

# *Public Opinion About Transportation in Oregon: Some things just don't change...*

*...but some things do*

Presented to Oregon Transportation Forum Annual Meeting  
November 29, 2018



## Topics:

**Research from a survey completed just for you**

*But, first a little warm up:*

**Post-election Voter Sentiment Tidbits**

**Connecting With Oregonians About Public Services—Has  
Anything Changed?**

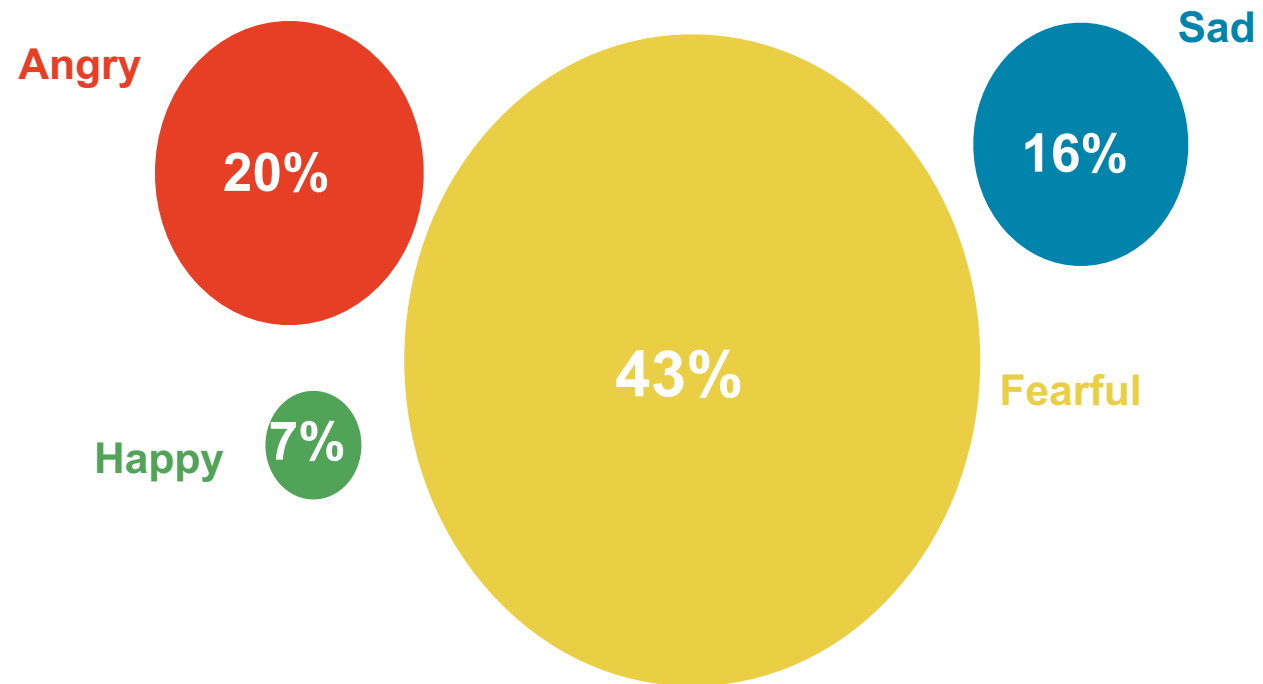
# Measuring Public Perceptions



# Post-Election Voter Sentiment

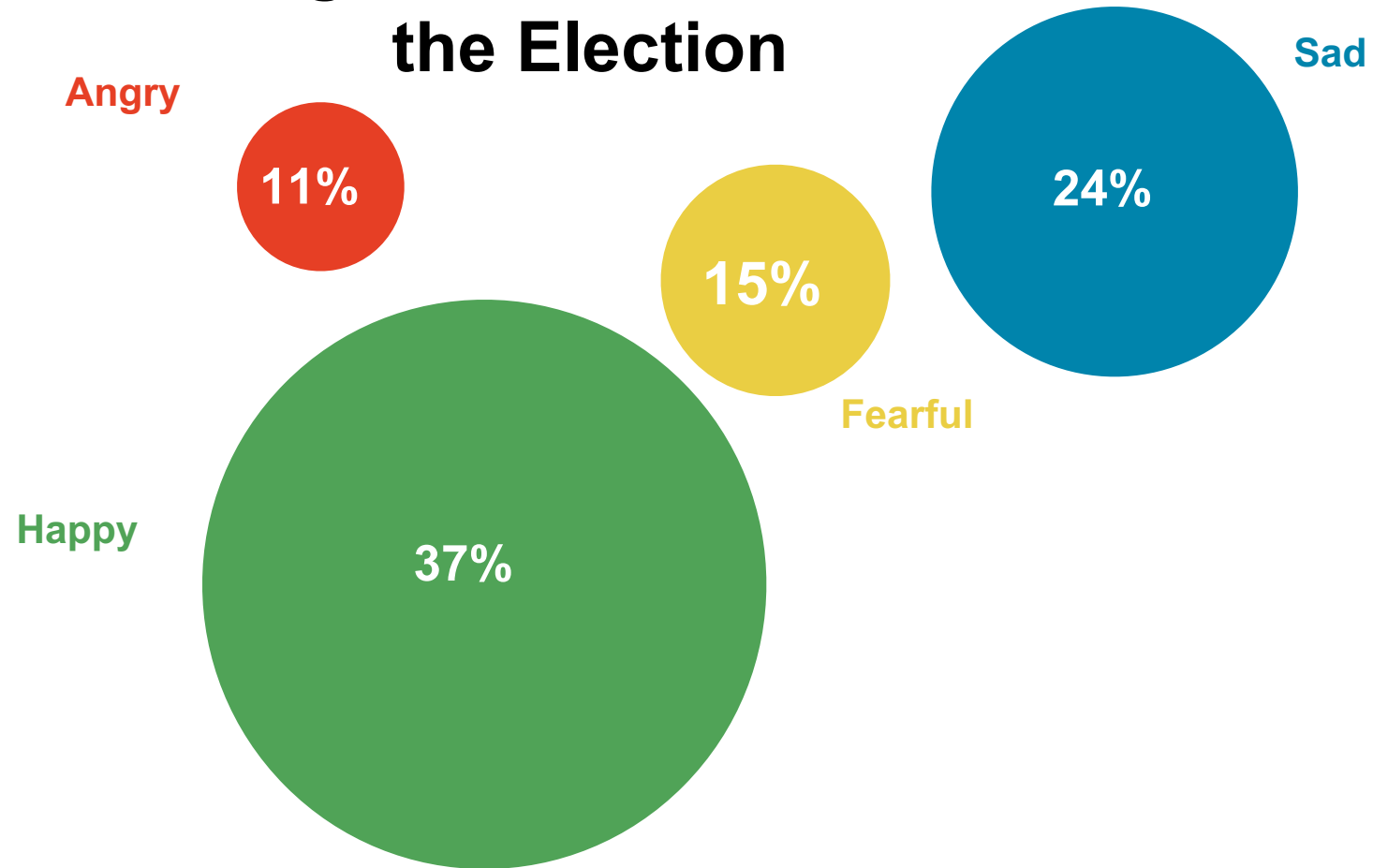
# Political Tidbit 1

## Feelings Leading up to the Election



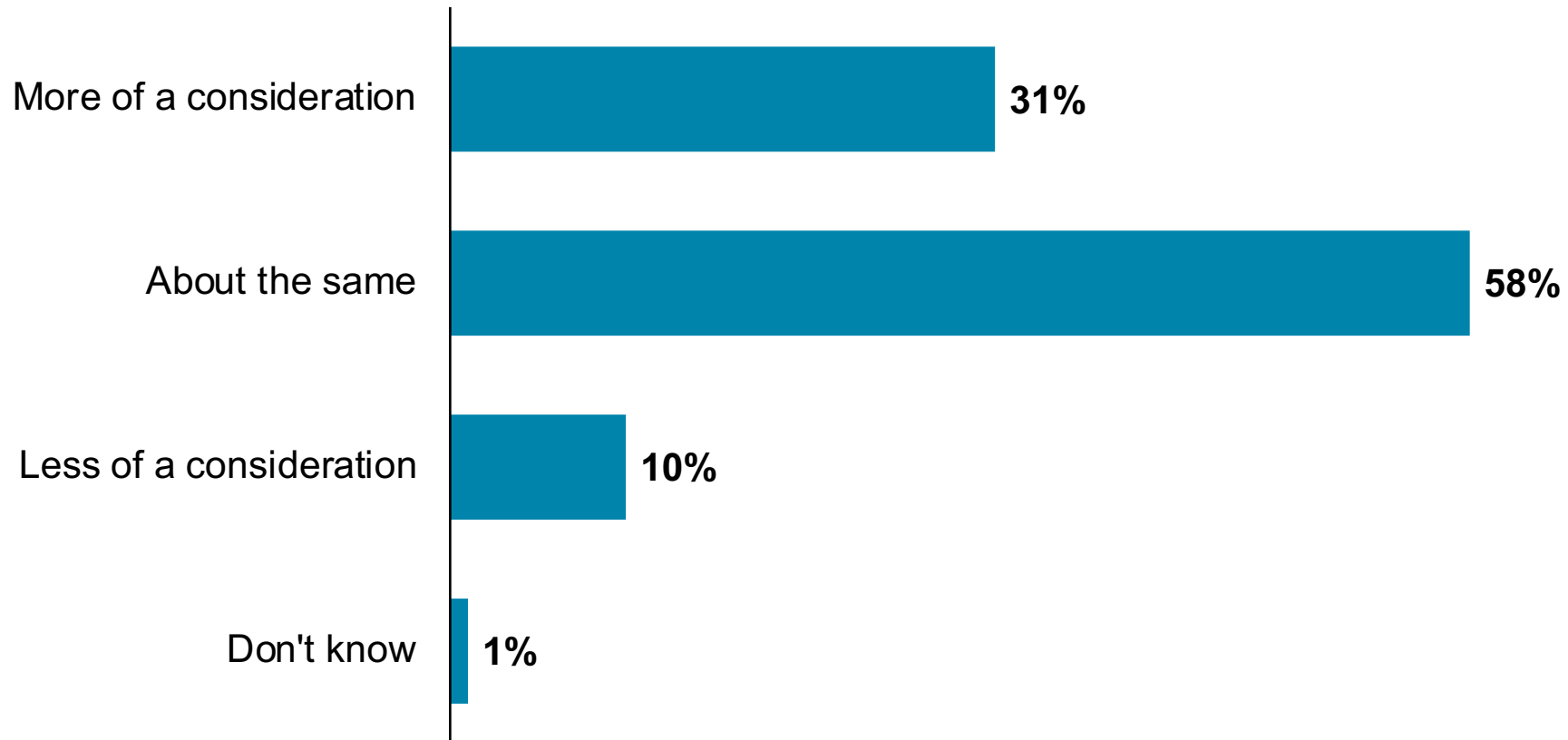
## Political Tidbit 2

### Feelings about the Results of the Election



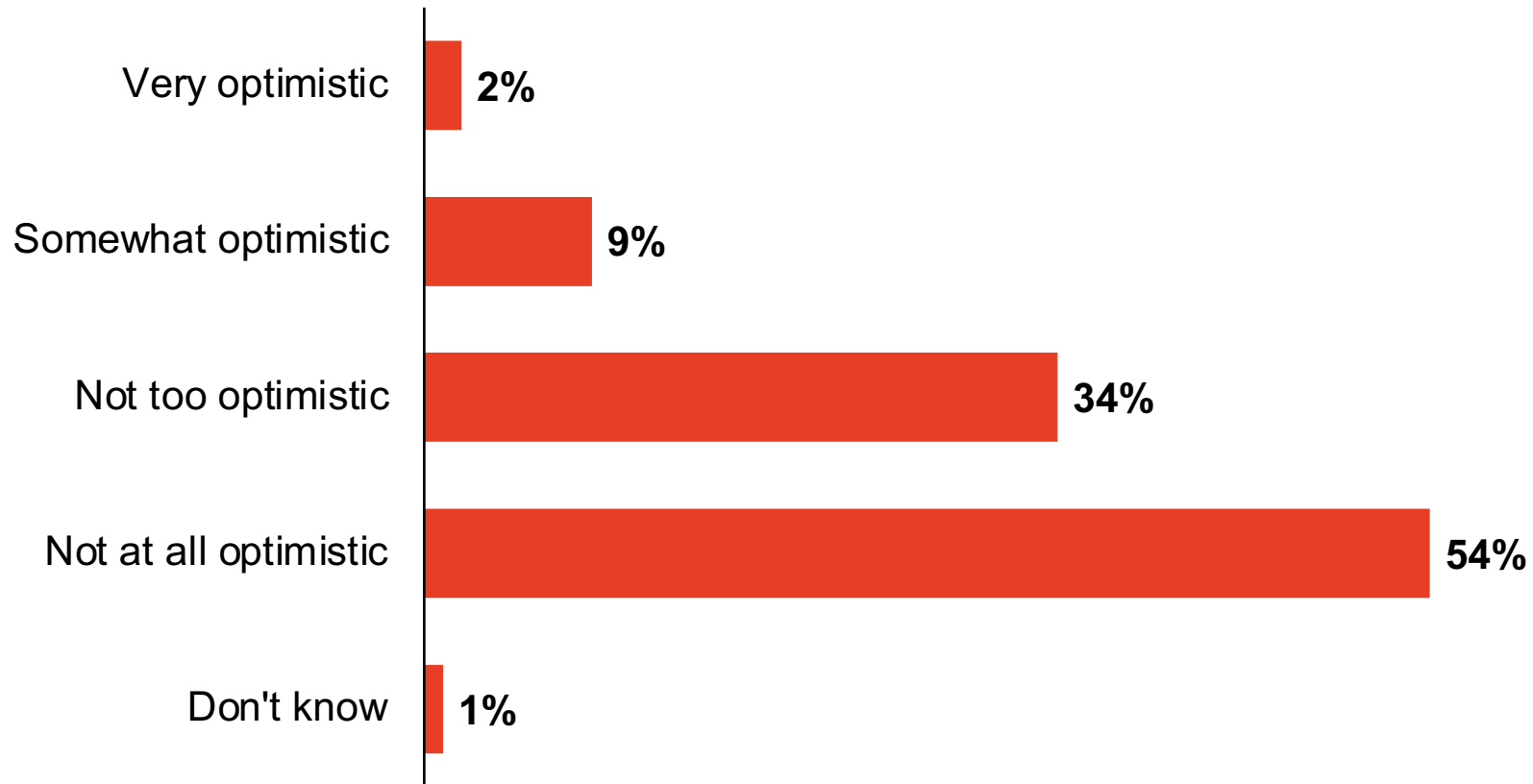
## Political Tidbit 3

***Compared to past elections, were national politics...***



# Political Tidbit 4

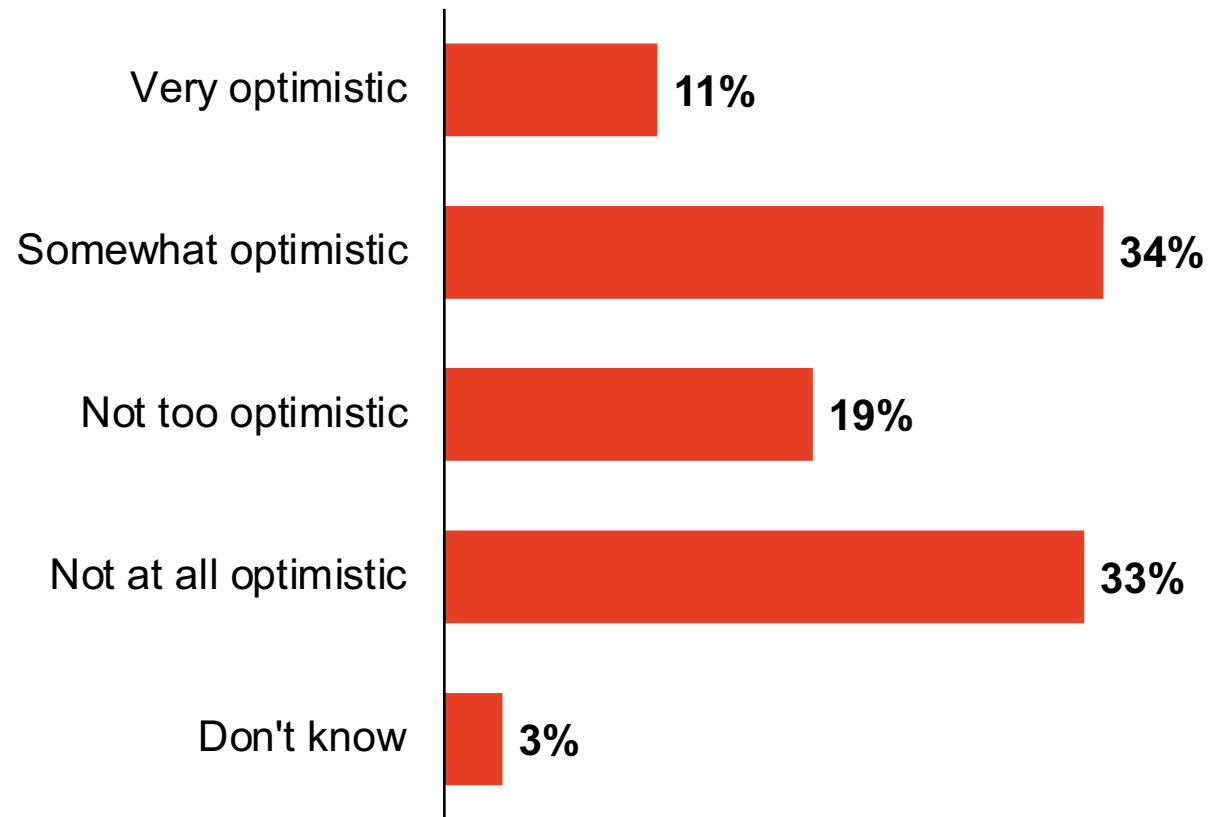
## Optimism: Federal Progress Made on Key Issues





# Political Tidbit 5

## Optimism: State Progress Made on Key Issues



## Political Tidbit 6

### Washington County Changing

**2002: Kulongoski 46.6; Mannix 48.2 (Dem -1)**

**2006: Kulongoski 51; Saxton 43 (Dem +8)**

**2010: Kitzhaber 50; Dudley 48 (Dem +2)**

**2014: Kitzhaber 51; Richardson 43 (Dem +9)**

**2016: Brown 55; Pierce 39 (Demo +16)**

**2018: Brown 55; Buehler 39 (Dem +16)**

**Connecting with Oregonians About Public Services—Has Anything Changed?**

## Communications Considerations

Know your demographics/psychographic trends

What do they value about living in their community?

What do they consider to be the most important issues they want their local officials to do something about?

What are the most important public services?

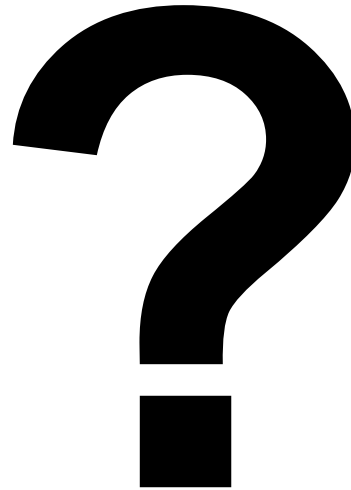
What does it mean for some people and organizations?

Is it public AND/OR private AND/OR nonprofit led?

What words and imagery are you using?

**November Statewide Survey Results  
—Rising Above The Trenches**

**What is the first thing that comes to mind when you think about the transportation system serving the area where you live?**



# What is the first thing that comes to mind when you think about the transportation system serving the area where you live?

*Gridlock on freeways. —Tri-county, Male 65+*

*Freeways and highways. —Rest of state, Female 34–44*

*Public transportation is hard to access/nonexistent.*

*—Willamette Valley, Female 55–64*

*Roads need repaving. —Tri-county, Female 65+*

*That it's inefficient and time consuming. —Rest of state, Female 35–44*

*Corvallis public bus system is free with pretty good coverage of the area.*

*—Willamette Valley, Male 35–44*

# What is the first thing that comes to mind when you think about the transportation system serving the area where you live?

*Quality of the existing infrastructure. —Willamette Valley, Male 65+*

*It isn't sufficient at all for the growing needs of this community.*

*—Rest of state, Female 45–54*

*Inadequate and getting worse every day as more people move to Oregon.*

*—Tri-county, Female 55–64*

*Not enough revenue to fix or build more roads including more bike and pedestrian space. —Rest of state, Male 65+*

*Free! I know that we pay for it in taxes but having a fareless system is great. —Willamette Valley, Female 34–44*

*It gets me where I need to go. —Tri-county, Male 18–34*



What is the first thing that comes to mind when you think about the transportation system serving the area where you live?



# ***What is the first thing that comes to mind when you think about the transportation system serving the area where you live?***

<b>Response Category</b>	<b>Total</b>	<b>Tri-county</b>
<b><i>Inadequate, needs improvement</i></b>	<b>14%</b>	<b>7%</b>
<b><i>Poor</i></b>	<b>10%</b>	<b>10%</b>
<b><i>Traffic congestion, gridlock</i></b>	<b>10%</b>	<b>15%</b>
<b><i>Good</i></b>	<b>9%</b>	<b>10%</b>
<b><i>Nonexistent</i></b>	<b>6%</b>	<b>3%</b>
<b><i>Buses</i></b>	<b>5%</b>	<b>4%</b>
<b><i>Trains, light rail, MAX</i></b>	<b>4%</b>	<b>9%</b>
<b><i>Potholes, roads in disrepair</i></b>	<b>4%</b>	<b>1%</b>
<b><i>Roads, highways</i></b>	<b>4%</b>	<b>3%</b>

***What percentage of the budget to improve the transportation system serving the area where you live should go to each of the following?***

<b>Response Category</b>	<b>Total (Mean)</b>	<b>Tri-county</b>
<b><i>Building new roads and highways</i></b>		
<b><i>Pedestrian projects</i></b>		
<b><i>Expanding bus service</i></b>		
<b><i>Expanding bicycle lanes and bikeways</i></b>		
<b><i>Expanding rail and train service</i></b>		
<b><i>Repairing existing roads and highways</i></b>		

***What percentage of the budget to improve the transportation system serving the area where you live should go to each of the following?***

<b>Response Category</b>	<b>Total (Mean)</b>	<b>Tri-county</b>
<b><i>Building new roads and highways</i></b>	<b>40.5%</b>	
<b><i>Pedestrian projects</i></b>	<b>14.8%</b>	
<b><i>Expanding bus service</i></b>	<b>13.5%</b>	
<b><i>Expanding bicycle lanes and bikeways</i></b>	<b>12.2%</b>	
<b><i>Expanding rail and train service</i></b>	<b>10.2%</b>	
<b><i>Repairing existing roads and highways</i></b>	<b>8.8%</b>	

***What percentage of the budget to improve the transportation system serving the area where you live should go to each of the following?***

<b>Response Category</b>	<b>Total (Mean)</b>	<b>Tri-county</b>
<b><i>Building new roads and highways</i></b>	<b>40.5%</b>	<b>38.2%</b>
<b><i>Pedestrian projects</i></b>	<b>14.8%</b>	<b>14.3%</b>
<b><i>Expanding bus service</i></b>	<b>13.5%</b>	<b>12.9%</b>
<b><i>Expanding bicycle lanes and bikeways</i></b>	<b>12.2%</b>	<b>15.1%</b>
<b><i>Expanding rail and train service</i></b>	<b>10.2%</b>	<b>11.3%</b>
<b><i>Repairing existing roads and highways</i></b>	<b>8.8%</b>	<b>8.3%</b>

**For you personally, what are different reasons a community should invest in improving its transportation system?**



# For you personally, what are different reasons a community should invest in improving its transportation system?

*It would be nice to get around without feeling dissatisfaction, which is often caused by poorly fixed potholes and congestion. —Tri-county, Female 18–34*

*To help those in our community has access to transportation and for it to be safe.  
—Rest of state, Female 18–34*

*I have no choice but to drive my personal automobile to do any shopping or going to appointments. This is not environmentally sustainable.  
—Willamette Valley, Female 65+*

*Reduce congestion. Commute options for lower incomes.  
—Rest of state, Male 35–44*

*Cut down on pollution, expand user access, change of location of service providers, improve access to older and younger people.  
—Willamette Valley , Male 65+*

# For you personally, what are different reasons a community should invest in improving its transportation system?

*Making it easier for people to get to work and entertainment options helps build happy, safe, green neighborhoods full of happier people less likely to kill each other.*

*—Tri-county, Female 55–64*

*To reduce the environmental impact. To help young people participate in activities in their community.*

*—Rest of state, Female 65+*

*To cut commuter times, reduce pedestrian/vehicular accidents.*

*—Willamette Valley, Female 45–64*

*Good for the environment, few cars on the road, less traffic.*

*—Tri-county, Male 35–44*

*Reduce road congestion and potential damage to my vehicle because of poor roads.*

*—Willamette Valley, Male 65+*



For you personally, what are different reasons a community should invest in improving its transportation system?



# ***For you personally, what are different reasons a community should invest in improving its transportation system?***

<b>Response Category</b>	<b>Total</b>	<b>Tri-county</b>
<b><i>Reduced traffic congestion, shorter drives</i></b>	<b>21%</b>	<b>24%</b>
<b><i>Safety</i></b>	<b>19%</b>	<b>15%</b>
<b><i>Access to services, jobs, events</i></b>	<b>17%</b>	<b>20%</b>
<b><i>Reduced carbon emissions, environment</i></b>	<b>16%</b>	<b>16%</b>
<b><i>Facilitation of commerce, economic growth</i></b>	<b>13%</b>	<b>14%</b>
<b><i>Reduced dependence on cars</i></b>	<b>12%</b>	<b>13%</b>
<b><i>Social equity, access for low-income, seniors, kids</i></b>	<b>10%</b>	<b>13%</b>

## Communications Considerations

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**Adam Davis**  
adavis@dhmresearch.com

[www.dhmresearch.com](http://www.dhmresearch.com)