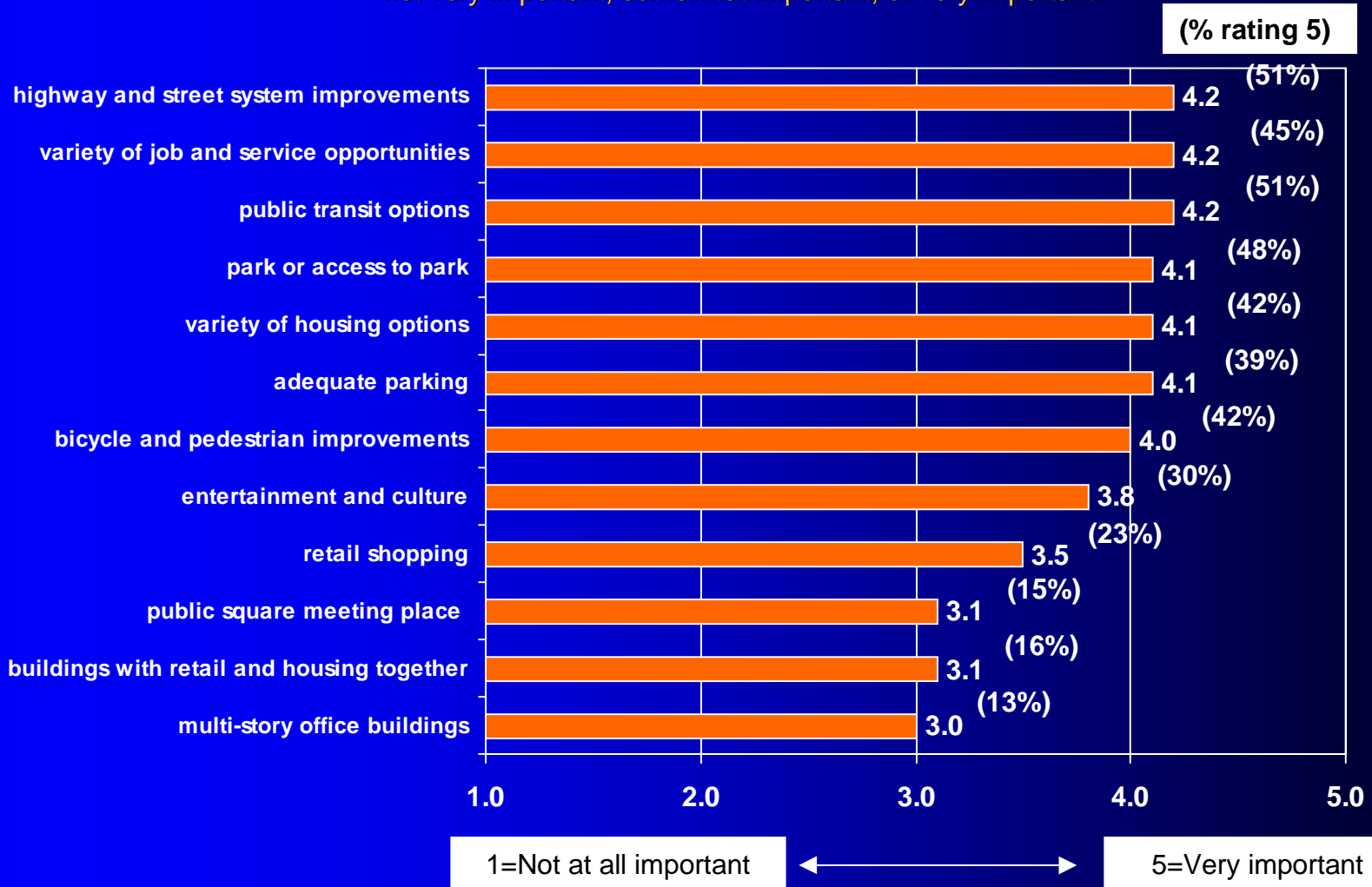
Attitudes About UGB (Q31b)

Planning for growth is necessary if we are to keep our livability.



Center Features (Q11)

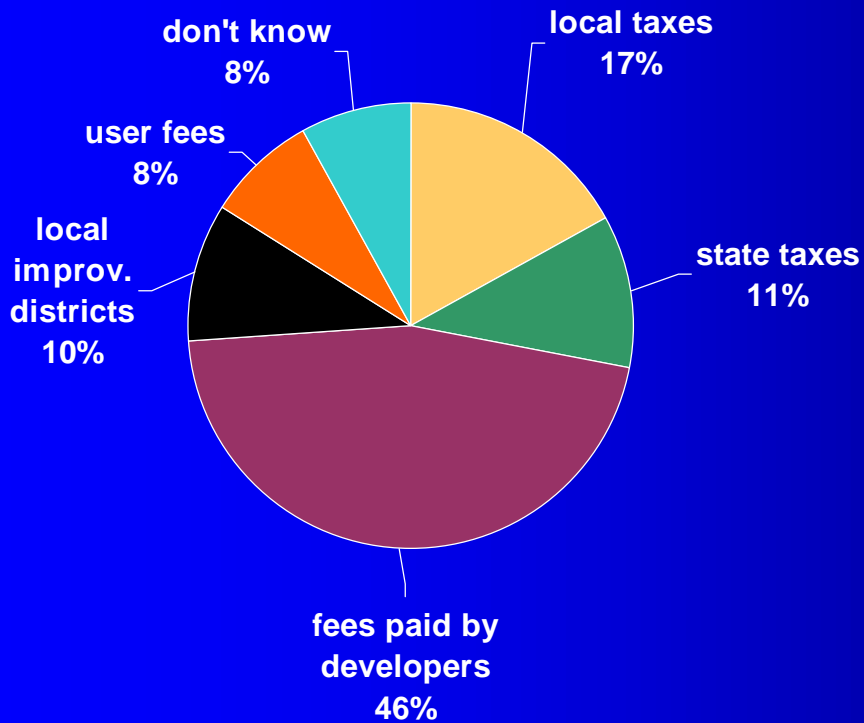
Q12. Centers are areas within our region of varying sizes and activity levels. They range from the central city of downtown Portland to the regional centers ... they meet the need for goods and services and serve as a hub for shopping, jobs, transportation, housing, and entertainment. I am going to read a list of features that could be part of any growth in centers. For each, please tell me how important you consider it to be – not at all important, not very important, somewhat important, or very important.



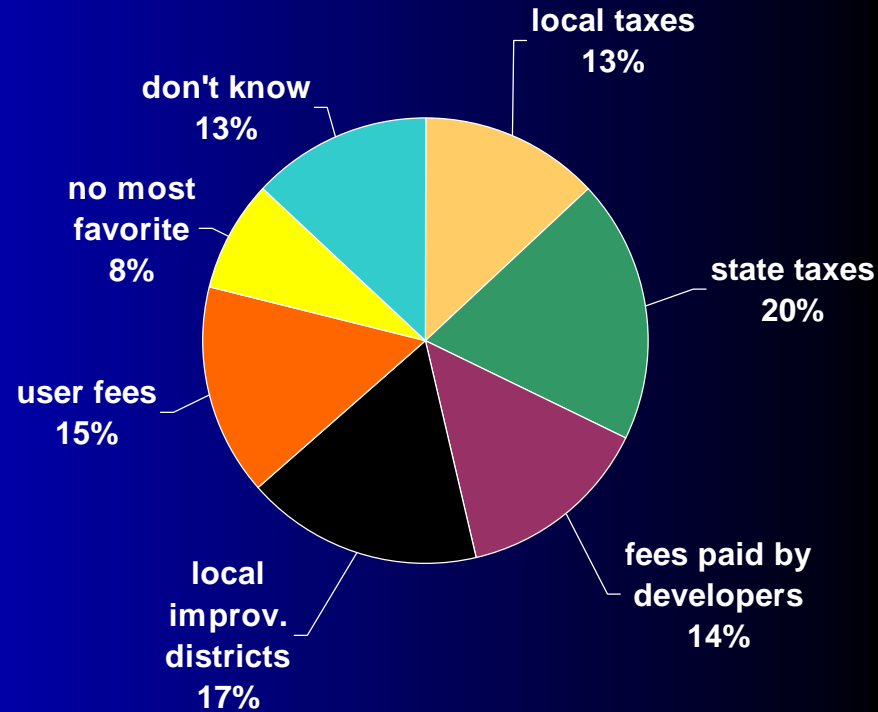
Center Features Priorities (Q12-13)

Features	1 st Most	1 st and 2 nd Most Combined
Highway and street system improvements	17%	26%
Public transit options	15%	27%
Park or access to a park	12%	25%
Adequate parking	10%	16%
Variety of housing options	9%	19%
Bicycle and pedestrian improvements	8%	15%
Variety of job and service opportunities	8%	21%
Buildings with retail and housing together	6%	9%
Public square meeting place or plaza	4%	7%
Retail establishments, shopping	3%	10%
Multi-story office buildings	2%	4%
Entertainment and cultural opportunities	2%	9%
Don't know	4%	4%

Cost of Growth Method of Payment (Q15-16)



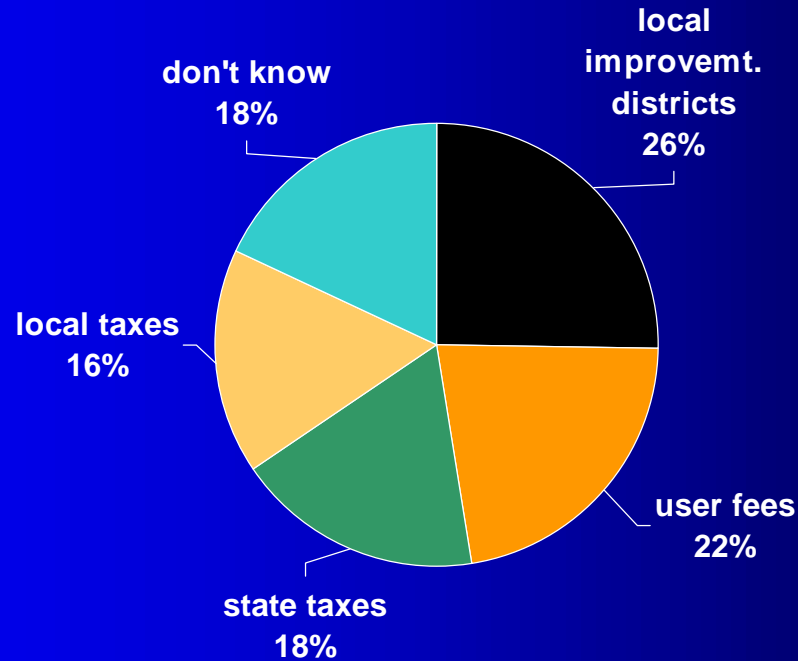
1st choice



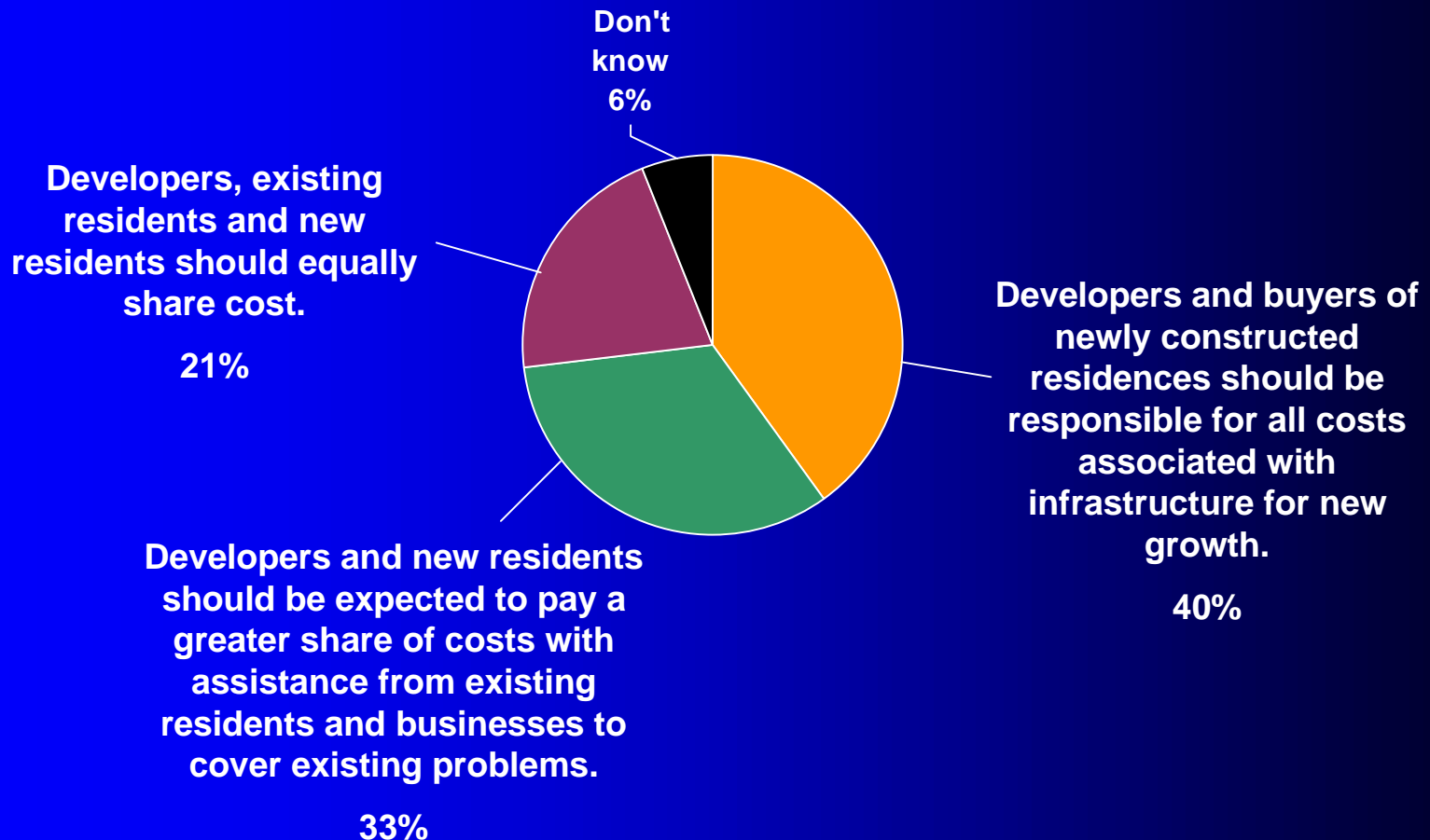
2nd choice

Cost of Growth Method of Payment (Q15-16)

2nd choice for respondents who chose “fees paid by developers” as their first choice



Who Should Pay for Cost Of Growth (Q17)



Subgroup Analysis

(population growth & planning)

Population growth concerns

- A majority of residents agreed (either strongly or somewhat) that Metro and their local government ought to try to slow growth down.
- More agreement was noted for females, longer term residents and respondents living in rural areas.
- Respondents with post-college education and residents for less than five years were the least likely to agree.

<u>Should try to slow growth</u>	<u>TOTAL</u>	<u>Lived in area</u>			
		<u>less than 5 yrs.</u>	<u>5-10 yrs.</u>	<u>11-20 yrs.</u>	<u>20+ yrs.</u>
Agree	56%	35%	55%	63%	60%
Disagree	29%	47%	37%	23%	24%
Neutral	10%	14%	5%	12%	10%
Don't know	4%	5%	3%	2%	5%

<u>Should try to slow growth</u>	<u>TOTAL</u>	<u>Education</u>			
		<u>HS</u>	<u>Some college</u>	<u>College grad</u>	<u>Post-college</u>
Agree	56%	58%	58%	59%	44%
Disagree	29%	21%	32%	29%	41%
Neutral	10%	15%	7%	11%	6%
Don't know	4%	5%	3%	2%	9%

Subgroup Analysis

(population growth & planning)

... Population growth concerns continued

Traffic congestion

- It was the highest rated and ranked concern. No subgroup variations.

Urban growth using up forest and farm land

- Second highest ranked concern.
- Higher ratings noted for older respondents and longer-term residents.

Increased air and water pollution

- Second highest rated concern.
- Higher ratings noted for females.

Subgroup Analysis

(population growth & planning)

... Population growth concerns continued

Impacts on fish and wildlife habitat

- Third highest rated concern along with urban growth using up forest and farm land, crowded schools and increased crime.
- Higher ratings noted for Multnomah County residents.

Crowded schools

- Higher ratings noted for respondents age 18-34 and shorter term residents.

Increased crime

- Higher ratings noted for respondents with less education.

Cost of housing

- No subgroup variations.

Subgroup Analysis

(population growth & planning)

... Population growth concerns continued

Cost of building more transportation, water and sewer facilities

- Higher ratings noted for older respondents and longer term residents.

Crowded neighborhoods

- Lower ratings noted for older respondents and shorter term residents.

Competition for jobs and career opportunities

- Lowest rated and ranked concern.
- Higher ratings noted for Multnomah County residents and respondents with less education.

Subgroup Analysis

(population growth & planning)

Attitudes about UGB

- Strongest support for keeping the UGB as it is was in Washington County (56% compared to 52% Multnomah County and 45% Clackamas). Forty-nine percent (49%) of the Damascus area respondents wanted to keep the UGB where it is, 33% make some changes, and 13% eliminate it.
- Greater support for keeping the UGB as it is was noted for Washington County respondents, females, respondents with post-college education, and residents for less than 5 years.
- Greater support for making some changes in the UGB was noted in Damascus, males, and respondents age 35-44.
- Less than 20% of the respondents wanted to eliminate the UGB with the most support for eliminating it coming in Clackamas County (17%).
- Approximately $\frac{3}{4}$ of respondents in every subgroup agreed (either strongly or somewhat) that planning for growth is necessary if we are to keep our livability. Strongest agreement was noted in Washington County, among older residents, respondents with more education, and respondents living in rural areas.

Subgroup Analysis

(population growth & planning)

Centers

- Of the twelve features that could be part of any growth in centers, the highest rated and ranked were street system improvements and public transportation.

Highway and street system improvements

- A higher rating noted for residents living in Damascus and in rural-changing-to-suburban areas.

Public transit options

- A higher rating noted for respondents living in rural-changing-to-suburban areas.

Subgroup Analysis

(population growth & planning)

... Centers continued

Park or access to a park

- Higher ratings noted for females, younger respondents, shorter term residents, and respondents living in urban areas.

Variety of job and service opportunities, such as dry cleaners, grocery stores, libraries, and daycare centers

- Higher rating noted for younger respondents.

Variety of housing options

- No subgroup variations.

Adequate parking

- No subgroup variations.

Subgroup Analysis

(population growth & planning)

... Centers continued

Bicycle and pedestrian improvements

- Higher ratings noted for younger respondents and respondents with more education.

Entertainment and cultural opportunities

- No subgroup variations.

Retail establishments, shopping

- Higher rating noted for females.

Public square meeting place or plaza

- No subgroup variations.

Subgroup Analysis

(population growth & planning)

... Centers continued

Buildings with retail and housing together

- Higher ratings noted for respondents with more education and longer term residents.

Multi-story office buildings

- No subgroup variations.

Subgroup Analysis

(population growth & planning)

Cost of Growth

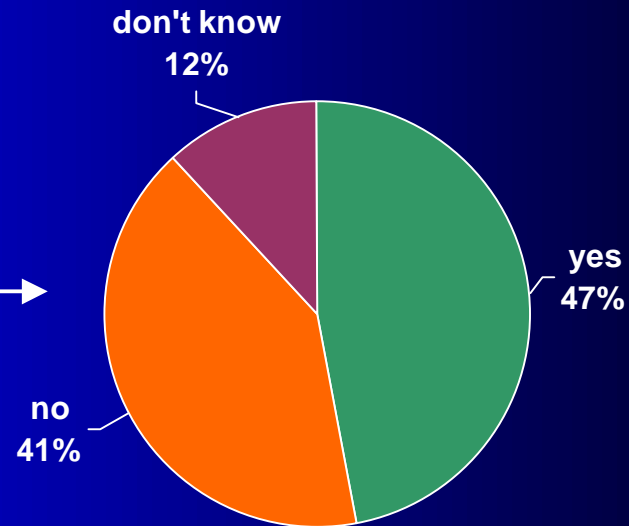
- For every subgroup, the most popular method to pay for the costs associated with future growth and development was fees paid by developers. The level of support was at least 40% in each subgroup. Those subgroups that dropped below 40% had a higher “don’t know” percentage than support for one of the other payment options.
- As for the second most popular method to pay for the costs of growth, there was no clear “winner” in any of the subgroups; there may be marginally less support for user fees than for local and state taxes and local improvement districts.

V. TRANSPORTATION

- Q18. Do you think the transportation system is adequate today?
- Q19. Because of declining revenues, current policy is to maintain existing roads to minimize long-term costs and problems before spending money adding new lanes to address congestion or other travel needs. This results in little new capacity. Do you agree with this policy?
- Q20. If you could specify exactly how the money would be spent, would you be willing to pay anything more in taxes to improve the transportation system in the Tri-County area?
- Q21. I'd now like to ask a budget for how tax money should be spent in the future on the transportation system in the Tri-County area. I'm going to first read you a list of items. Then please tell me what percentage of the budget should go to each item.

Adequate Transportation System (Q18)

Do you think the transportation system is adequate today?



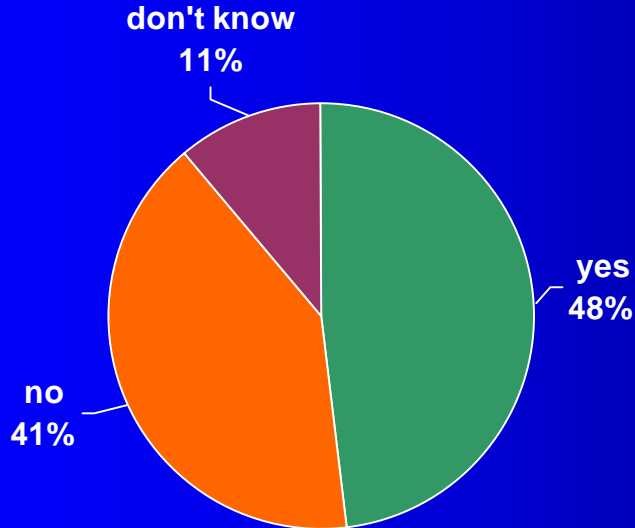
Why Transportation System Adequate (Q18a)

Transportation system IS adequate today (282 respondents)	Percent (%)
Good routes / Route expansion / Can go anywhere I need to go	29%
Buses / Buses are clean / Bus not crowded	20%
Enough transportation / Don't need to drive my car	10%
Light rail	10%
Good service / No problems	7%
Good now but future expansion needed	6%
All other responses	4% or less
Don't know	4%

Why Transportation System Not Adequate (Q18b)

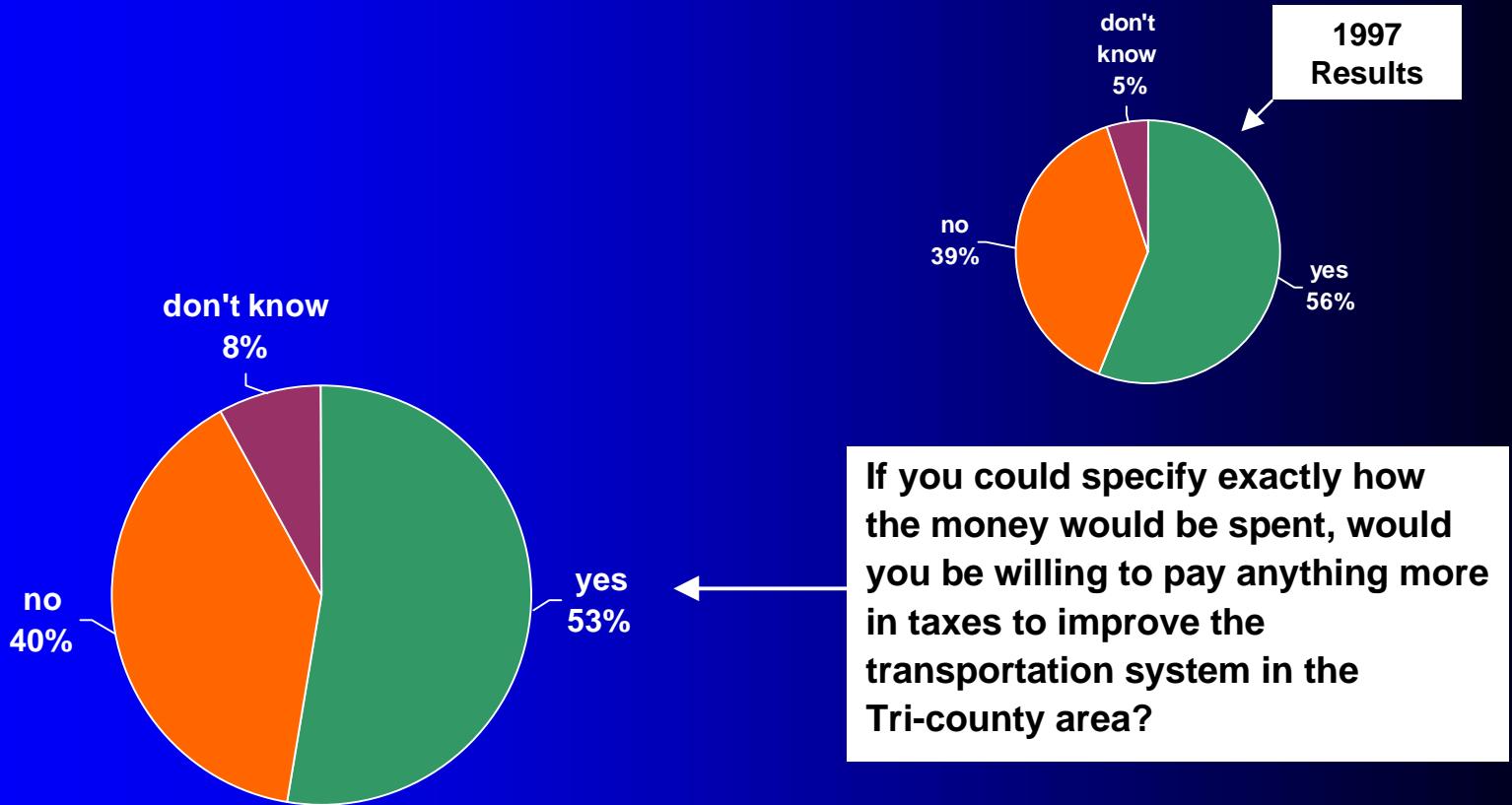
Transportation system is NOT adequate today (245 respondents)	Percent (%)
Too many cars on roads	28%
Poor routes / Routes need expansion / Doesn't go where I need to go	24%
Not enough focus on highways streets improvements	16%
Not enough buses	10%
Poor service / Takes too long to get anywhere	7%
No light rail / Not enough light rail	6%
All other responses	5% or less
Don't know	2%

Transportation Policy Because of Declining Revenues (Q19)

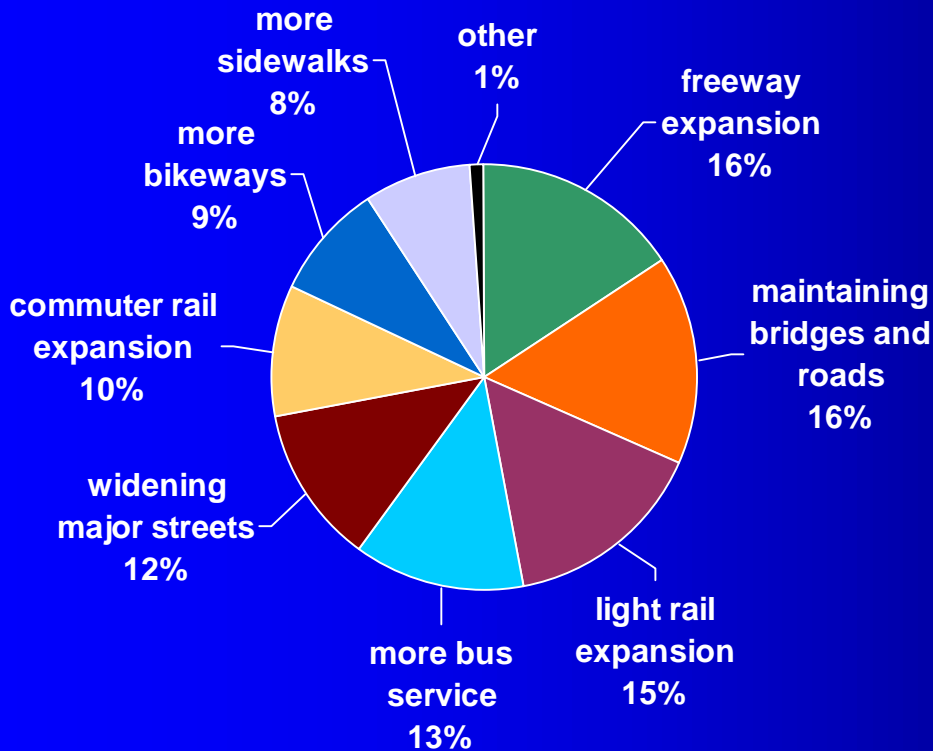


Because of declining revenues, current policy is to maintain existing roads to minimize long-term costs and problems before spending money adding new lanes to address congestion or other travel needs. This results in little new capacity. Do you agree with this policy?

Willingness To Pay More For Transportation Tax (Q20)



Transportation Budget (Q21)



I'd now like to ask about budget for how tax money should be spent in the future on the transportation system in the Tri-County area. I'm going to first read you a list of items. Then please tell me what percentage of the budget should go to each item.

Subgroup Analysis

(transportation)

Transportation

- A majority of respondents living in Multnomah County felt the transportation system is adequate while a plurality of respondents in Washington County and Damascus felt differently.

<u>System adequate</u>	<u>TOTAL</u>	<u>Area</u>			
		<u>Multnomah</u>	<u>Washington</u>	<u>Clackamas</u>	<u>Damascus</u>
Yes	47%	53%	40%	45%	43%
No	41%	36%	49%	42%	47%
Don't know	12%	12%	12%	13%	10%

- Respondents who were more likely to feel the transportation system is not adequate were age 35-44, had more education, or lived in rural areas.

Subgroup Analysis

(transportation)

... Transportation continued

- Respondents in Damascus were the most concerned with poor transportation routes and traffic congestion.
- Respondents in Washington County were the most likely to say they'd be willing to pay more in taxes to improve the transportation system if they could specify exactly how the money would be spent.

<u>Pay More If Specify Spending</u>	<u>TOTAL</u>	<u>Area</u>			
		<u>Multnomah</u>	<u>Washington</u>	<u>Clackamas</u>	<u>Damascus</u>
Yes	53%	53%	57%	50%	47%
No	40%	41%	33%	45%	44%
Don't know	8%	2%	11%	6%	9%

Subgroup Analysis

(transportation)

... Transportation continued

- Others who were more likely to say they'd be willing to pay more in taxes were respondents age 35-44, respondents with more education, and residents of suburban areas.
- Of the eight budget items, respondents allocated the most money to freeway expansion, maintaining bridges and roads, and light rail expansion. While freeway expansion and maintaining bridges and roads were one and two in Washington and Clackamas Counties, light rail expansion received the most dollars in Multnomah County.

Subgroup Analysis

(transportation)

... Transportation continued

Freeway expansion

- Higher ratings noted for Washington and Clackamas Counties, males, respondents age 35-44, and respondents living in suburban and rural areas.

Maintaining bridges and roads

- Higher ratings noted for Clackamas County, females, older respondents, respondents with more education, and residents of rural-changing-to-suburban areas.

Light rail expansion

- Higher ratings noted for Multnomah County, respondents age 18-34 and 55+, respondents with less education, and residents of urban areas.

Subgroup Analysis

(transportation)

... Transportation continued

Widening of major streets

- Higher ratings noted for Washington County and Damascus, females, younger respondents, respondents with less education, and residents of suburban areas.

Commuter rail expansion

- Higher ratings noted for Clackamas County.
- Lowest rating noted in Damascus.

Subgroup Analysis

(transportation)

... Transportation continued

More bikeways

- Higher ratings noted for Multnomah County and residents living in urban areas.
- Lowest rating in Washington County.

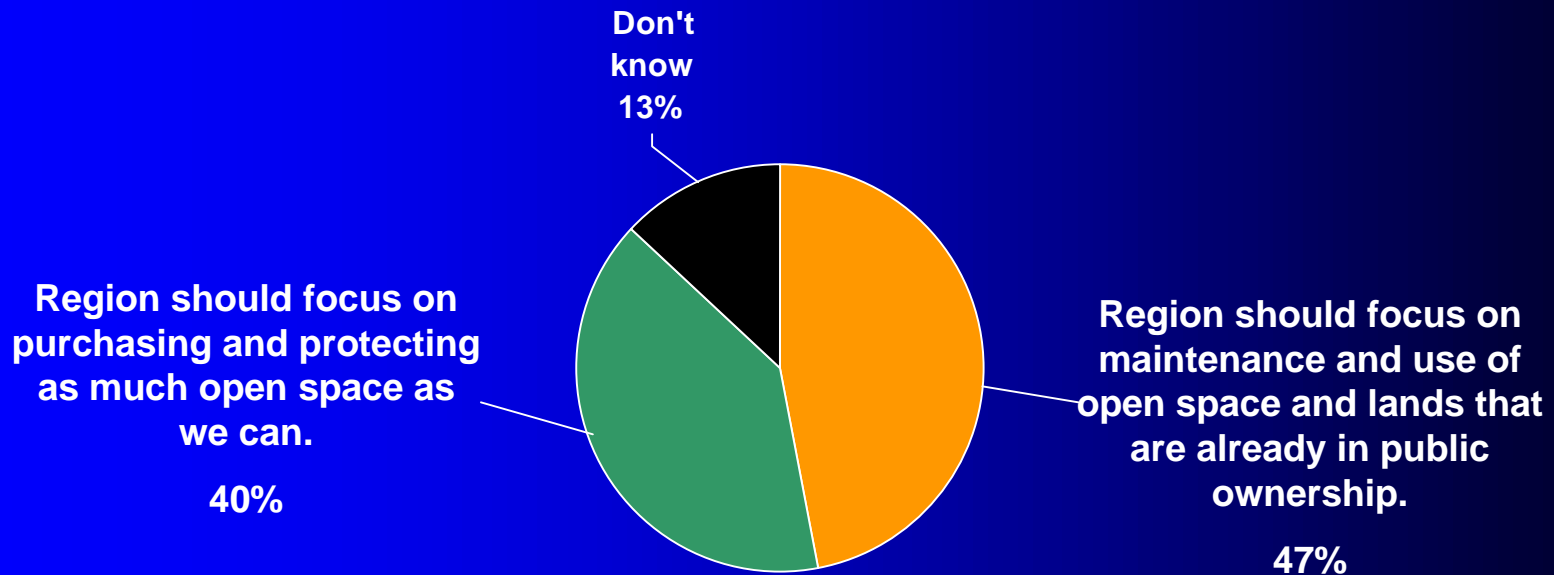
More sidewalks

- Higher ratings noted for Multnomah County and respondents in urban and suburban areas, respondents age 55+, respondents with less education, and shorter term residents.

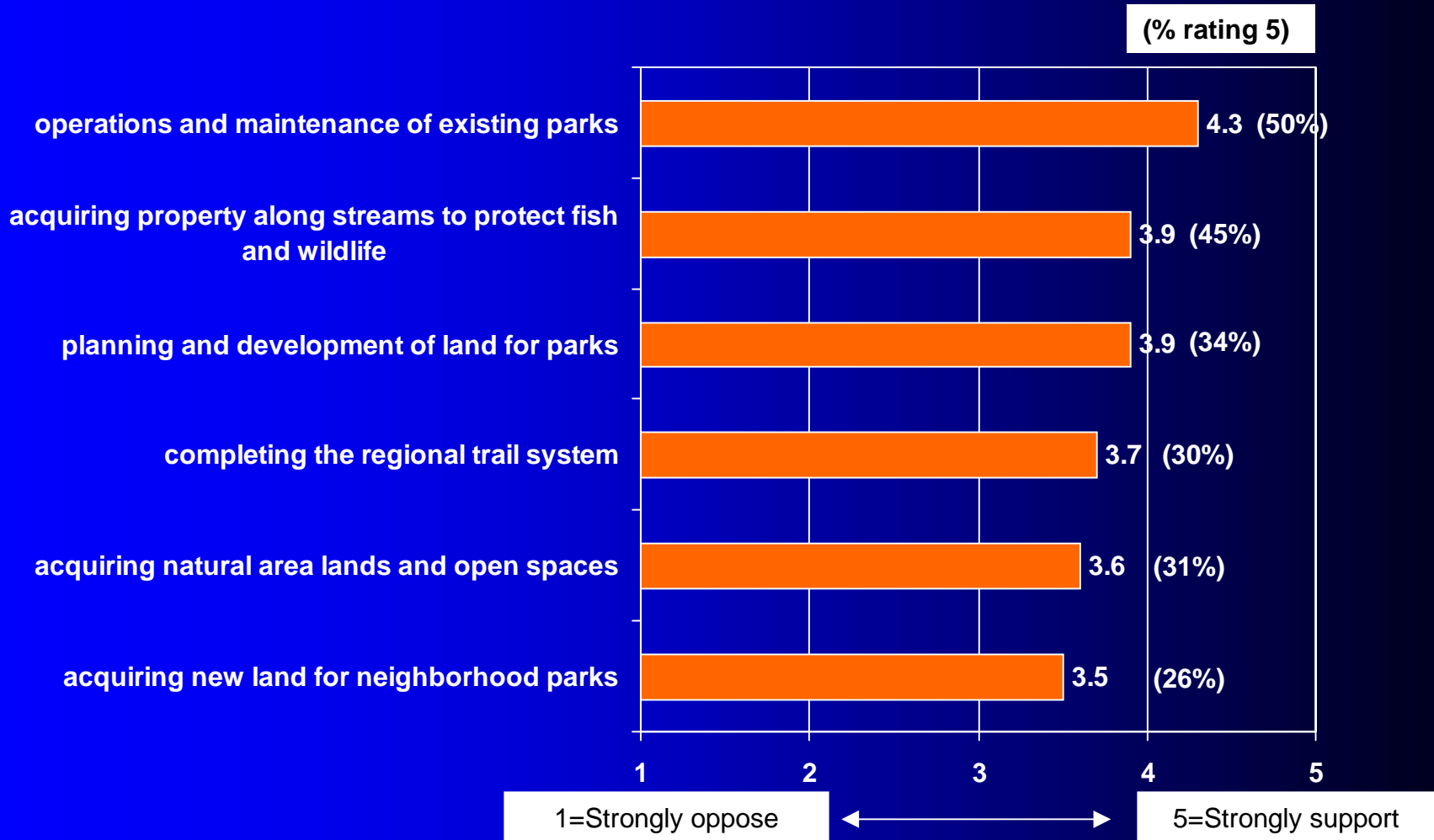
VI. PARKS & OPEN SPACES

- Q22. Regarding parks and open spaces in the Tri-county region, which one of the following statements comes closest to your point of view?
 - In the next several years, the region should focus on purchasing and protecting as much open space/natural resource land as we can, even if that emphasis means deferring development and/or operations and maintenance of open space and lands that are already in public ownership.
 - In the next several years, the region should focus on the maintenance and use of open space and lands that are already in public ownership, even if that means deferring continued public purchase of additional lands.
- Q23. I am going to read you a list of different ways public money could be spent on parks in the Tri-county area. For each, please tell me if you strongly oppose, somewhat oppose, somewhat support, or strongly support spending money for it.
 - Operations and maintenance of existing parks and natural areas
 - Planning and development of land recently acquired for parks
 - Acquiring new land for neighborhood parks
 - Acquiring natural area lands and large open space sites
 - Completing the regional trail system
 - Acquiring property along streams to protect fish and wildlife habitat

Regional Focus for Parks & Open Spaces (Q22)



Parks & Open Spaces Spending Priorities (Q23)



Subgroup Analysis

(parks and open spaces)

Parks and open spaces

- A narrow plurality of respondents living in the three counties felt the focus for parks and open spaces regionally should be on maintenance rather than on purchasing additional open space/natural resource land. Respondents in Damascus felt differently.

<u>Kind of focus</u>	<u>TOTAL</u>	<u>Area</u>			
		<u>Multnomah</u>	<u>Washington</u>	<u>Clackamas</u>	<u>Damascus</u>
Purchase land	40%	39%	44%	38%	48%
Maintenance	47%	48%	47%	45%	40%
Don't know	13%	14%	10%	18%	12%

- Higher support for purchasing and protecting more land was noted for females and residents living in rural-changing-to-suburban areas.

Subgroup Analysis

(parks and open spaces)

... Parks and open spaces continued

- Of the six different ways public money could be spent on parks in the Tri-County area, operation and maintenance of existing parks and natural areas received the strongest support. It was highest rated by all subgroups.
- In a second tier, after operation and maintenance of existing parks and natural areas, was acquiring property along streams to protect fish and wildlife habitat. Though rated similarly to planning and development of land recently acquired for parks (alone in a third tier), it received a significantly higher percentage of strongly support.
- In a fourth tier were completing the regional trails system, acquiring natural area land and large open space sites, and acquiring new land for neighborhood parks.

Subgroup Analysis

(parks and open spaces)

... Parks and open spaces continued

Operations and maintenance of existing parks and natural areas

- Higher ratings noted for respondents with more education.

Acquiring property along streams to protect fish and wildlife habitat

- Higher ratings noted for younger respondents.

Planning and development of land recently acquired for parks

- No subgroup variations.

Completing the regional trail system

- Higher ratings for younger respondents and respondents with more education.

Subgroup Analysis

(parks and open spaces)

... Parks and open spaces continued

Acquiring natural area lands and large open space sites

- Higher ratings for females, younger respondents, and respondents with more education.

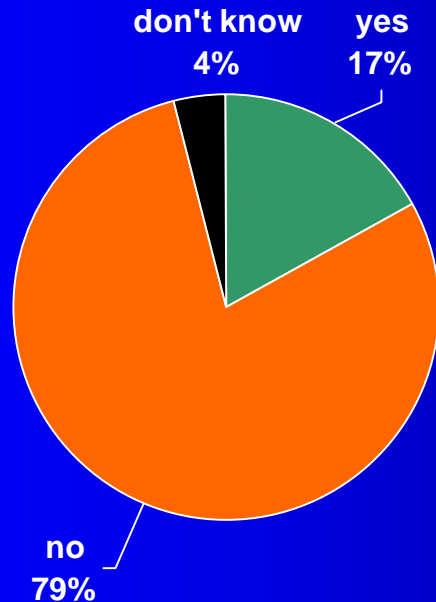
Acquiring new land for neighborhood parks

- Higher ratings for females, younger respondents, and respondents with more education.

VII. REGIONAL ENVIRONMENTAL MANAGEMENT

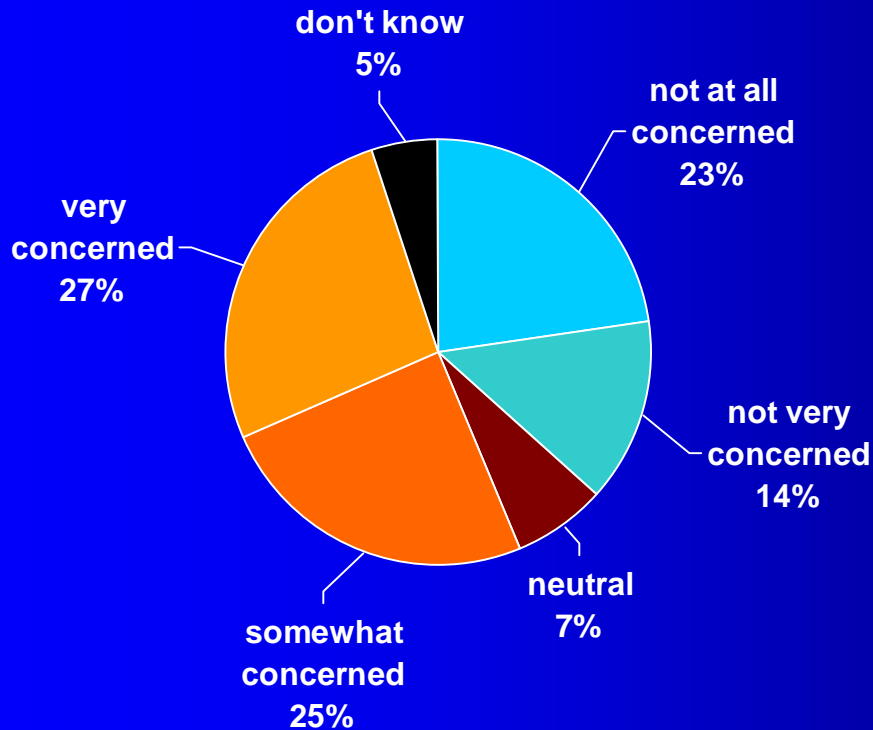
- Q24. Do you have products such as paints, solvents, pesticides, or pool chemicals that are over four years old collecting somewhere in your home?
- Q25. Of the products you currently use, please tell me if you are not at all concerned, not very concerned, somewhat concerned, or very concerned about the potential hazards that can arise from using, storing, or disposing of them.
- Q26. Compared to a year ago, would you say you are more concerned, less concerned, or have about the same level of concern about these products?
- Q27. Have you made any changes recently in how you maintain your lawn and garden such as less chemical products, using the products more carefully, using “alternative” or non-toxic products, or learning more about “alternative” and non-toxic products?

Old Chemical Products in Household (Q24)



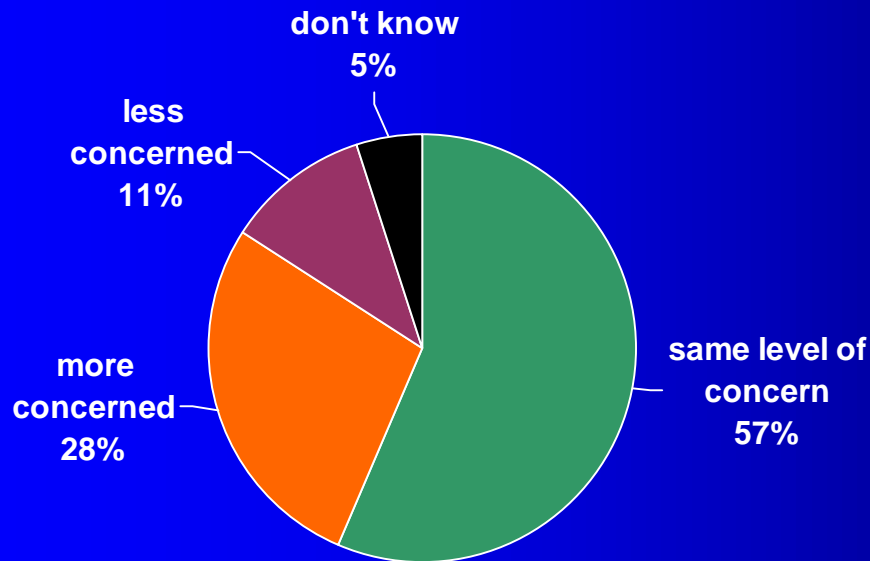
Do you have products such as paints, solvents, pesticides, or pool chemicals that are over four years old collecting somewhere in your home?

Concern Over Chemical Products (Q25)



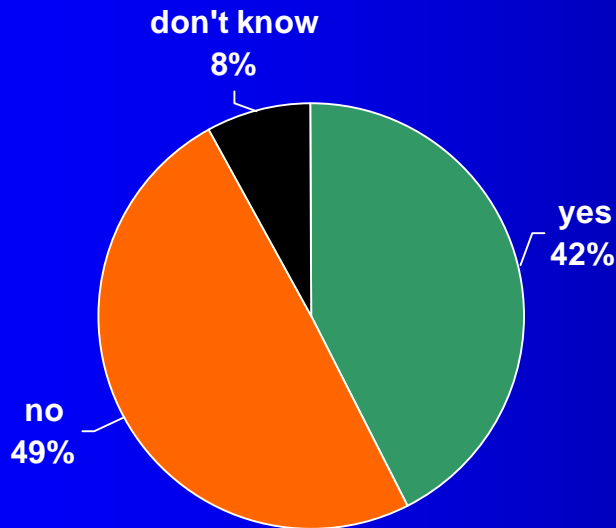
Of the products you currently use, please tell me if you are not at all concerned, not very concerned, somewhat concerned, or very concerned about the potential hazards that can arise from using, storing, or disposing of them.

Concern Level Over Chemical Products Compared To One Year Ago (Q26)



Compared to a year ago, would you say you are more concerned, less concerned, or have about the same level of concern about these products?

Changes In Maintaining Lawn & Garden (Q27)



Have you made any changes recently in how you maintain your lawn and garden such as using less chemical products, using the products more carefully, using “alternative” or non-toxic products, or learning about “alternative” or non-toxic products?

Subgroup Analysis

(regional environmental management)

Regional environment management

- About 1:5 respondents in any subgroup reported having products such as paints, solvents, pesticides, or pool chemicals that are over four years old collecting somewhere in their home. Younger respondents, respondents with less education, and shorter term residents were the least likely to have such products. Residents living in rural areas may be more likely to have such products.
- Of the products they currently use, a narrow majority of respondents said they were concerned (either very or somewhat) about the potential hazards that can arise from using, storing, or disposing of them. Those subgroups less likely to be concerned were Clackamas County residents, including Damascus, older respondents, and respondents with post-college education.

Subgroup Analysis

(regional environmental management)

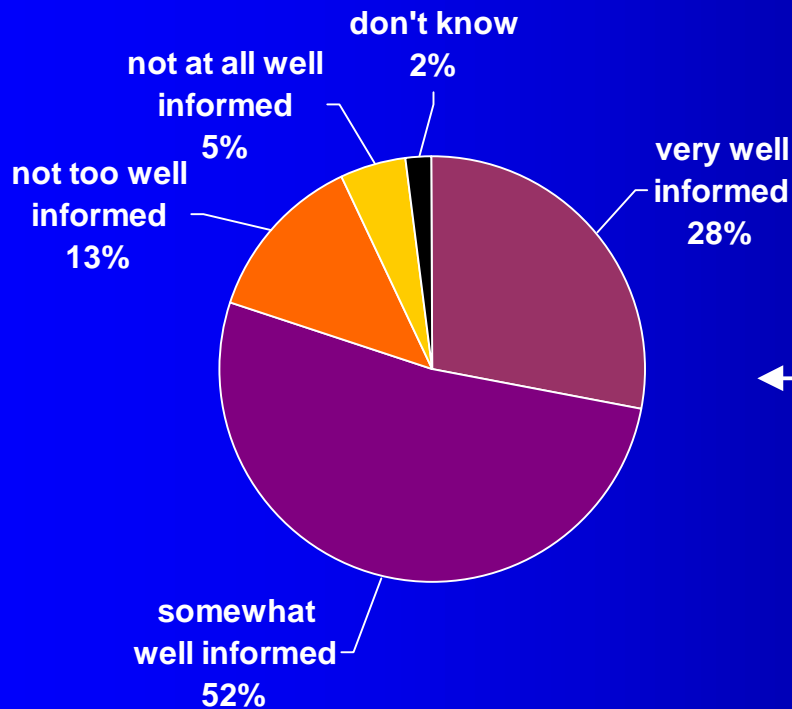
... Regional environment management continued

- A majority in every subgroup reported having the same level of concern about the products compared to a year ago. Between 18% and 44% in every subgroup reported being more concerned. Respondents residing in Multnomah County and rural-changing-to-suburban areas were the most likely to say they were more concerned.
- Between 32% and 50% in every subgroup reported making changes recently in how they maintain their lawn and garden such as using less chemical products, using “alternative” or non-toxic products, or learning more about “alternative” or non-toxic products. Respondents in Washington County, respondents age 35-54, college graduates, residents 11-20 years, and respondents living in non-urban areas were more likely to say they’ve recently changed their behavior.

VIII. CIVIC ENGAGEMENT & COMMUNICATIONS

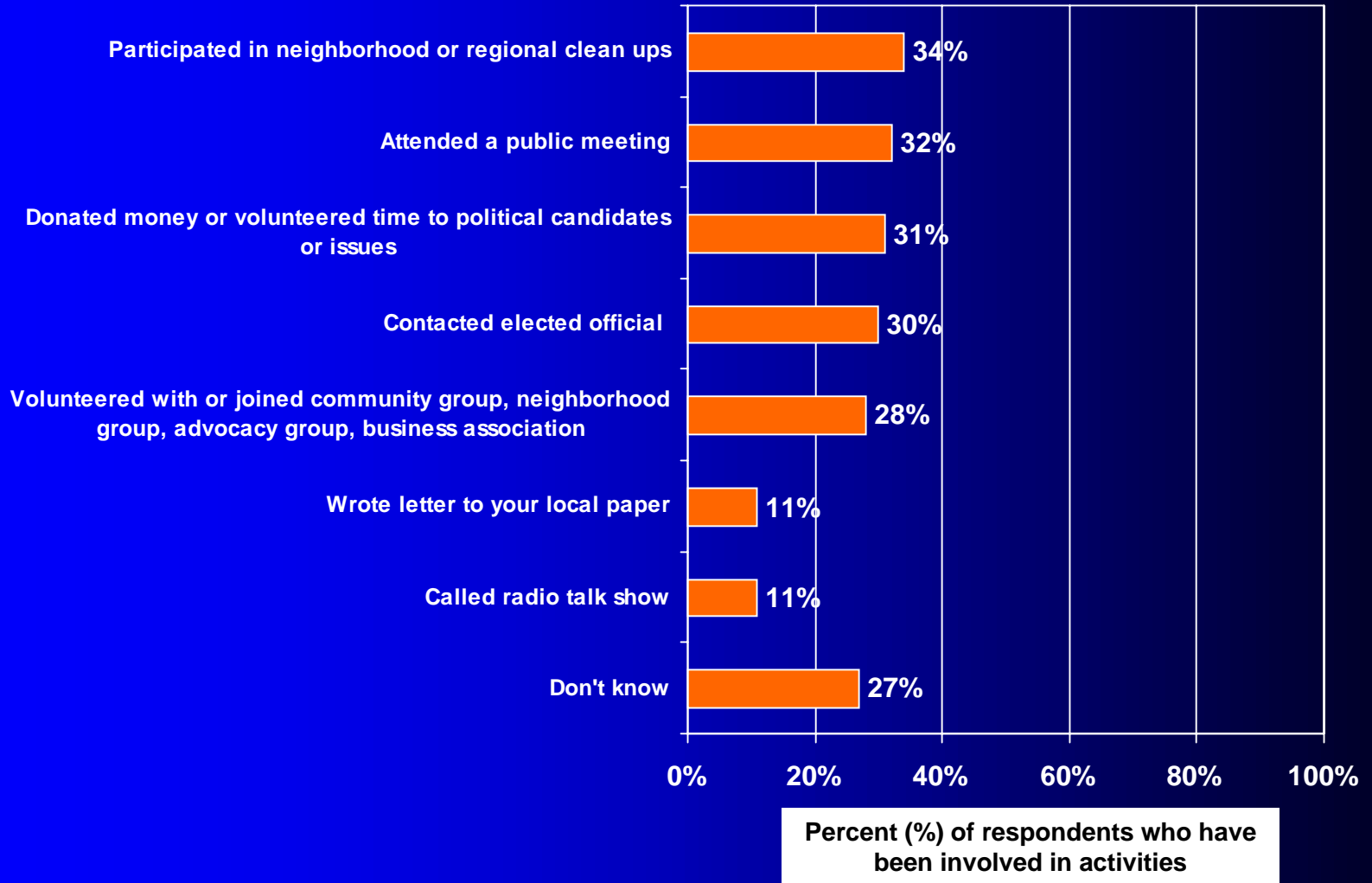
- Q28. Would you say that you feel very well informed, somewhat well informed, not too well informed, or not at all well informed about growth, land use, transportation, and environmental issues in the Tri-County area?
- Q29. In the last three years, please tell me if you have been involved in any of the following civic activities as a result of your concern about growth, land use, transportation, and environmental issues. (ROTATE LIST.)
- Q30. I'd like to read you a list of ways to keep you informed and involved in local and regional issues related to growth and land use. Please rate each one by choosing a number on a 7 point scale where 1 is not at all likely to use and 7 is very likely to use.

How Well Informed About Growth Issues (Q28)

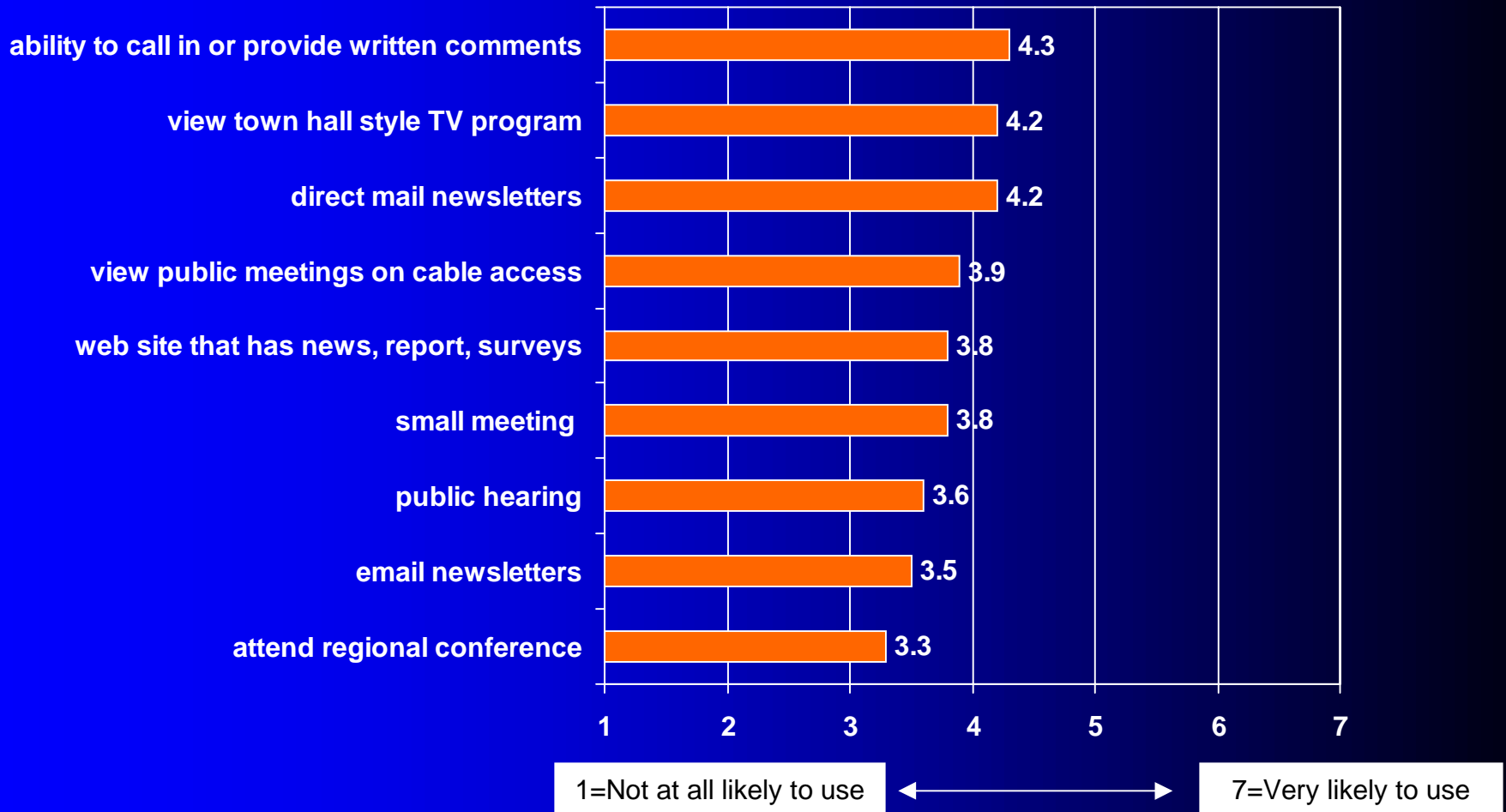


Would you say that you feel very well informed, somewhat well informed, not too well informed, or not at all well informed about growth, land use, transportation, and environmental issues in the Tri-county area?

Involvement In Civic Activities (Q29)



Ways to Keep Informed and Involved (Q30)



Subgroup Analysis

(civic engagement & communications)

Civic engagement and communications

- Between 66% and 86% in every subgroup said they felt informed (either very or somewhat) about growth, land use, transportation, and environmental issues in the Tri-county area.
- Least informed were residents new to the area.

<u>Informed about growth issues</u>	<u>Length of time in area</u>			
	<u>Less than 5 yrs.</u>	<u>5-10 yrs.</u>	<u>11-20 yrs.</u>	<u>20 plus yrs.</u>
Very/somewhat	66%	72%	84%	84%
Not too/not at all	29%	25%	15%	14%
Don't know	5%	2%	1%	2%

Subgroup Analysis

(civic engagement & communications)

... Civic engagement and communications continued

- No more than one-third of all respondents reported having been involved in any of seven civic activities as a result of concern about growth, land use, transportation and environmental issues. Clearly, education level was the most predictive subgroup variable; those respondents with more education were more likely to say they had been involved. For five of the activities (attending a public meeting, contacting an elected official, donating money or volunteering time, volunteering with or joining a community official, or participating in a neighborhood or regional clean-up), those with post college education were twice as likely to say they had been involved than those with only a high school education.

Subgroup Analysis

(civic engagement & communications)

... Civic engagement and communications continued

- Participants rated nine different ways to keep them informed and involved in local and regional issues related to growth and land use. In the lowest tier of ratings were public hearing, email newsletter, and attend a regional conference. In a middle tier were view public meetings broadcast on cable access television, web site that has news, reports, and surveys, and small meetings in local coffee shop or neighbor's home.
- In the top tier of ratings were ability to call in or provide written comments, view a town hall style TV program, and direct mail newsletter. These were the top three for every subgroup except for participants age 18-34 who rated web site that has news, reports, and surveys second after ability to call in or provide written comments. Higher ratings for a web site were also noted for respondents with more education and shorter term residents. These subgroups were also more likely to rate email newsletters highly.
- Older respondents gave their highest rating to viewing a town hall style TV program. They also were more likely to rate view public meeting on Cable access highly.

Subgroup Analysis

(civic engagement & communications)

... Civic engagement and communications continued

- Older respondents gave their highest rating to viewing a town hall style TV program. They also were more likely to rate view public meeting on Cable access highly.

Top three ways to keep informed by age

18-34 years of age

- Call in / written comments
- Web site
- View town hall
- Direct mail newsletter

35-54 years of age

- Call in / written comments
- View town hall
- Direct mail newsletter

55 plus years of age

- View town hall
- Direct mail newsletter
- View public meeting

IX. Conclusions & Observations

Stability of Some Public Attitudes Regarding Regional Quality of Life and Related Issues

- ⑩ There was little change in responses from 1996 among those who felt quality of life in the area would get worse over the next 20 years, from 51% in 1996 to 54% in 2001. In 1992, 59% felt the quality of life would get worse.
- ⑩ There was also little change in attitudes about population growth since 1997. In 2001, 56% agreed strongly or somewhat that Metro and their local government should try to slow growth down compared to 54% in 1997.
- ⑩ This suggests some stability in public attitudes regarding the future of the region.
- ⑩ On the other hand, the economy has been relatively stable and there hasn't been an electricity problem. These things affect public attitudes about quality of life and growth and if they were to change, attitudes about the region could change as well.

Positive View of Neighborhoods

- ⑩ The difference between how respondents viewed the next 20 years in the region and in their own neighborhood was notable. Only 27% overall thought things would get worse in their neighborhood, compared to the 54% who felt that way about the region.
- ⑩ Respondents rated a number of neighborhood features quite high, including visual appearance, proximity to and number of parks, and proximity to and number of natural areas. A third or more gave each of these features a rating of 5 on a 1 (not at all satisfied) to 5 (very satisfied) scale.
- ⑩ This strong identification with and positive feelings about neighborhood are consistent with other surveys DHI had done over the years.

Population Growth is the Key Quality of Life Issue for Area Residents

- ⑩ Respondents clearly want planning to help with the impacts. Almost three-quarters of respondents in every subgroup agreed that planning for growth is necessary if we are to keep our livability.
- ⑩ The major reason for why respondents thought the area and their neighborhood would get worse in the next 20 years was population growth.
- ⑩ A majority of respondents felt Metro and their local government ought to try to slow population growth down. About one third of the respondents disagreed.
- ⑩ A narrow majority of respondents want to keep the UGB as it is. Only 14% wanted to eliminate it. Not much change has occurred in attitudes toward the UGB over the last 3-4 years.
- ⑩ The values most connected to support for the UGB are less traffic congestion and forest/farmland preservation. Regarding the latter, a related finding from other research is a strong disdain for urban sprawl.
- ⑩ In terms of impacts of growth, while concern about traffic congestion was at the top of the list, respondents also rated other concerns highly including using up forest and farm land and increased air and water pollution. In fact, when asked to rate their level of concern about a variety of impacts, 75% of respondents were very or somewhat concerned with all but two issues (competition for jobs and crowded neighborhoods).

Traffic Congestion is the Key Quality of Life Issue – SPECIFIC ISSUE – for Area Residents

- ⑩ It is at the top of the list of biggest problems facing the region that residents would like to see local government officials do something about.
- ⑩ It is at the top of the list of specific population growth concerns.
- ⑩ Along with concern about population growth generally, it is why respondents thought the area and their neighborhood would get worse in the 20 years.
- ⑩ Having less traffic congestion was rated as the second most important of ten values related to the quality of life respondents want to have in the Tri-county area (after a home with yard and privacy).

Balanced Approach to Transportation System

- ⑩ Although traffic congestion was consistently raised as a big problem, respondents did not call for wholesale building of new freeways.
- ⑩ Nearly half (48%) agreed with current policy to maintain existing roads before adding capacity.
- ⑩ When asked to allocate a transportation budget, respondents allocated nearly equal amounts for freeway expansion, maintaining bridges and roads, and light rail expansion. More bus service was allocated the next highest amount.
- ⑩ “Public transit options” was also one of the highest rated and highest ranked features desired in planning for the growth of area “centers.” The same number of respondents rated “public transit options” and “highway and street system improvements” as very important.

Certain Features More Important than Others in Any Growth in Centers

- ⑩ Respondents rated having highway/street system improvements, public transit options, and a park or access to a park to be the most important features of any growth in centers or areas which serve as a “hub” for goods/services delivery.
- ⑩ Along with highway/street system improvements and public transit options, other transportation related features that were highly rated included adequate parking and bicycle and pedestrian improvements.
- ⑩ Less important features, but still rated neutral to somewhat important, were retail shopping, public square meeting place, buildings with retail and housing together, and multi-story office buildings.
- ⑩ A majority of the respondents rated all 12 different features important, either somewhat or very.

Paying for Growth

- ⑩ “Fees paid by developers” was the preferred method of paying for the costs associated with future growth and development in the Tri-County area.
- ⑩ Despite the concerns about population growth and traffic congestion, less than 20% of the respondents favored any kind of tax to pay for the costs associated with future growth.
- ⑩ Local improvement districts and user fees may be more popular than any increase in taxes.
- ⑩ Only 21% of respondents felt developers, existing residents and new residents should equally share paying for the costs of growth. 73% felt that developers and new residents should pay for all the costs or for a greater share of costs associated with future growth.

High Level of Concern About Natural Resources

- ⑩ Among ten different reasons for being concerned about population growth in the area, the second highest “very concern” rating was given to increased air and water pollution.
- ⑩ Among ten different values related to the quality of life in the area, forest/farmland preservation was the third most important.
- ⑩ Among six different ways public money could be spent on parks in the Tri-County area, the second highest “strongly support” rating was given to acquiring property along streams to protect fish and wildlife habitat.