



PREPARED FOR:

DKS & WASHINGTON COUNTY

Washington County Transportation Survey

April 2013

PREPARED BY:

DHM RESEARCH

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1 | INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in Washington County to assess transportation priorities and preferences in the county. The research project was in collaboration with county staff, DHM, DKS, and CH2MHill.

Research Design: Between April 4 and 7, 2013, DHM Research conducted a telephone survey of 400 residents living in Washington County, Oregon. The survey took an average of 13 minutes to administer. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and other demographics.

Residents were contacted randomly using multiple lists, including cell phone numbers. For a representative sample, quotas were set by age and gender to reflect the general population.

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. In the annotated questionnaire, results may add to 99% or 101% due to rounding.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents 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 population.

For a sample size of 400, the margin of error for each question falls between +/-2.9% and +/-4.9%, at the 95% confidence level. The reason for the difference lies in the fact that, when responses are relatively even in size, each is numerically smaller and thus slightly less able – on a statistical basis – to approximate the larger population.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

2 | SUMMARY & OBSERVATIONS

Nearly all residents show very high satisfaction with Washington County as a place to live.

- Washington County receives very high marks with 37% rating Washington County as an *excellent* place to live, and 62% rating it is a *good* place to live. (Q1)
- High satisfaction is consistent across all demographic subgroups.

Education and transportation are the top-of-mind issues most residents would like county government leaders to address.

- Open-ended and without prompting, one in six (15%) mention education as an issue they would like county leaders to address. (Q2)
- Transportation issues are mentioned by 29% of residents. Specific issues include:
 - Road infrastructure (12%)
 - Traffic congestion (11%)
 - Improvement of public transportation (6%)

Road congestion and maintenance are the specific transportation issues residents want addressed in the county.

- One in three (32%) mention road congestion and widening lanes as an issue they would like county leaders to address. (Q3-Q6)
- This is followed in importance by road maintenance (18%).
- The next closest issues are noted by less than 10% of respondents and include lower gas prices, improving transit, traffic signals, and other issues.

Residents in the county are most satisfied with the availability of public transportation, sidewalks, bike-lanes, and/or trails.

- A strong majority are satisfied (very or somewhat) with all presented issues (74%-79%). (Q8-Q11)
- The top issues residents are *very satisfied* with are availability of public transportation (35%) and availability of sidewalks, bike-lanes, and/or trails (33%).
- These are followed by:
 - Ease of getting from one place to another (29%)
 - Safety and maintenance of roads and highways in the county (19%)

The most important transportation improvements for residents are maintaining existing roads and highways and using technology to improve traffic flow.

- Almost two-thirds rate maintaining existing roads and highways in the county as important (65% rating 8-10 on 10 point scale). (Q12-Q16)
- And using technology to improve traffic flow (55% rating 8-10).
- Less important improvements:
 - Adding sidewalks and bicycle lanes to fill gaps (46%)
 - Improving and expanding public transportation (35%)
 - Building new and expanding existing roads and highways (35%)

Residents want to see a mixed transportation approach, with some leaning toward road improvements.

- 40% of residents prefer a mixed approach with improving roads and highways, improving public transportation, and encouraging telecommuting and flexible work schedules. (Q17)
- 36% prefer a more focused approach on expanding roads and highways, and the use of technology such as coordinated traffic signals.
- 22% favor a more focused approach on public transportation, carpooling, sidewalks and bicycle lanes, telecommuting, and flexible work schedules.
- 73% would like to see the county widen roads and build new roads to reduce congestion. (Q18-Q22)
- 47% would be more likely to use public transportation if there were better connections to their workplace.
- Residents were more likely to disagree than agree with the following statements:
 - *I would be okay with the county narrowing roads to add sidewalks and bike lanes* (72% disagree)
 - *I often drive because of gaps in sidewalks and bike lanes* (61% disagree)
 - *I often stay close to home because the roadways in my area are too congested* (65% disagree).

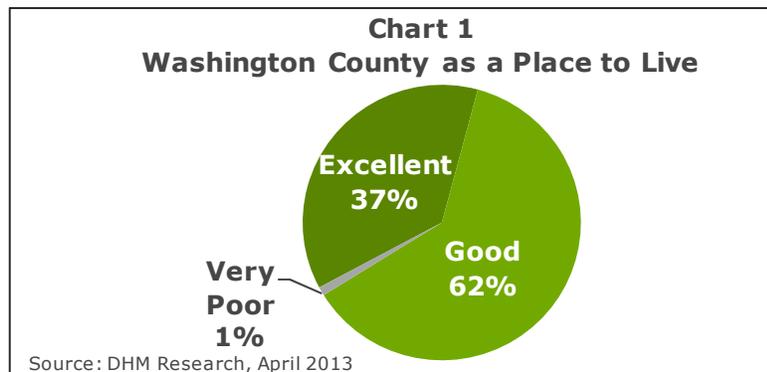
Messages that resonate strongest with residents about transportation improvements are the costs of waiting, and to improve public safety.

- The top rated reasons for making transportation improvements are the belief that the longer we wait to make transportation improvements, the more it will cost (80% strongly or somewhat agree) and that improvements to major roadways are needed to improve emergency response time for police and fire, reduce congestion, and improve freight movement for local businesses (79%).
- Besides the economy, the other large barrier to improvements will be other priorities in the county, including education and other public services.

3 | KEY FINDINGS

3.1 | General Climate

Residents were asked if they feel Washington County is an excellent, good, poor, or very poor place to live (Q1).



Nearly all residents feel Washington County is an *excellent* (37%) or *good* (62%) place to live. Results are consistent across all subgroups with 97%-100% showing similar agreement.

Residents were given an open-ended opportunity to state which issue should be the top priority for county government leaders to address (Q2).

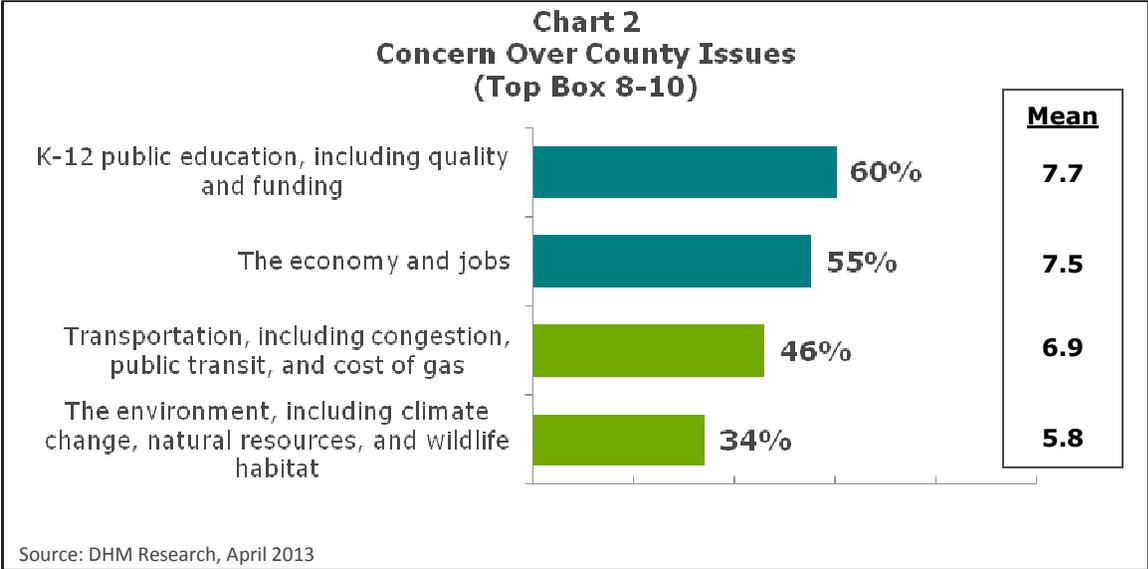
Table 1
Most Important Issue For County Government Leaders

Response Category	N=400
Education—general	15%
Road infrastructure	12%
Traffic congestion	11%
Education funding	10%
Public safety/crime	7%
Improve public transportation	6%
Lack of jobs	5%
Education quality	5%
Taxes—general	5%
All other responses	3% or less
None/nothing	9%
Don't know	9%
Transportation issues (Net)	29%

Source: DHM Research, April 2013

Overall, *education* (15%) is the issue considered most important to residents. Multiple transportation issues are also mentioned as important including *road infrastructure* (12%), *traffic congestion* (11%), and *improvement of public transportation* (6%).

Residents were read a list of issues the county is currently facing and were asked to rate their level of concern on a scale of 0 to 10, where 0 means that they are not at all concerned and 10 means they are very concerned (Q3-Q6).



Consistent with issues considered most important, residents are most concerned with *K-12 public education* in the county, with six in ten (60%) giving this a high rating of 8-10. This is followed closely by concern over the *economy and jobs* (55%). Nearly half (46%) of all residents are concerned with *transportation issues*.

K-12 public education, including quality and funding (60%)

Women (68%) and residents with a college degree or more (68%) are more likely than men (52%) and those with less education (51%) to be concerned with *K-12 education*. Not surprisingly, residents with children under the age of 18 in their household (77%) are more likely to be concerned with *K-12 education* than those who do not (50%). Subgroups most concerned with *K-12 education* include:

- Ages 35-54 (65%)
- Women (68%)
- College graduate or greater (68%)
- Children in household (77%)

The economy and jobs (55%)

Women (60%) and residents without a college degree (62%) are more likely than men (50%) and those with more education (49%) to be concerned with *the economy and jobs*. Residents without children in their household (59%) are also more likely than those with children (49%) to be concerned. Subgroups most concerned with *the economy and jobs* include:

- Ages 55 and older (61%)
- Women (60%)
- Without college degree (62%)

Transportation, including congestion, public transit, and cost of gas (46%)

Residents age 55 and older (55%) and those who consider the area in which they live to be urban (60%) are more likely to be concerned with *transportation issues* than those under the age of 35 (39%) and those who live in suburban (45%) and rural (39%) areas. Residents without children in their household (50%) are also more likely to be concerned than those with children (39%). Subgroups most concerned with *transportation issues* include:

- Ages 55 and older (55%)
- Urban (60%)
- No children in household (50%)

The environment, including climate change, natural resources, and wildlife habitat (34%)

Residents age 55 and older (45%) and women (40%) are more likely than those younger (29%) and men (27%) to be concerned with *the environment*. Subgroups most concerned with *the environment* include:

- Ages 55 and older (45%)
- Women (40%)
- Urban (44%)

Residents were provided the open-ended opportunity to state which transportation issue should be the top priority for local government leaders to address (Q7).

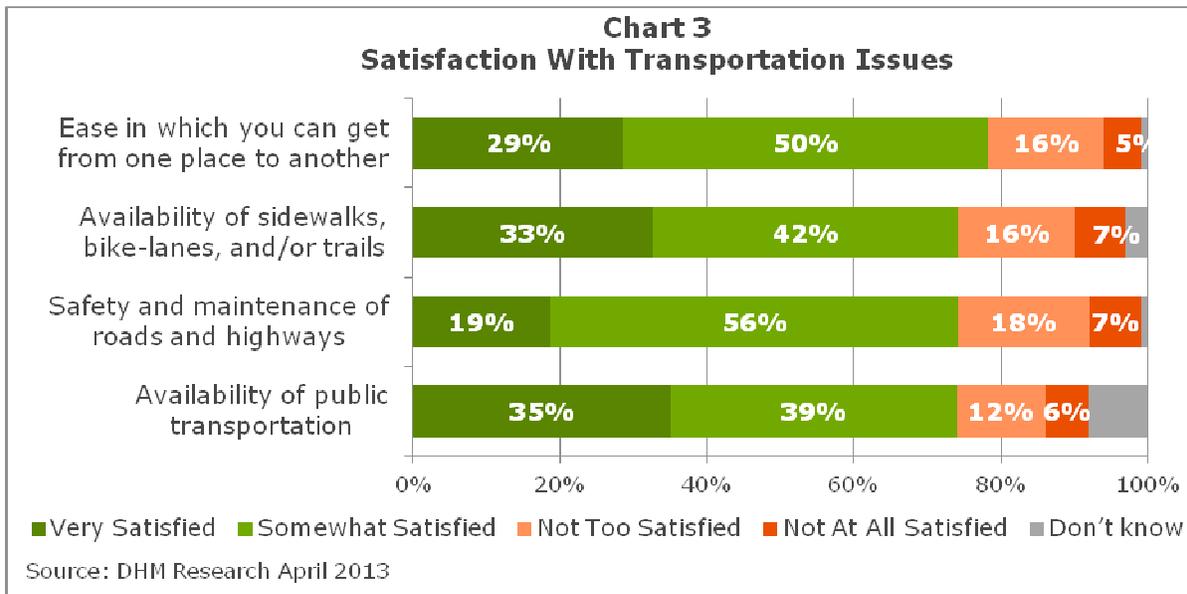
Table 2
Most Important Transportation Issue For County Government Leaders

Response Category	N=400
Road congestion/widen lanes	32%
Road maintenance	18%
Lower gas prices	9%
Increasing access to public transportation	8%
Improve street lights/traffic signals	4%
No issues/concerns	4%
Improve public transportation	4%
All other responses	3% or less
None/nothing	6%
(DON'T ASK) Don't know	5%

Source: DHM Research, April 2013

When thinking specifically about transportation issues, *road congestion* (32%) and *road maintenance* (18%) are the issues residents consider most important for local government leaders to do something about. Nearly one in ten also mentioned *lowering gas prices* (9%) and *increasing access to public transportation* (8%).

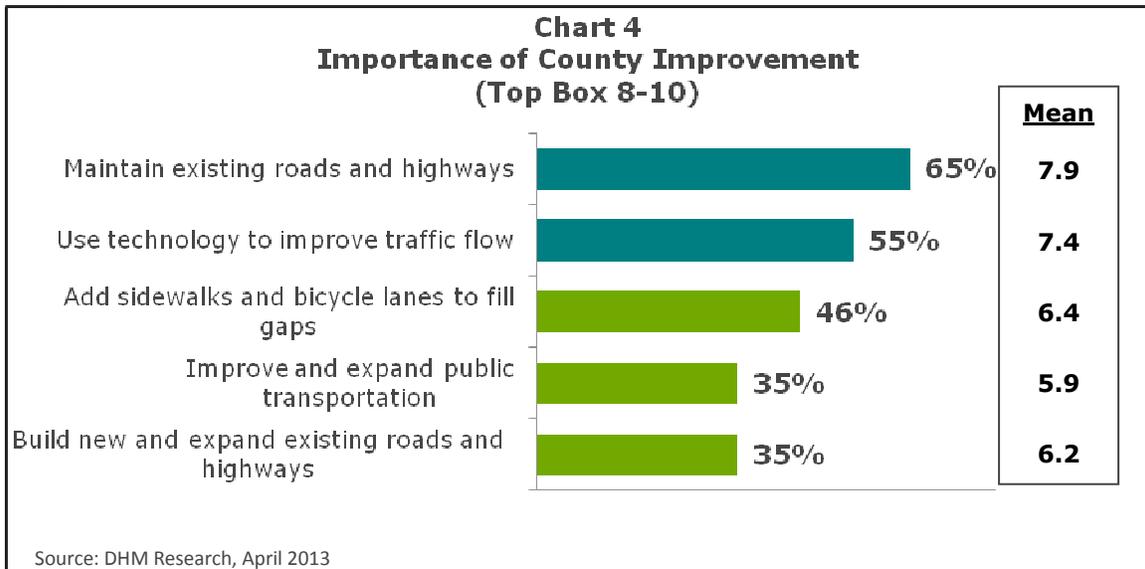
Residents were presented with four transportation issues in Washington County and were asked to rate their satisfaction with each (Q8-Q11).



A strong majority are satisfied (very or somewhat) with all issues (74%-79%). The top issues residents are **very satisfied** with are *availability of public transportation* (35%) and *availability of sidewalks, bike-lanes, and/or trails* (33%). These are followed closely by *ease of getting from one place to another* (29%). Two in ten (19%) Washington County residents are very satisfied with the *safety and maintenance of roads and highways* in the county.

Demographic Differences: Residents who live in suburban areas (77%) of Washington County are more likely than those from rural areas (63%) to be satisfied with the *safety and maintenance of roads and highways*. Other differences in satisfaction are seen mainly by age group. Residents under the age of 55 are more likely than those older to be satisfied with *availability of sidewalks, bike-lanes, and/or trails* (under 35, 84%; 35-54, 77%; 55+, 63%) and *availability of public transportation* (under 35, 87%; 35-54, 74%; 55+, 61%). Those under the age of 35 (83%) are also more likely than residents age 55 and older (66%) to be satisfied with the *safety and maintenance of roads and highways*.

Residents were read a list of possible improvements the county could make and were asked to rate their importance on a scale of 0 to 10, where 0 is not at all important and 10 means very important (Q12-Q16).



The most important improvements for Washington County residents are *maintaining existing roads and highways* (65%) and *using technology to improve traffic flow* (55%). These issues are followed in importance by *adding sidewalks and bicycle lanes to fill gaps* (46%). One in three residents feel it is important that the county *improve and expand public transportation* (35%) and *build new and expand existing roads and highways* (35%).

Maintain existing roads and highways (65%)

Residents age 35 and older (69%) are more likely than those under the age of 35 (53%) to find *maintaining existing roads and highways* important. Subgroups most likely to find *maintaining existing roads and highways* important include:

- Ages 35-54 (71%)
- Rural (71%)

Use technology to improve traffic flow (55%)

No significant differences by subgroup exist. No particular subgroup is most likely to find this issue important.

Add sidewalks and bicycle lanes to fill gaps (46%)

Women (55%) are more likely than men (36%) to find *adding sidewalks and bicycle lanes to fill gaps* important. Subgroups most likely to find *adding sidewalks and bicycle lanes to fill gaps* important include:

- Women (55%)
- Children in household (51%)

Improve and expand public transportation (35%)

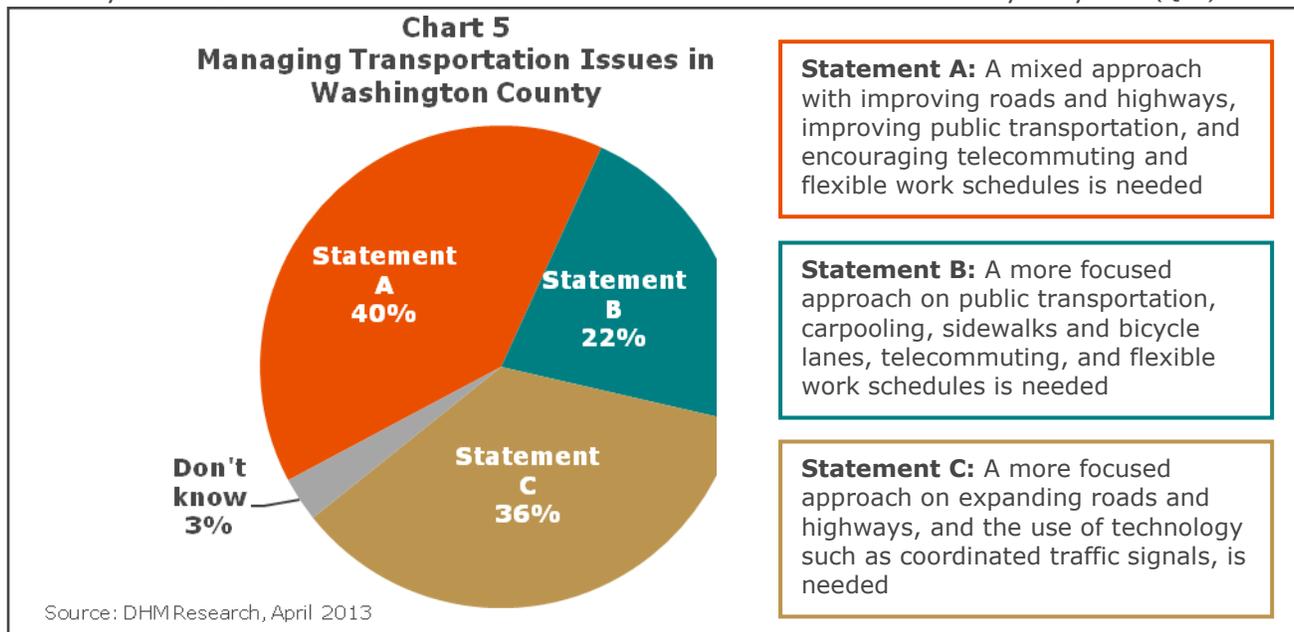
Residents from urban areas (52%) of Washington County are more likely than those from suburban (34%) and rural areas (29%) to find it important to *improve and expand public transportation*. Those with children in their household (41%) are also more likely than those without (26%) to find this important. Subgroups most likely to find *improving and expanding public transportation* important include:

- Urban (52%)
- Children in household (41%)

Build new and expand existing roads and highways (35%)

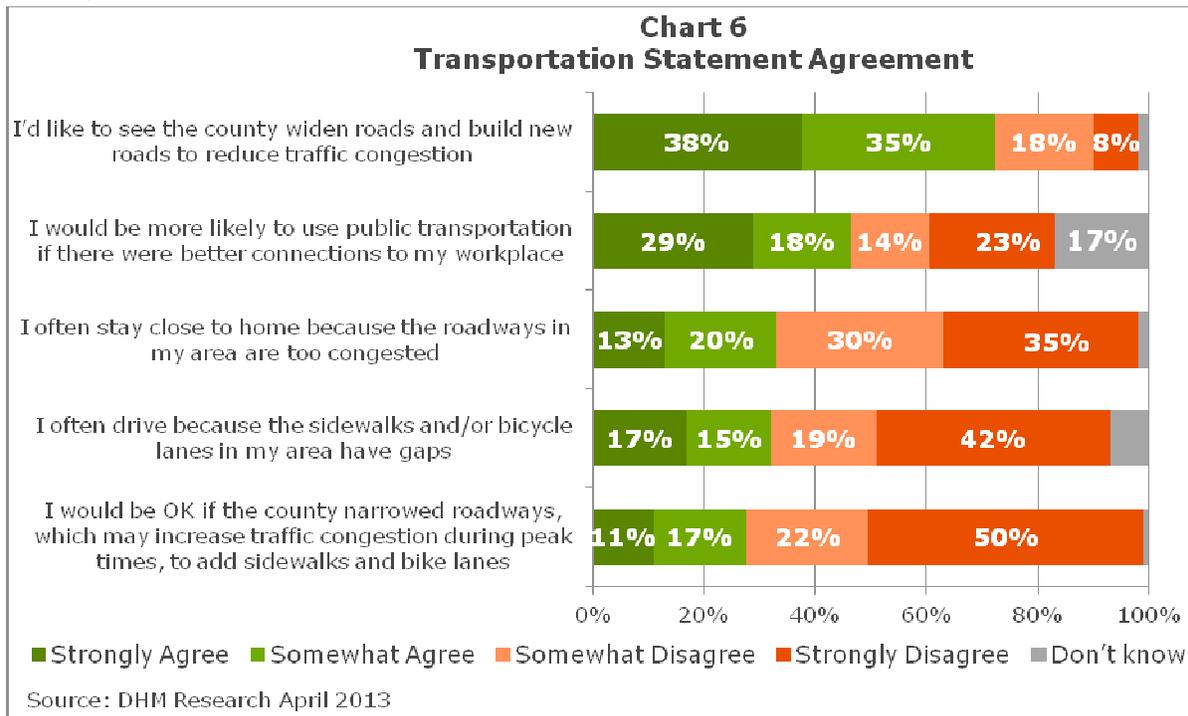
No significant differences by subgroup exist. No particular subgroup is most likely to find this issue important.

Residents were presented with three options to manage transportation issues in Washington County and were asked to choose the one which comes closest to the way they feel (Q17).



Overall, residents are split between a *mixed approach with improving roads and highways, improving public transportation, and encouraging telecommuting and flexible work schedules* (40%) and a *more focused approach on expanding roads and highways, and the use of technology such as coordinated traffic signals* (36%). One in five (22%) favor a *more focused approach on public transportation, carpooling, sidewalks and bicycle lanes, telecommuting, and flexible work schedules*. Opinions are split across all subgroups.

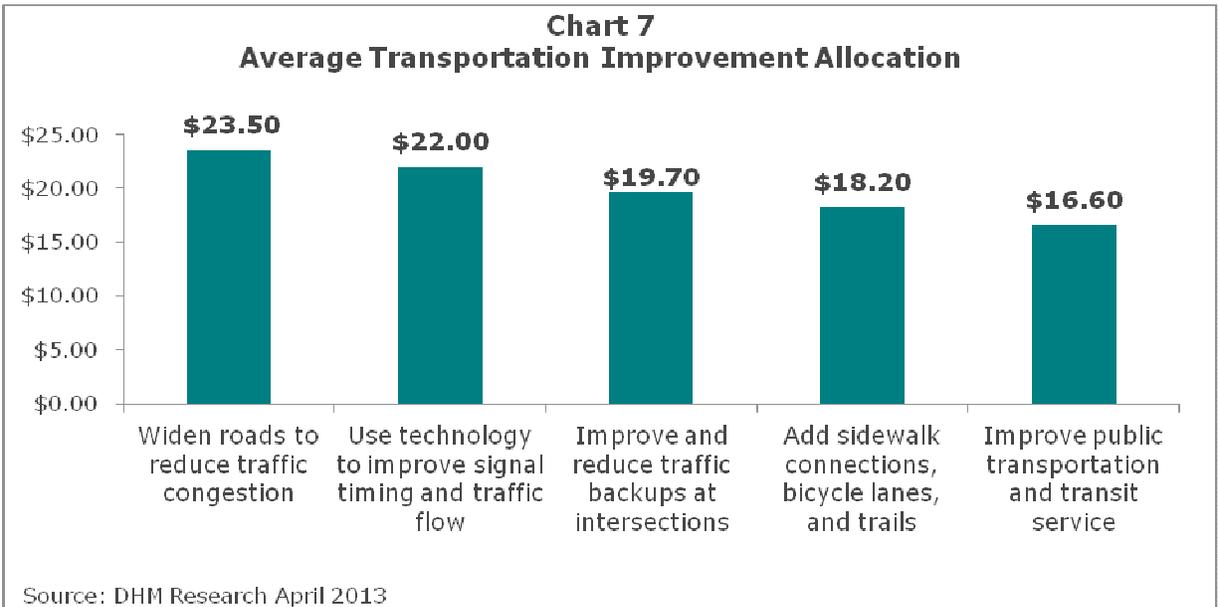
Residents were asked to rate their agreement with the transportation statements below (Q18-Q22).



The majority of Washington County residents (73%) agree (strongly and somewhat) that they *would like to see the county widen roads and build new roads to reduce congestion*. Nearly half (47%) would be *more likely to use public transportation if there were better connections to their workplace*. Residents are more likely to disagree than agree that they *would be okay with the county narrowing roads to add sidewalks and bike lanes* (72% disagree), that they *often drive because of gaps in sidewalks and bike lanes* (61%), and that they *often stay close to home because of congestion in their area* (65%).

Demographic Differences: Agreement is fairly consistent across subgroups for each statement with a few exceptions. Residents under the age of 35 (62%) are more likely than those older (35-54, 43%; 55+, 35%) to agree they *would be more likely to use public transportation if there were better connections to their workplace*. Residents living in urban (52%) and suburban (49%) areas of Washington County and those without children in their household (53%) are more likely than those living in rural areas (29%) and those with children in the household (37%) to agree with this statement.

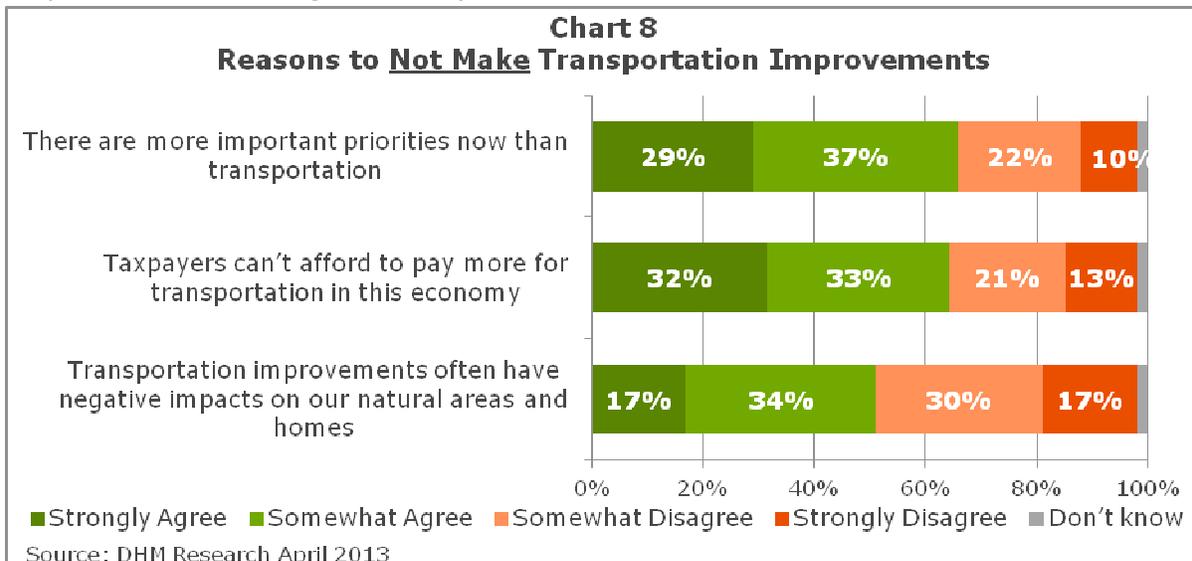
Respondents were asked to consider how they might spend \$100 dollars on five transportation improvement areas (Q23).



On average, when allocating funds for transportation improvement, *widening roads to reduce traffic congestion* (\$23.50) and *use of technology to improve signal timing and traffic flow* (\$22.00) are top priorities.

Demographic Differences: *Widening roads to reduce traffic congestion* is the top priority for all subgroups with the exception of residents under the age of 35 and those living in rural areas who place highest priority on *using of technology to improve signal timing and traffic flow* and urban residents whose top priority is *improving public transportation and transit service*.

Residents were asked to rate their agreement with reasons to not make improvements to transportation in Washington County (Q24-Q26).

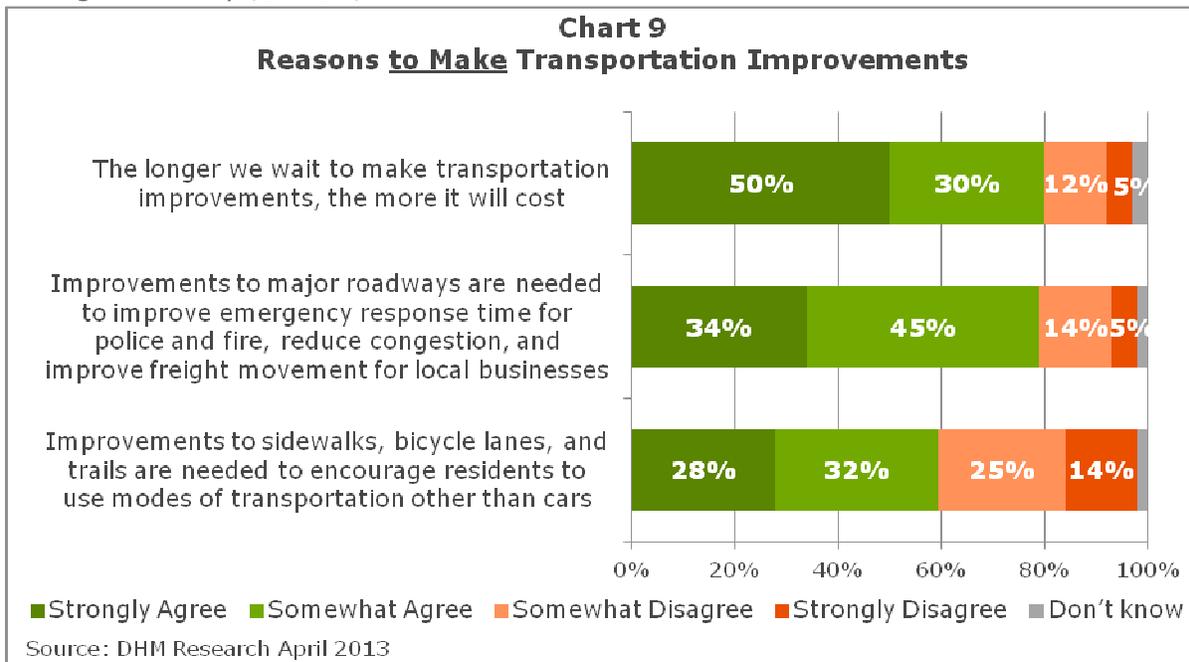


The top rated reasons for not making transportation improvements are the belief that *there are more important priorities right now* (66% strongly or somewhat agree) and that *tax*

tax payers can't afford to pay more for transportation in this economy (65%). The least compelling reason to not make transportation improvements is the belief that *these improvements often have negative impacts on natural areas and homes* (51%).

Demographic Differences: Younger residents, under the age of 35 (73%), are more likely than those age 55 and older (58%) to agree that *there are more important priorities right now than transportation*. Those age 55 and older (75%) are more likely than younger residents (under 35, 58%; 35-54, 62%) to agree that *tax payers can't afford to pay more for transportation in this economy*.

Residents were asked to rate reasons to make improvements to transportation in Washington County (Q27-Q29).



The top rated reasons for making transportation improvements are the belief that *the longer we wait to make transportation improvements, the more it will cost* (80% strongly or somewhat agree) and that *improvements to major roadways are needed to improve emergency response time for police and fire, reduce congestion, and improve freight movement for local businesses* (79%). The least compelling reason to make transportation improvements, though still strong, is the belief that *improvements to sidewalks, bicycle lanes, and trails are needed to encourage residents to use modes of transportation other than cars* (60%).

Demographic Differences: Residents under the age of 35 are more likely than those age 55 and older to agree that *improvements to major roadways are needed to improve emergency response time for police and fire, reduce congestion, and improve freight movement for local businesses* (under 35, 89%; 55+, 78%) and *improvements to sidewalks, bicycle lanes, and trails are needed to encourage residents to use modes of transportation other than cars* (under 35, 68%; 55+, 51%).

4 | QUESTIONNAIRE

Washington County Transportation Survey
April 2013; N=400; registered voters
13 minutes; Margin of error +/-4.9%
DHM Research

1. You are in Washington County. Would you say it is an excellent place to live, good, poor, or very poor place to live?

Response Category	N=400
Excellent place to live	37%
Good place to live	62%
Poor place to live	0%
Very poor place to live	1%
Don't know	0%

2. What is the most important issue in your county that you would like your local government leaders to do something about?

Response Category	N=400
Education—general	15%
Road infrastructure	12%
Traffic congestion	11%
Education funding	10%
Public safety/crime	7%
Improve public transportation	6%
Lack of jobs	5%
Education quality	5%
Taxes—general	5%
All other responses	3% or less
None/nothing	9%
Don't know	9%

I would like to read you a list of issues facing your county. Using a scale of 0 to 10, where 0 means that you are not at all concerned, and 10 means you are very concerned, please rate the following issues. You can use any number between 0 and 10.

Response Category, N=400	Top 3 (8+9+10)	DK	Mean
3. The economy and jobs	55%	1%	7.5
4. K-12 public education, including quality and funding	60%	3%	7.7
5. Transportation, including congestion, public transit, and cost of gas	46%	1%	6.9
6. The environment, including climate change, natural resources, and wildlife habitat	34%	1%	5.8

Now I would like to ask you about transportation issues in your county. What is the most important issue in your county that you would like your local government leaders to do something about?

Response Category	N=400
Road congestion/widen lanes	32%
Road maintenance	18%
Lower gas prices	9%
Increasing access to public transportation	8%
Improve street lights/traffic signals	4%
No issues/concerns	4%
Improve public transportation	4%
All other responses	3% or less
None/nothing	6%
Don't know	5%

Please tell me if you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with each of the following transportation issues in your county.

Response Category, N=400	Very Satisfied	Smwt Satisfied	Not Too Satisfied	Not At All Satisfied	Don't know
7. Ease in which you can get from one place to another	29%	50%	16%	5%	1%
8. Safety and maintenance of roads and highways	19%	56%	18%	7%	1%
9. Availability of sidewalks, bike-lanes, and/or trails	33%	42%	16%	7%	3%
10. Availability of public transportation	35%	39%	12%	6%	8%

I'd like to read a list of possible transportation improvements in your county. For each, please tell me how important each of the following are to you. A rating of 0 is not at all important and 10 means it's very important. You can choose any number between 0 and 10.

Response Category, N=400	Top 3 (8+9+10)	DK	Mean
11. Maintain existing roads and highways	65%	0%	7.9
12. Build new and expand existing roads and highways	35%	1%	6.2
13. Improve and expand public transportation	35%	2%	5.9
14. Use technology to improve traffic flow	55%	2%	7.4
15. Add sidewalks and bicycle lanes to fill gaps	46%	0%	6.4

16. Which ONE of the following statements comes closest to the way you feel about managing transportation issues in your county? **[RANDOMIZE]**

Response Category	N=400
A mixed approach with improving roads and highways, improving public transportation, and encouraging telecommuting and flexible work schedules is needed	40%
A more focused approach on public transportation, carpooling, sidewalks and bicycle lanes, telecommuting, and flexible work schedules is needed	22%
A more focused approach on expanding roads and highways, and the use of technology such as coordinated traffic signals, is needed	36%
Don't know	3%

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of these statements.

Response Category, N=400	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	Don't know
17. I would be more likely to use public transportation if there were better connections to my workplace	29%	18%	14%	23%	17%
18. I would be OK if the county narrowed roadways, which may increase traffic congestion during peak times, to add sidewalks and bike lanes	11%	17%	22%	50%	1%
19. I often stay close to home because the roadways in my area are too congested	13%	20%	30%	35%	2%
20. I often drive because the sidewalks and/or bicycle lanes in my area have gaps	17%	15%	19%	42%	7%
21. I'd like to see the county widen roads and build new roads to reduce traffic congestion	38%	35%	18%	8%	2%

22. Over the next 10 years, the county will face many needed transportation improvements. Knowing that funding is limited, please consider how you might spend \$100 dollars on these 5 areas. You can give any amount to any one area but the total needs to add to \$100.

Response Category	Mean N=400
Widen roads to reduce traffic congestion	23.50
Add sidewalk connections, bicycle lanes, and trails	18.20
Improve and reduce traffic backups at intersections	19.70
Improve public transportation and transit service	16.60
Use technology to improve signal timing and traffic flow	22.00
TOTAL	100.00

Here are statements that some people feel are reasons **to not make** improvements to transportation in Washington County. For each, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Response Category, N=400	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	Don't know
23. There are more important priorities now than transportation	29%	37%	22%	10%	2%
24. Taxpayers can't afford to pay more for transportation in this economy	32%	33%	21%	13%	2%
25. Transportation improvements often have negative impacts on our natural areas and homes	17%	34%	30%	17%	2%

Here are statements that some people feel are reasons **to make** improvements to transportation in Washington County. For each, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Response Category, N=400	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	Don't know
26. Improvements to sidewalks, bicycle lanes, and trails are needed to encourage residents to use modes of transportation other than cars	28%	32%	25%	14%	2%
27. Improvements to major roadways are needed to improve emergency response time for police and fire, reduce congestion, and improve freight movement for local businesses	34%	45%	14%	5%	2%
28. The longer we wait to make transportation improvements, the more it will cost	50%	30%	12%	5%	3%

DEMOGRAPHICS

The following questions make sure we have a valid sample of the community. It's important that I collect answers to each question. Please keep in mind your responses are confidential.

29. In what year were you born?

Response Category	N=400
18-24	12%
25-34	18%
35-54	40%
55-64	6%
65+	24%
Refused	0%

30. What is the highest level of education you have completed?

Response Category	N=400
Less than high school	1%
High school diploma	15%
Some college	29%
College degree	36%
Graduate/professional school	18%
Refused	1%

31. Do you consider where you live to be rural, suburban, or urban?

Response Category	N=400
Rural	13%
Suburban	74%
Urban	12%
Refused	1%

32. For most days of the week, is your main mode of transportation by:

Response Category	N=400
Driving in a vehicle alone	64%
Driving in a vehicle with others	25%
Bus or public transportation	5%
Bicycle	2%
Walking	3%
Motorcycle	1%
Stay home	1%
Other mode	0%
Refused	0%

33. Are you employed, a student, retired, or not currently working?

Response Category	N=400
Student	10%
Employed	55%
Retired/not working	35%
Refused	0%

34. Do you work in Washington County, Multnomah County, Clackamas County, or somewhere else?

Response Category	N=220
Washington County	68%
Multnomah County	18%
Clackamas County	5%
Somewhere else	8%
Refused	0%

35. How many minutes did it usually take you to get home from work/school last week?

Still analyzing data

36. Do you have children under age 18 in your home?

Response Category	N=400
Yes	39%
No	61%
Refused	0%

37. Which of the following best describes your ethnicity?

Response Category	N=400
White/Caucasian	82%
African American/Black	2%
Hispanic/Latino	6%
Asian/Pacific Islander	5%
Native American/American Indian	1%
Mixed	3%
Other	1%
Refused	2%

38. Gender

Response Category	N=400
Male	48%
Female	52%