

Research Findings For Statewide Transportation Services

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DHM Experience—Expertise—Partial Listing

- # Quantitative and qualitative research
- # Assist with planning and public finance
- # Statewide Research
 - Oregon
 - Washington
- # Regional Research
 - Metro
 - SACOG
 - Puget Sound
 - SCAG
 - Central Texas (Austin Five County Area)
- # Local Research
 - Portland
 - Seattle
 - Vancouver
 - Salem
 - Coeur d'Alene & Twin Falls

Transportation Services In Context— General Opinion Climate

- # Oregonians dissatisfied about direction of state
 - Oregonians believe things are off on the wrong track
 - Economic anxiety
 - This is not a status quo electorate
 - Low awareness and knowledge levels of public services and public finance

Transportation Services In Context— General Opinion Climate

■ State vs. Local Issue

- No single issue receives majority support as the biggest issue Oregonians want to see the state government do something about
- Transportation related services not among top mentions
- More important at local level (*Transportation among concerns in urban and suburban areas*)

Transportation Services— Semantics & Imagery

- # “Transportation”
 - Maintaining roads and highways
 - Maintaining and repairing bridges and overpasses
 - Public transit
 - Bottlenecks
 - Hot spots
 - Efficiencies
- # Balance
- # Waste & Inefficiency
- # More important priorities

Transportation Services— Trends/Changes

- # Increased support for public transit
- # Increased support for bicycle, sidewalks, etc.
- # Less support for new major road and highway construction
- # More support for maintenance over new road and highway construction
- # Increased concern about freight mobility
- # Decreased concern about waste and inefficiency
- # More support for TOD
- # Increasing ignorance about public services and public finance
- # Higher awareness and support for telecommuting, flex-time, etc.

Transportation Services— Messaging

Most Important:

- Cost more later, part of comprehensive solution (balance), public transit part of the solution, air pollution (urban areas)

Very Important:

- Emergency vehicle access, reduction of travel time to have more time to spend at home, increased worker productivity, freight mobility

Important:

- Reduce road rage, safety, construction hurting local businesses, jobs

Urban vs. Suburban vs. Rural



Transportation Services— Minneapolis Bridge Collapse

- # Heighten concern about need for investment in maintenance and repair
- # Other events have contributed to increased concern



Transportation Services— Washington State

I-912

Proposition One



Transportation Services— Impact on State of Local Measures

Will have impact—Pot only so big

Transportation Services— Other

- # Financing options (Tolling)
- # Discounts for environmental or “green” households