

REGIONAL MAYORS' & CHAIRS' FORUM

METRO PUBLIC OPINION RESEARCH

Regional Attitudes Toward Population Growth and Land Use Issues

Select Findings and Observations
February 3, 2006

Presented by
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www.dhmresearch.com

RESEARCH APPROACH

- Research Purposes
 - Assess regional attitudes toward population growth and land use issues
 - Compare with 1996 survey
- Telephone survey of 600 Tri-County (Metro service area) residents January 6-10, 2006
- Questions asked of all or split sample A&B (n=300)
- Margin of error +/- 4.0% (n=600); +/- 5.7% (n=300)

Q2. What will be the *most important* regional issue in 10 years?

KEY ISSUES IN 10 YEARS

	Regional
Education	21%
Economy/Jobs	12%
Population Growth	9%
Traffic Congestion/Transportation	8%
Environmental Quality	5%
Healthcare	4%
Taxes	4%
Crime/Public Safety	3%
Housing	3%
All other responses	2% or less

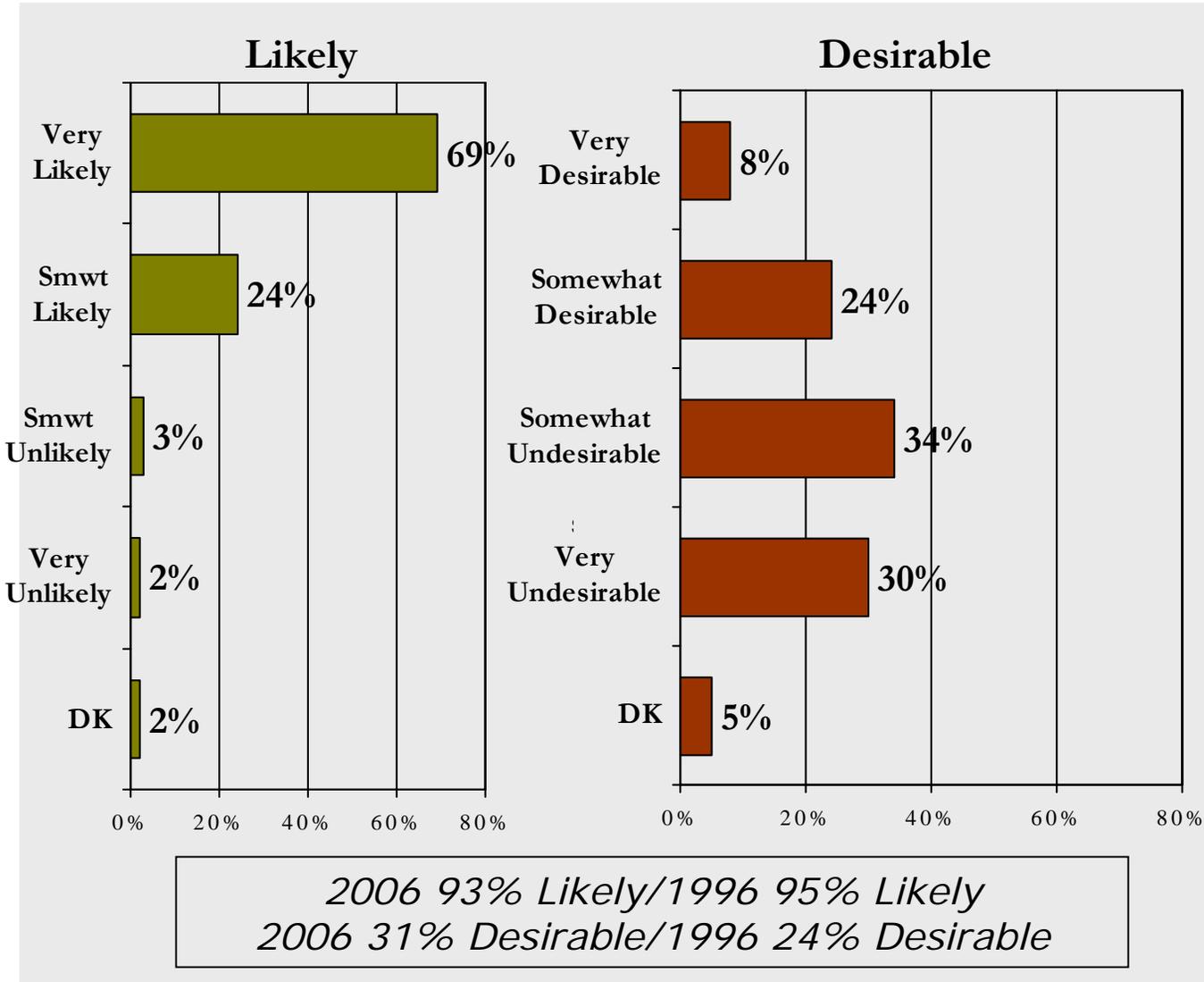
Q2. What will be the *most important* regional issue in 10 years?

**KEY ISSUES IN
10 YEARS**

	Multnomah	Washington	Clackamas
Education	21%	21%	21%
Economy/Jobs	12%	13%	12%
Population Growth	9%	8%	10%
Traffic Congestion/ Transportation	8%	8%	8%
Environmental Quality	5%	3%	4%
Healthcare	4%	7%	3%
Taxes	4%	4%	4%
Crime/Public Safety	3%	5%	3%
Housing	3%	2%	3%

Q36A. Over the next 10 years: The population will grow considerably

ATTITUDES
TOWARD
POPULATION
GROWTH

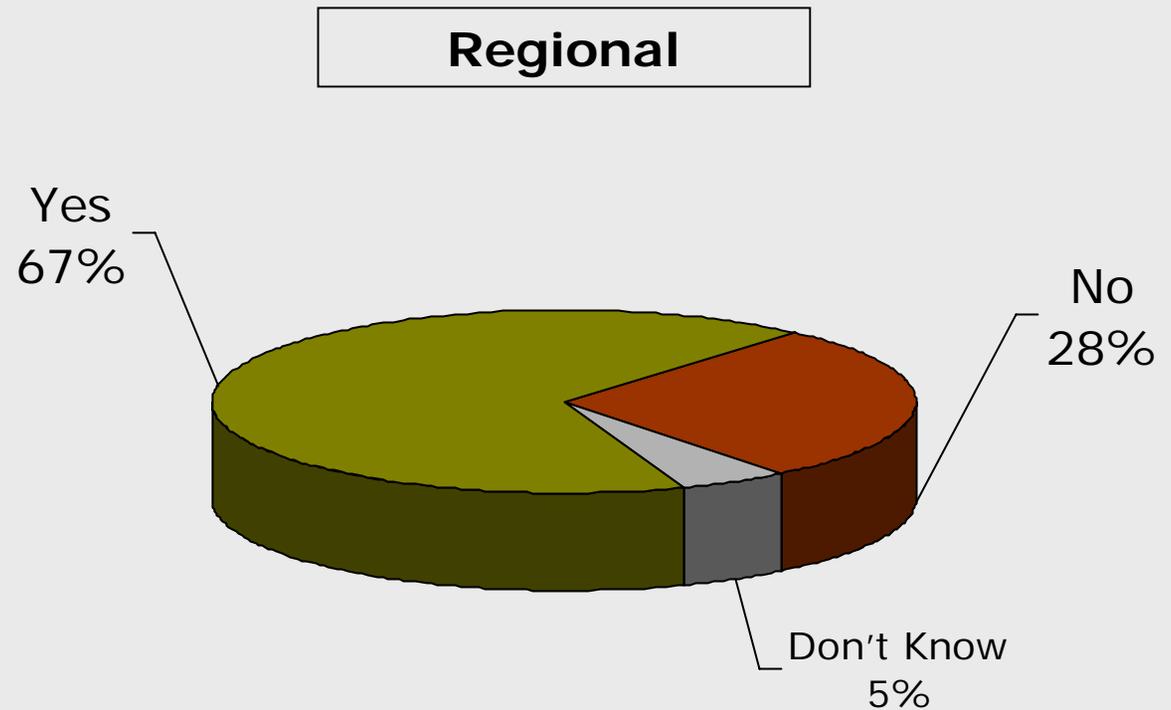


ATTITUDES
TOWARD
POPULATION
GROWTH

- 87% say population growth cannot be stopped (Q5B)
- 56% of those think it cannot be slowed (68% in Clackamas County) (Q6B)

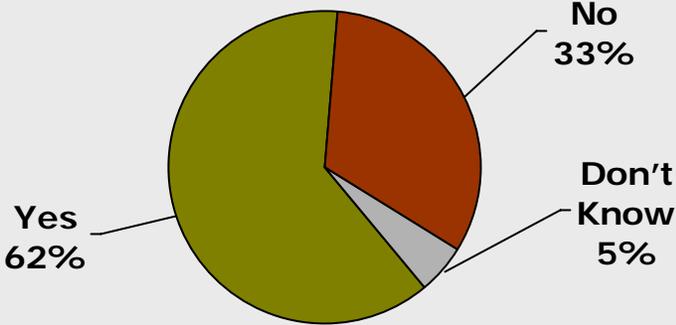
Q7B. Do you think we can have a healthy economy without population growth?

GENERAL
ATTITUDES
TOWARD
POPULATION
GROWTH AND THE
ECONOMY

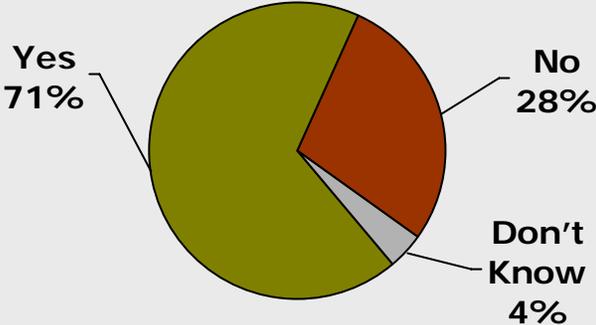


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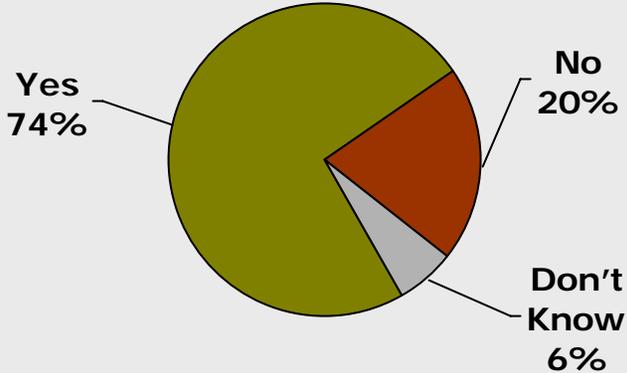
ATTITUDES
TOWARD
POPULATION
GROWTH AND THE
ECONOMY
BY COUNTY



Multnomah County



Washington County



Clackamas County

Q5B,6B,7B. Population Growth 2006 vs. 1996

ATTITUDES TOWARD POPULATION GROWTH NOW AND 10 YEARS AGO

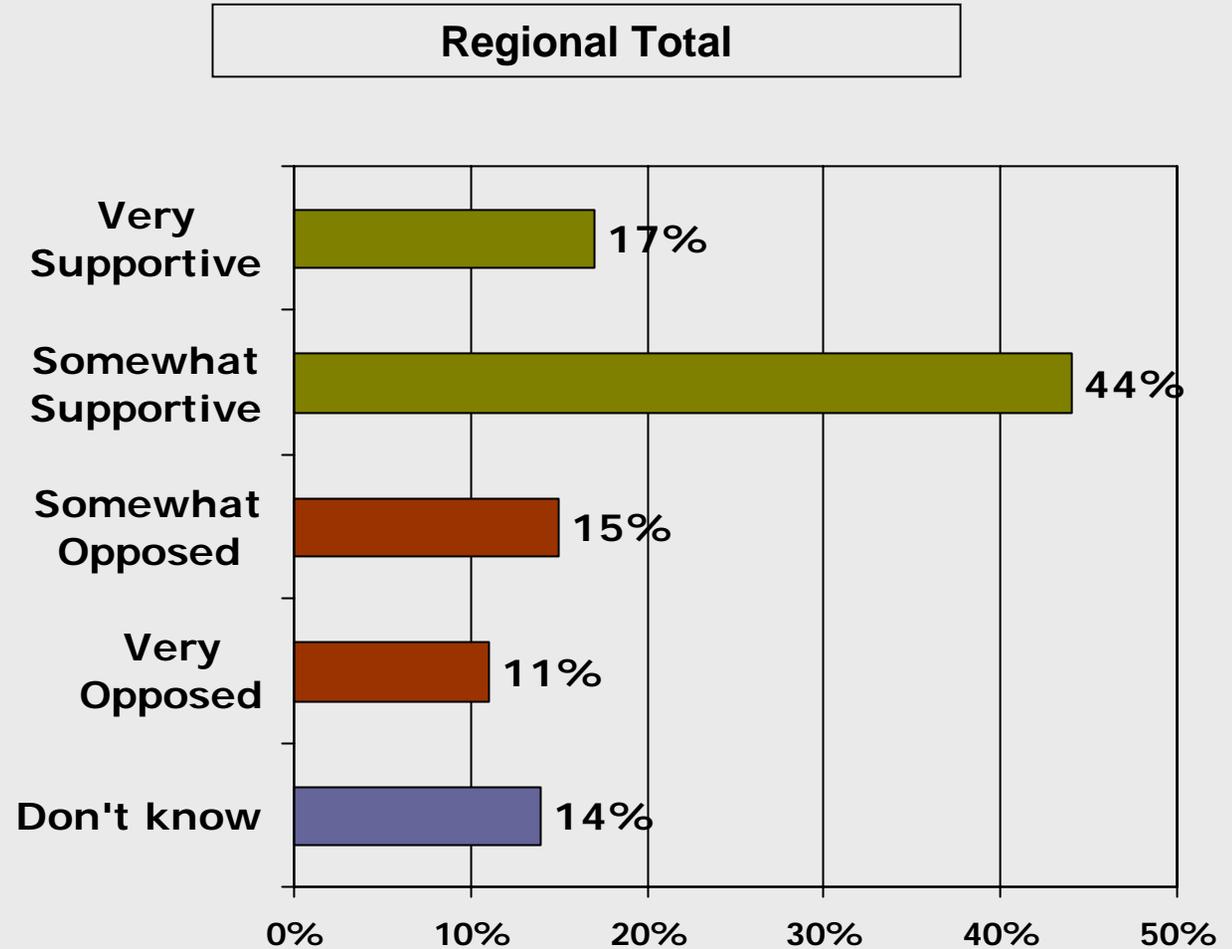
Regardless of how you personally feel about it, do you think population growth in the region can be stopped?	2006	1996
YES	10%	12%
NO	87%	84%
DK	3%	4%

(If NO on previous question) What about slowing down?	2006	1996
YES	37%	40%
NO	56%	54%
DK	6%	6%

Do you think we can have a healthy economy without population growth?	2006	1996
YES	67%	67%
NO	28%	26%
DK	5%	8%

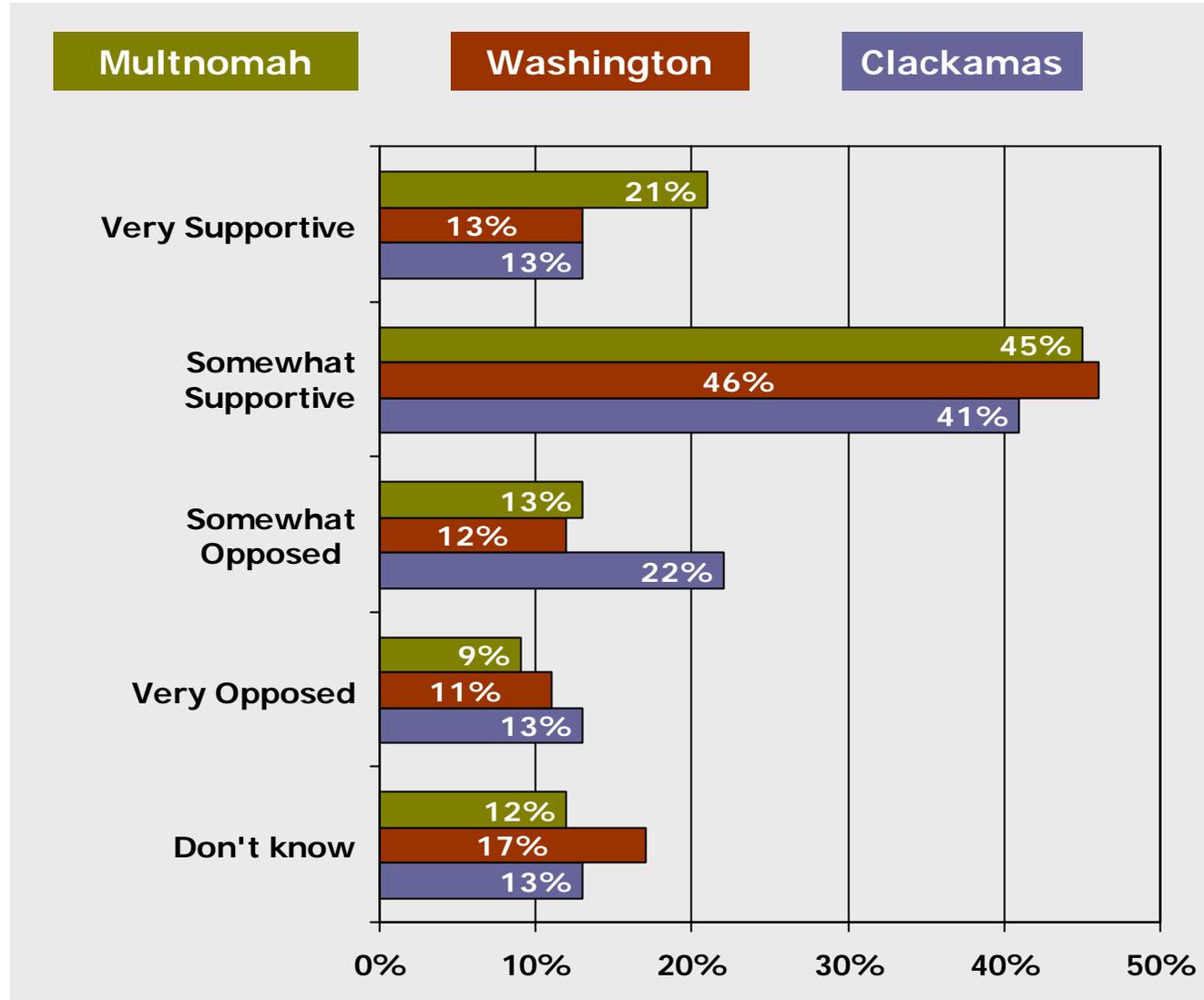
Q8A. Generally, how supportive are you of your local and regional governments planning for the population growth projected for the region?

**GENERAL
ATTITUDES
TOWARD
PLANNING FOR
GROWTH**



Q8A. Generally, how supportive are you of your local and regional governments planning for the population growth projected for the region?

ATTITUDES
TOWARD
PLANNING FOR
GROWTH
BY COUNTY



Q20-29A. Most urgent/high priorities among planning goals to deal with population growth over 10 years

PLANNING
PRIORITIES OVER
NEXT TEN YEARS

	Regional
<i>Protecting area rivers and streams</i>	78%
<i>Protecting air quality</i>	74%
<i>Preserving farm and forestland</i>	71%
<i>Protecting existing neighborhoods</i>	64%
Building new roads and highways	46%
Nurturing citizen commitment to community and civic involvement	44%
Acquiring open space for recreation and enjoyment	40%
Building light rail extensions	38%
Revitalizing town centers	23%
Opening up farm and forestland for new and expanding businesses	10%

Q20-29A. Most urgent/high priorities among planning goals to deal with population growth over 10 years

PLANNING PRIORITIES OVER NEXT TEN YEARS BY COUNTY

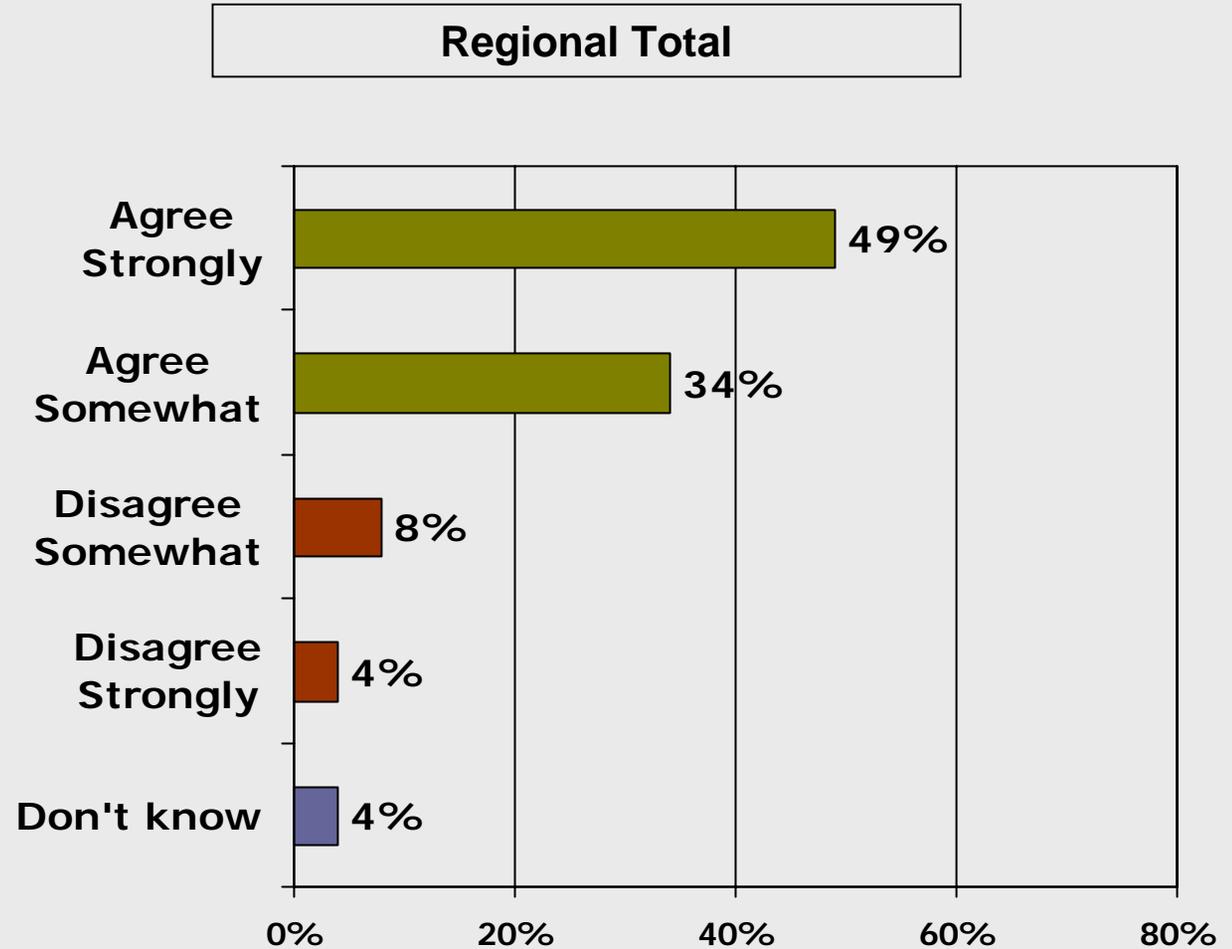
	Multnomah	Washington	Clackamas
Protecting area rivers and streams	84%	78%	73%
Preserving farm and forestland	74%	72%	68%
Protecting air quality	80%	75%	66%
Protecting existing neighborhoods	67%	65%	60%

PLANNING PRIORITIES BY COUNTY

- Top priorities are the same for all three counties
- Multnomah County residents place more importance on protecting rivers and streams and air quality
- Building roads and highways is in a second tier of priorities—and is more important to Washington County residents

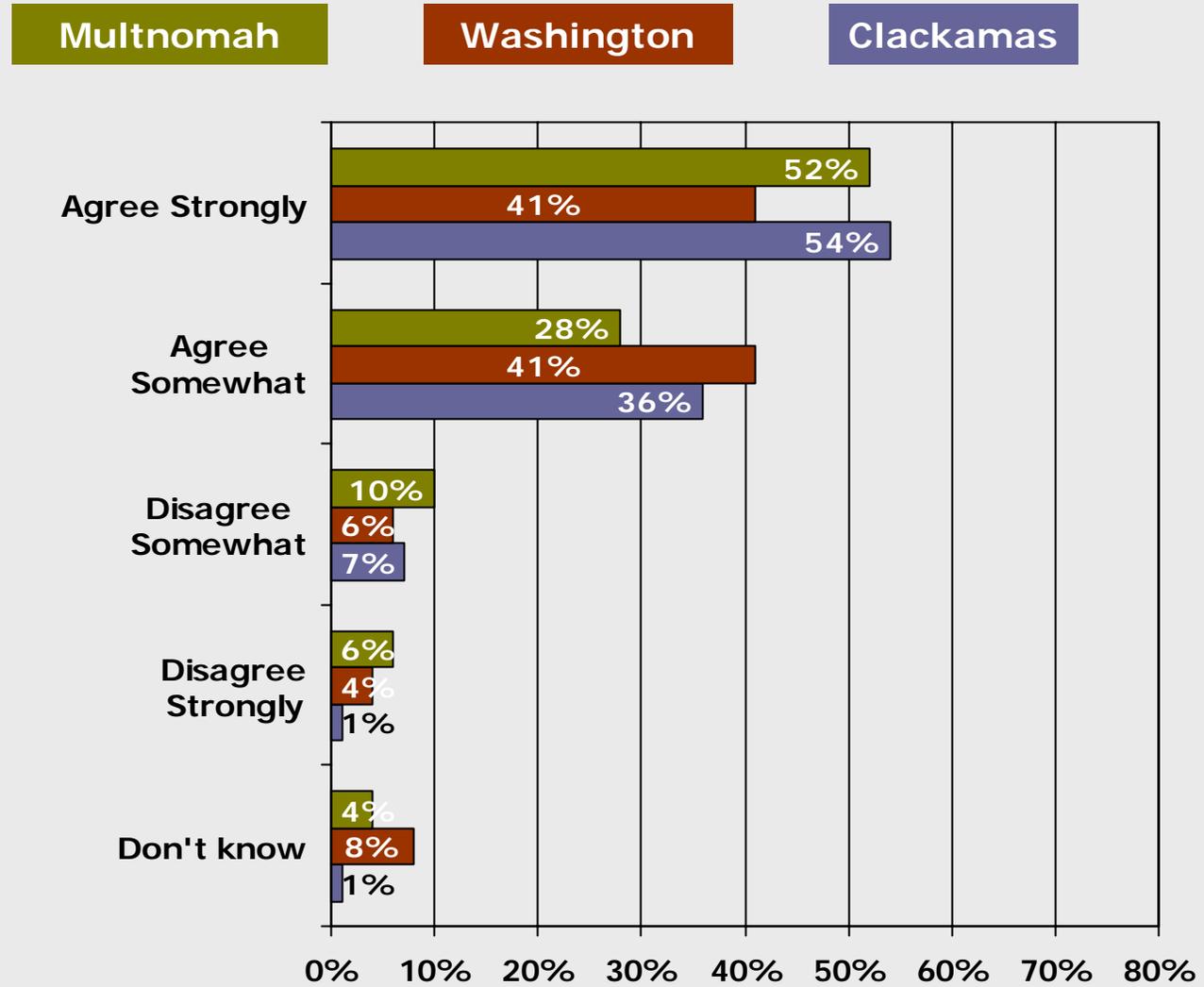
Q76B. Agree/Disagree: Land use regulations are an essential tool in protecting our area's quality of life.

**GENERAL
ATTITUDES
TOWARD LAND
USE PLANNING**



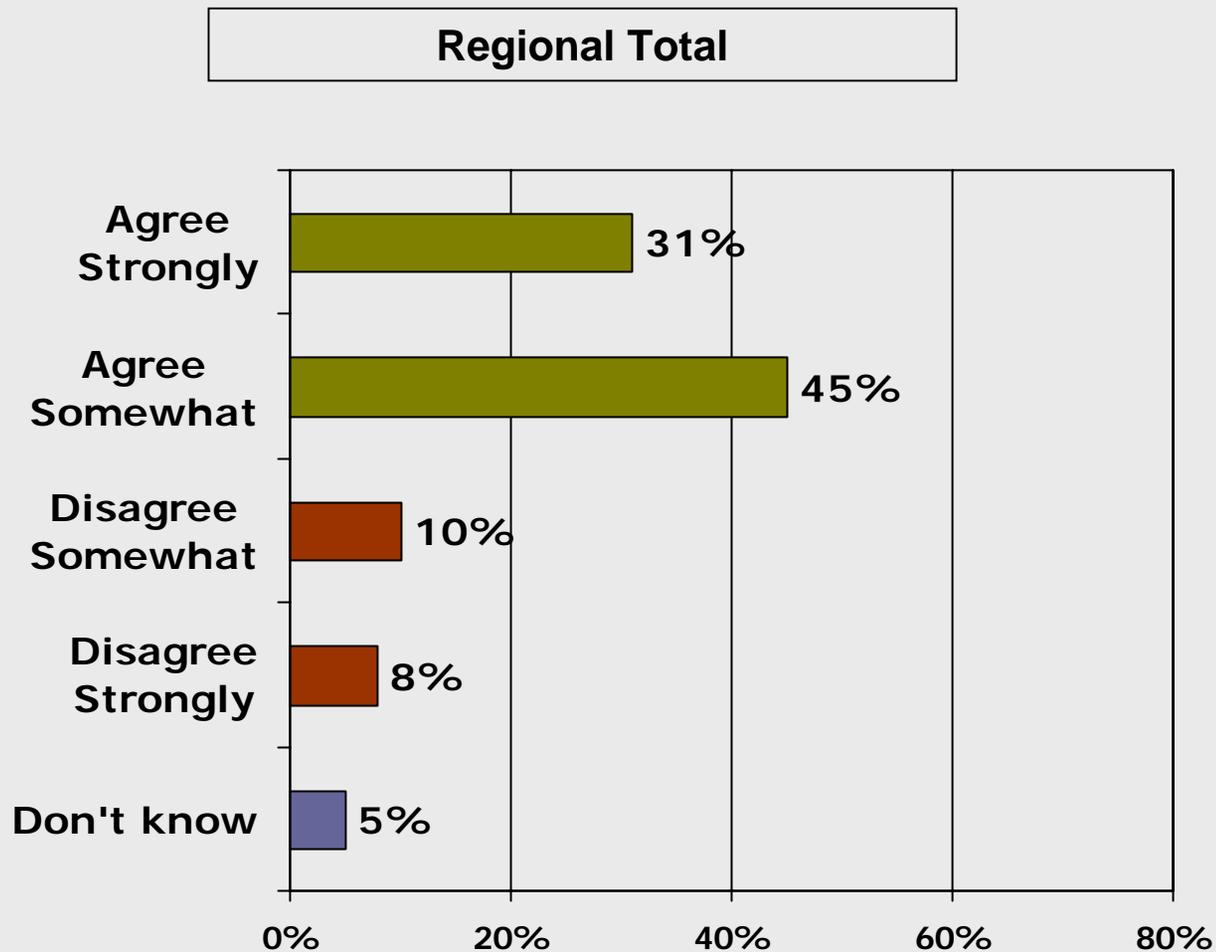
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ATTITUDES
TOWARD LAND
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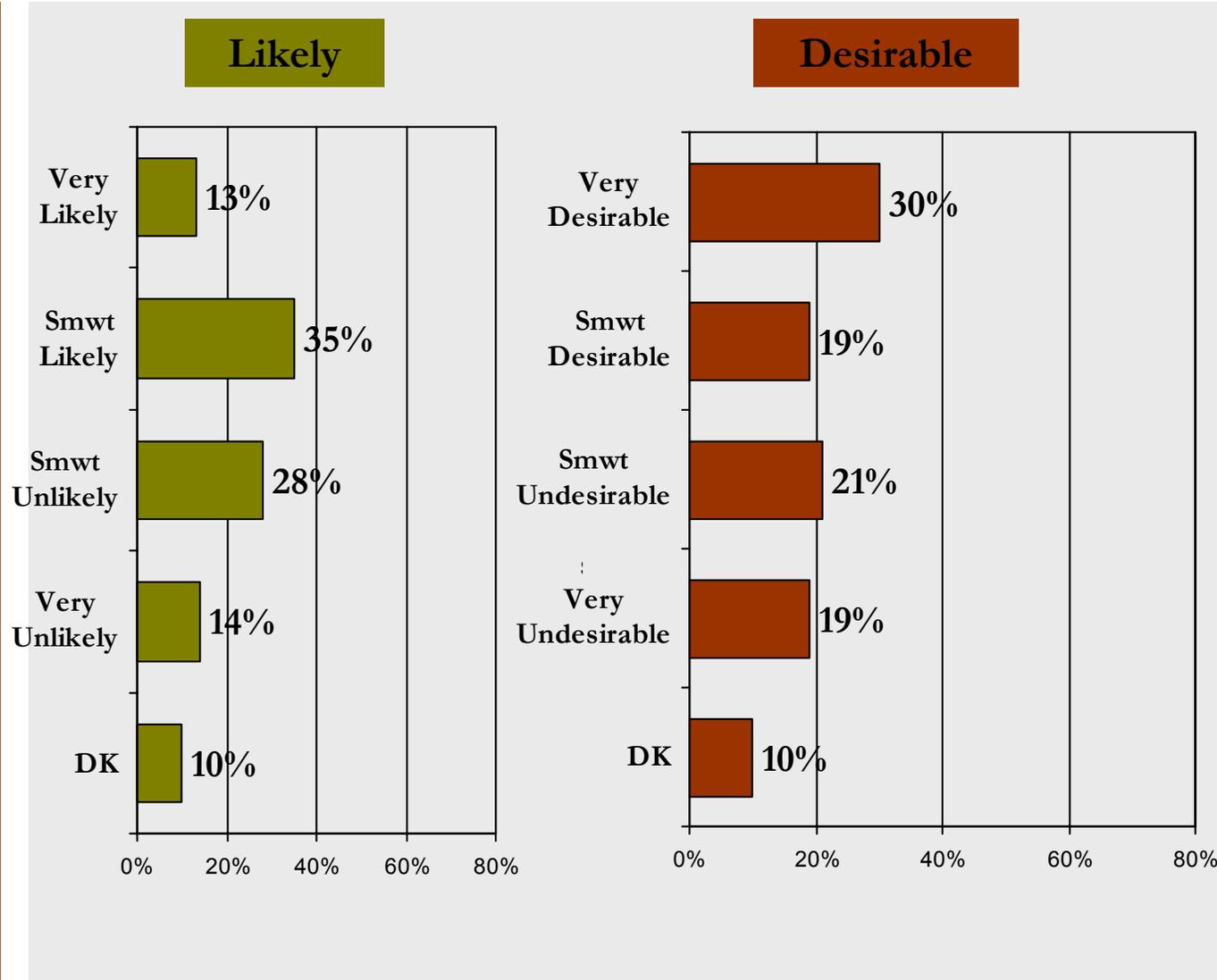
Q78B. Agree/Disagree: Land use planning helps protect the value of my home.

**GENERAL
ATTITUDES
TOWARD LAND
USE PLANNING**



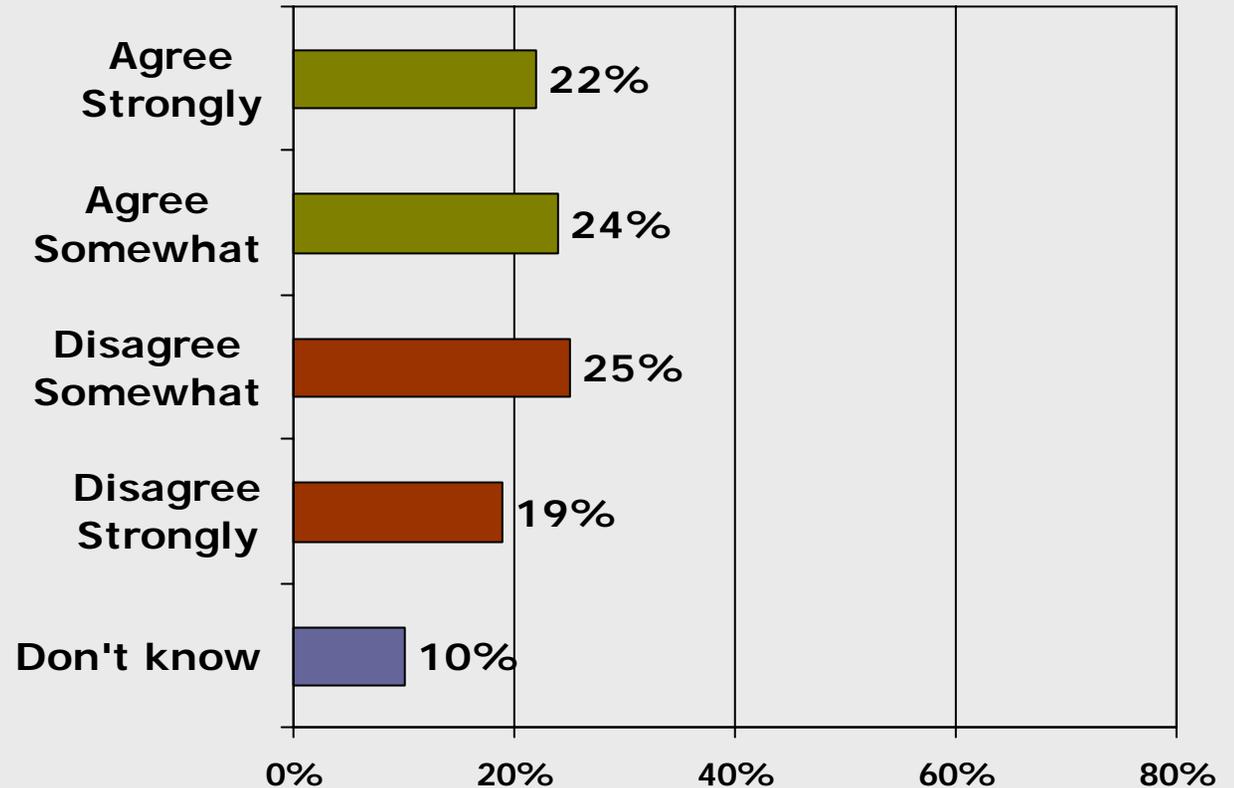
Q46A. Over the next 10 years: Laws will favor protection of individual property rights over broader community interests

PROPERTY RIGHTS AND LAND USE REGULATIONS



Q71B. Agree/Disagree: Land use regulations hurt too many private property owners

PROPERTY
RIGHTS AND
LAND USE
REGULATIONS



Most urgent/high priorities among planning goals over 10 years

PRESERVING FARM AND FORESTLAND PRIORITIES

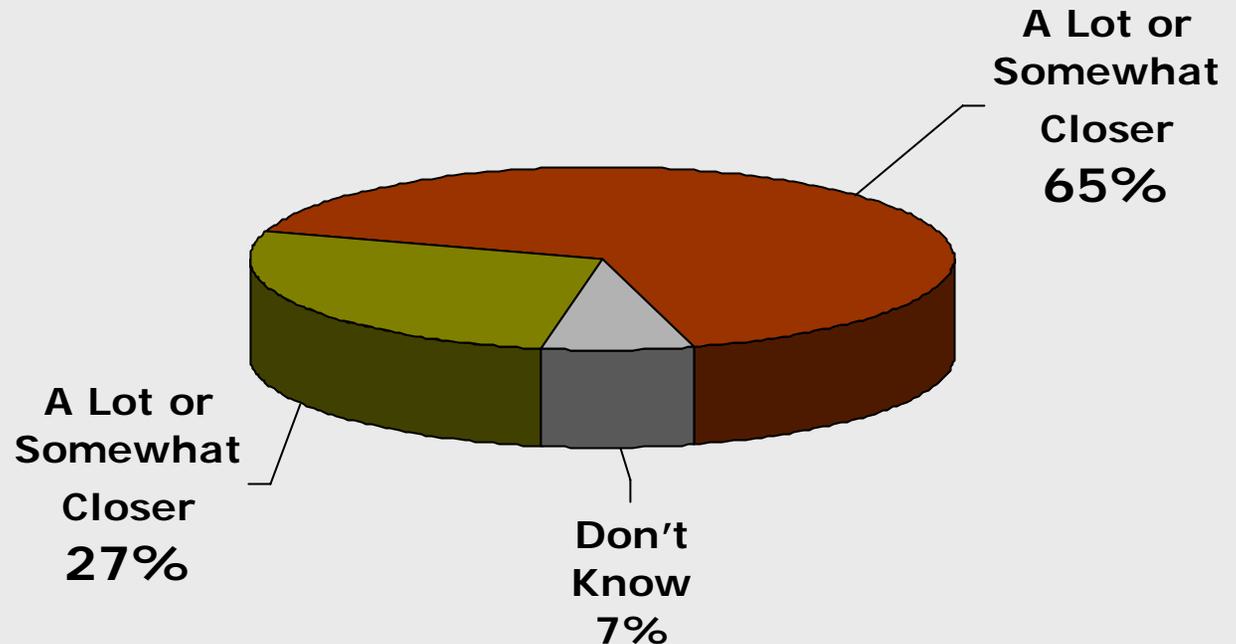
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Acquiring open space for recreation and enjoyment	40%
Building light rail extensions	38%
Revitalizing town centers	23%
<i>Opening up farm and forestland for new and expanding businesses</i>	10%

Q52B. Which way do you feel: Make farm and forestland available for new development, or development should be on existing development?

Nearly two-thirds say future development should be where development is now—*not by making farm and forestland available*

Make farm and forestland available for new development

Development should be on existing development



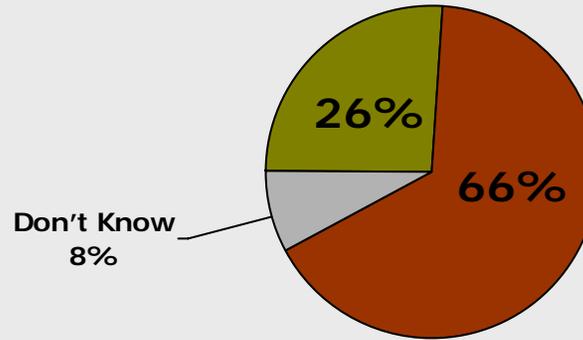
PRESERVING FARM AND FORESTLAND IS A VERY IMPORTANT VALUE

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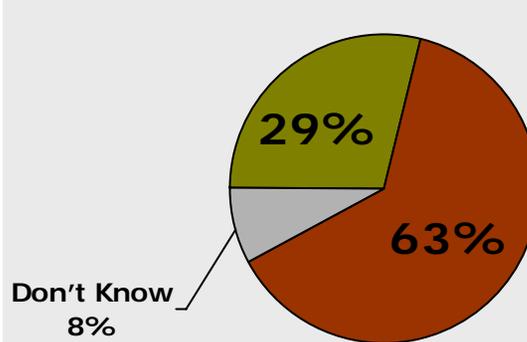
**PRESERVING
FARM AND
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VERY IMPORTANT
VALUE**

New Development

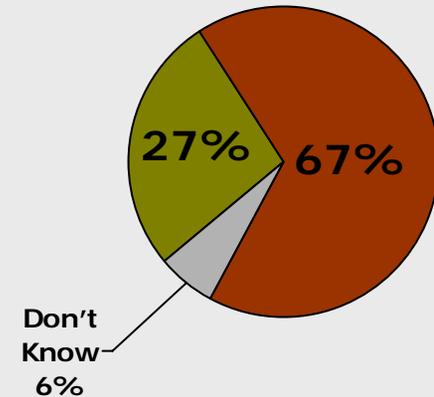
Existing Development



Multnomah County



Washington County



Clackamas County

Q53A. Which way do you feel: Add houses in existing neighborhoods, or convert farm and forestlands for growth?

Even more (72%) say we should add houses in existing/established neighborhoods, *rather than converting farm and forestland*

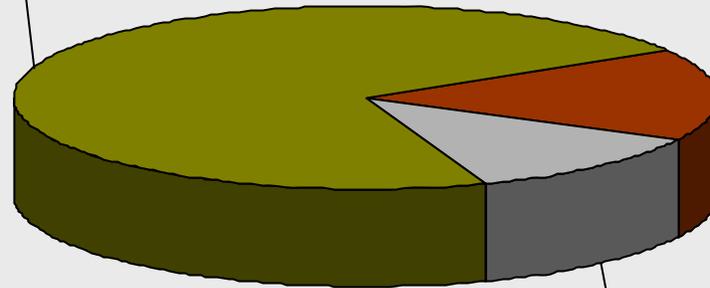
Add houses in existing neighborhoods

Convert farm and forestland for growth

A Lot or Somewhat Closer
72%

A Lot or Somewhat Closer
16%

Don't Know
12%



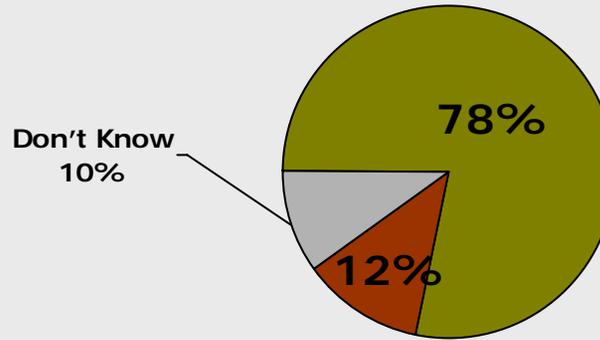
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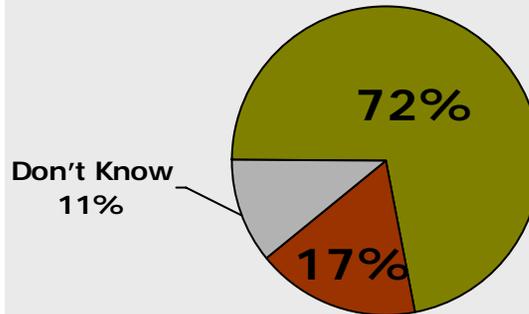
**PRESERVING
FARM AND
FORESTLAND IS A
VERY IMPORTANT
VALUE IN ALL
THREE COUNTIES**

Add houses in existing neighborhoods

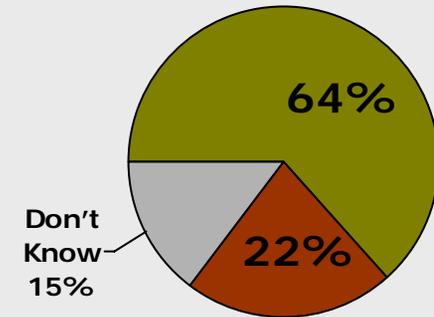
Convert farm and forestland for growth



Multnomah County



Washington County



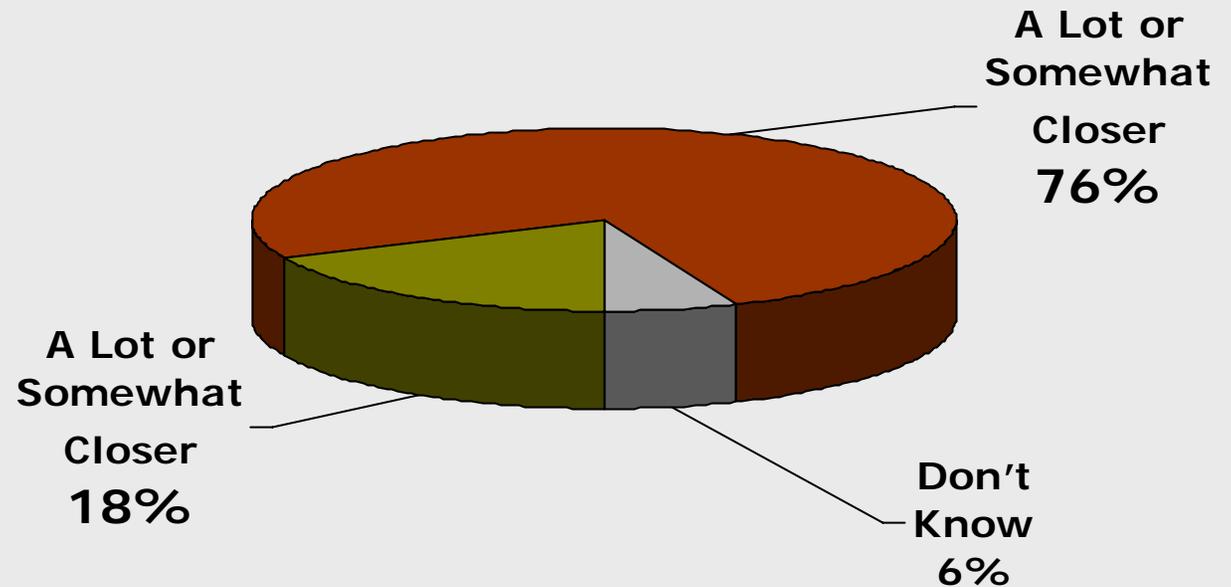
Clackamas County

Q57A. Which way do you feel: Preserve farm and forestland for contribution they make to economy or use for other business expansion?

Over three-quarters say farm and forestland should be preserved *because of the contribution they make to our economy*, rather than making the land available for high tech and other "new" urban business expansion

Allow business development
on farm/ forestland

Preserve farm and
forestland

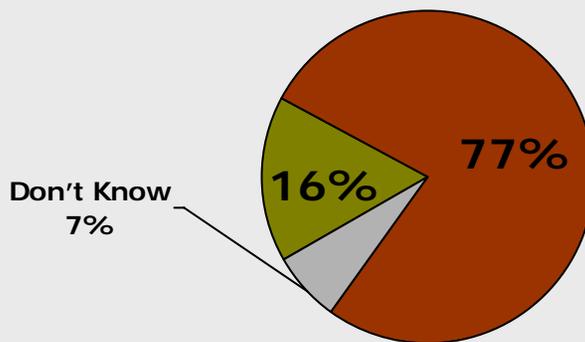


LINK OF FARM
AND FORESTLAND
TO THE ECONOMY

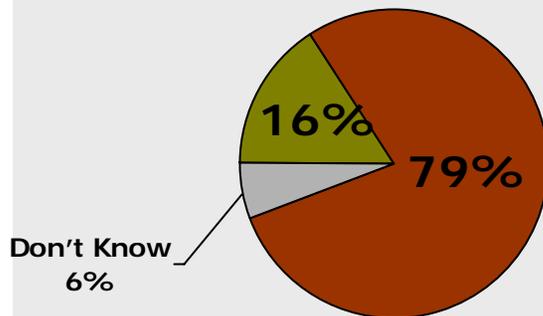
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Allow business development on farm/forestland

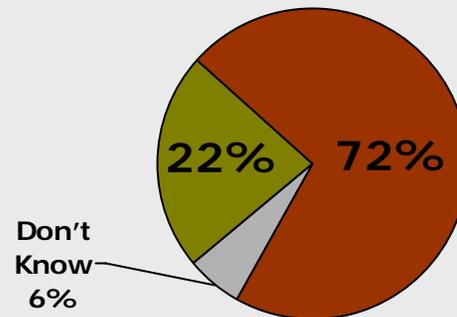
Preserve farm and forestland



Multnomah County



Washington County



Clackamas County

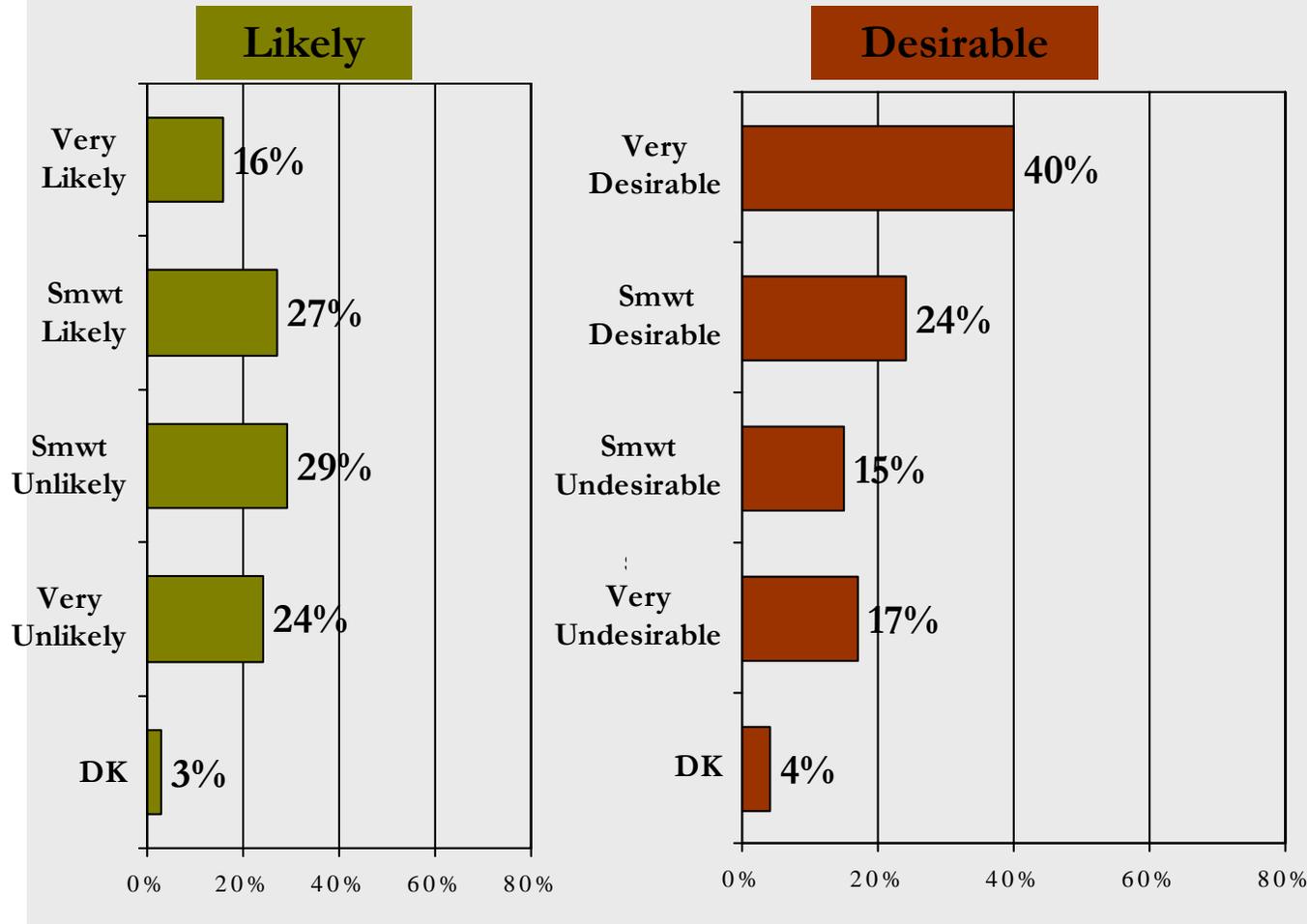
LINK OF FARM AND FORESTLAND TO THE ECONOMY

GENERAL ATTITUDES TOWARD TRANSPORTATION

- 86% believe the cost of transportation will be a bigger part of their household budgets in the future—only 24% find this desirable (Q47A)
- 57% think congestion on the region's highways will cost new jobs—only 25% think this is desirable (Q40A)
- 69% believe funding for transportation system improvements will bring jobs to the area (Q75B)

Q38A. Over the next 10 years: Public transit, biking, and walking will more and more replace the automobiles

OPINIONS ABOUT ALTERNATIVE TRANSPORTATION



2006 43% Likely/1996 49% Likely
 2006 64% Desirable/1996 64% Desirable

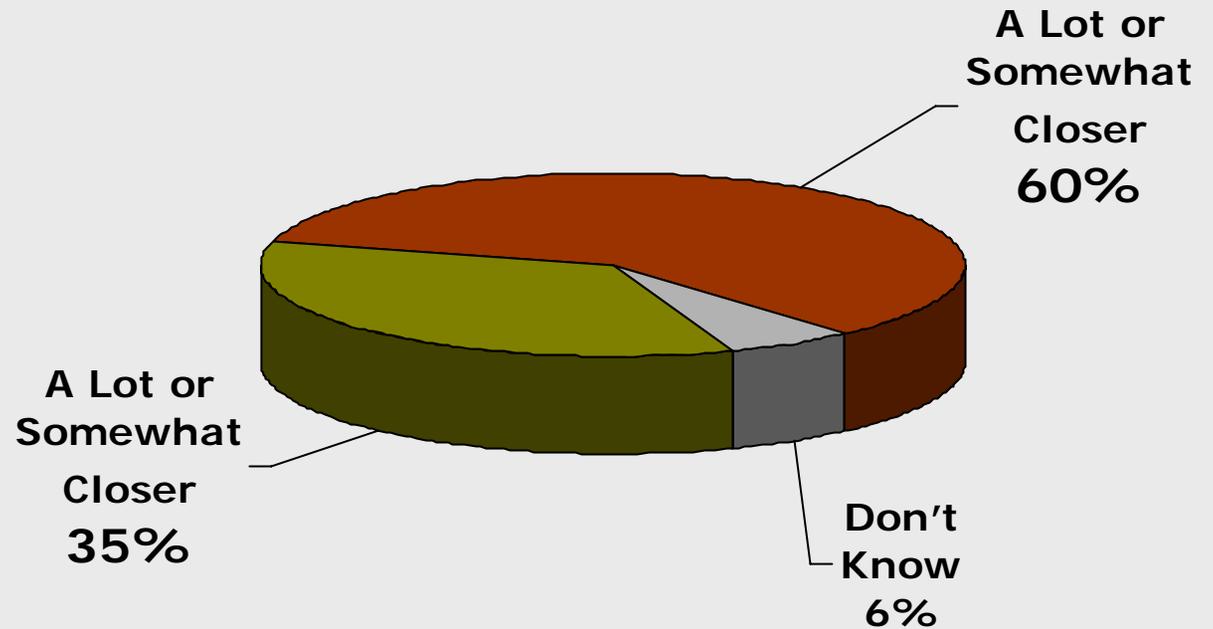
Q51A. Some people feel we should invest in more roads for cars. Other people think that public transit represents a better investment. Which way do you feel?

OPINIONS ABOUT
ALTERNATIVE
TRANSPORTATION
AND ROADS

60% say public transit represents a *better investment than roads*

Roads

Public Transit

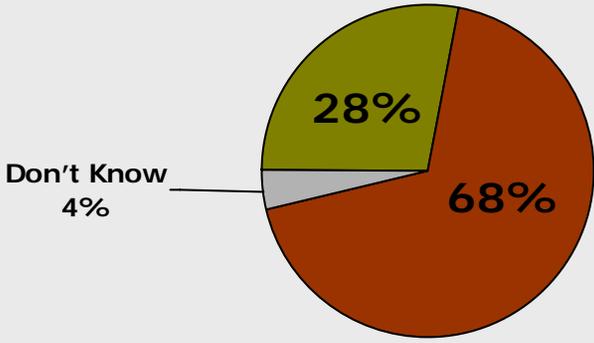


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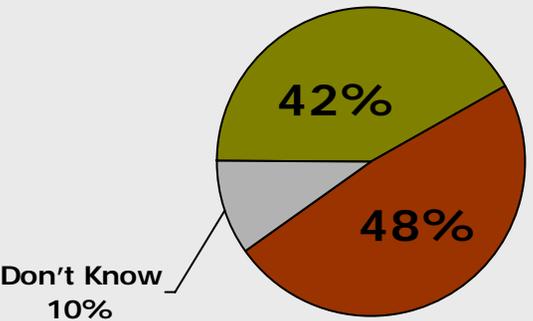
**OPINIONS ABOUT
ALTERNATIVE
TRANSPORTATION
AND ROADS
BY COUNTY**

Roads

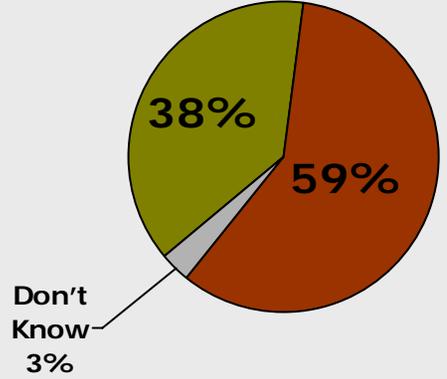
Public Transit



Multnomah County



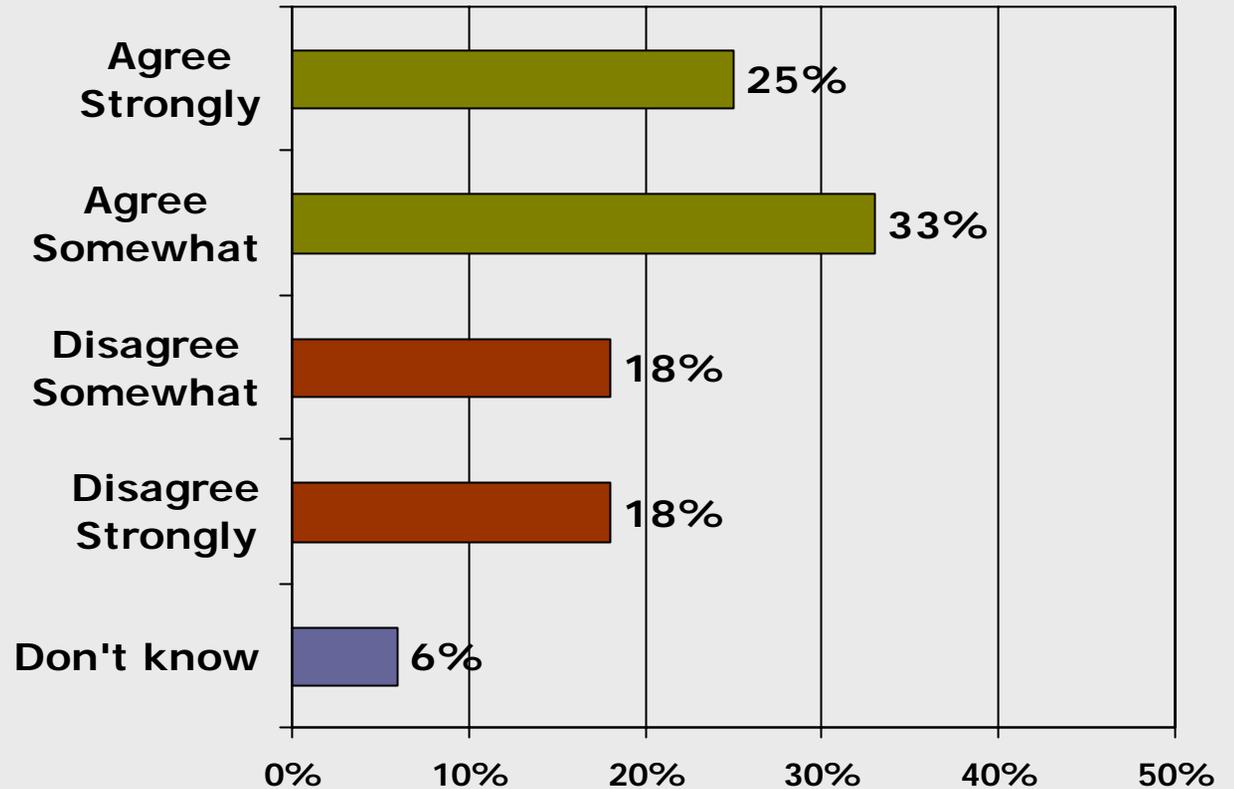
Washington County



Clackamas County

Q81B. Agree/Disagree: Over the next 10 years, having one more housing unit per block in my neighborhood is a reasonable price to pay for less urban sprawl

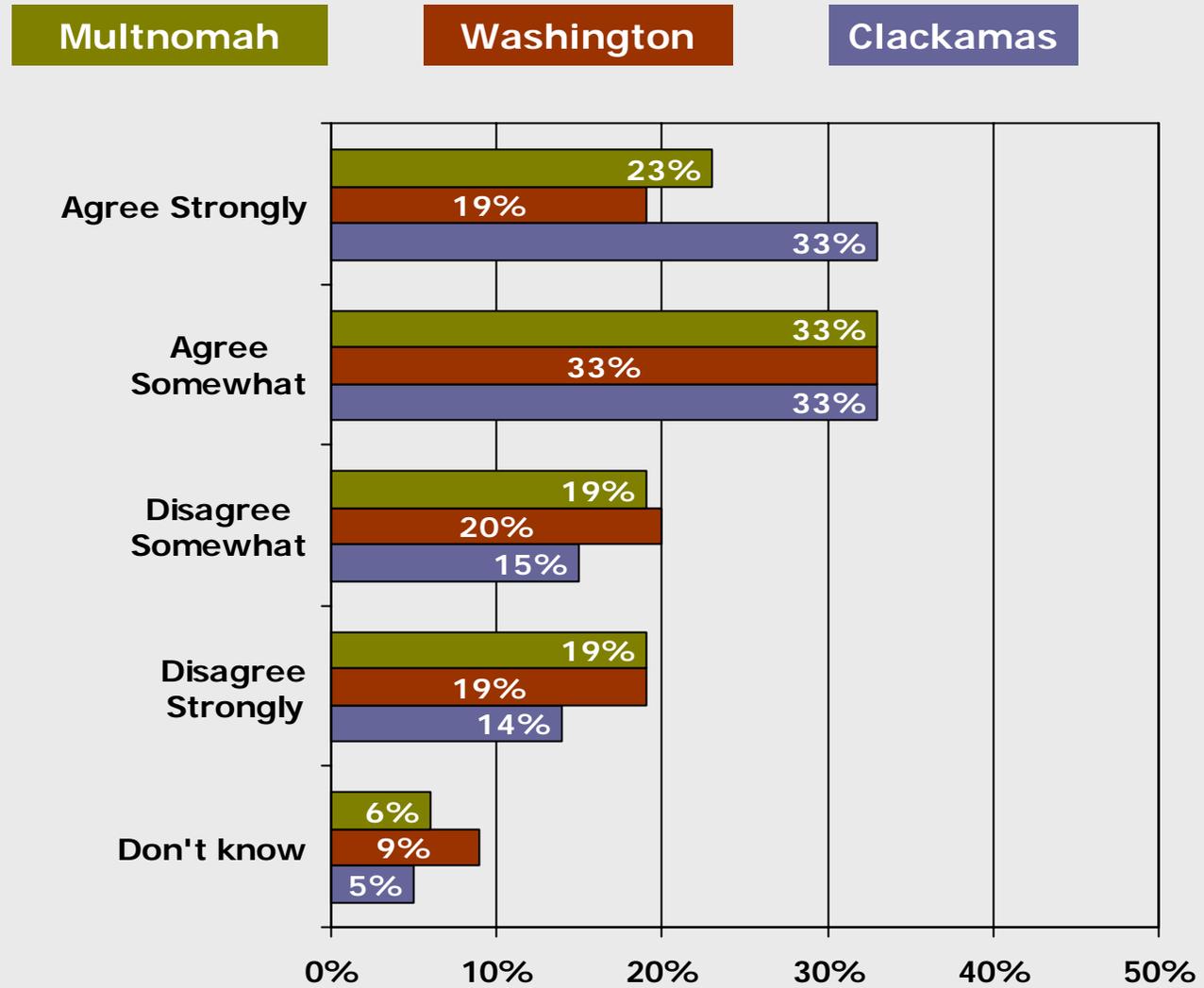
**NEIGHBORHOOD
DENSITY AND
URBAN SPRAWL**



2006 58% Agree/1996 57% Agree

Q81B. Agree/Disagree: Over the next 10 years, having one more housing unit per block in my neighborhood is a reasonable price to pay for less urban sprawl

NEIGHBORHOOD DENSITY AND URBAN SPRAWL



THE UGB AND
HOUSING COSTS—
POSSIBLE
CONTRADICTIONS
IN OPINIONS

- When asked open-ended what are the reasons for housing costs, UGB not specifically mentioned—Top mentions: population growth and supply and demand (Q58A)
- Even though 54% relate the UGB to rising housing costs to a close-ended question, **56% say not using farm and forestland for development is *not* a big reason** (Q68B)
- A majority (59%) also don't believe moving the UGB out would reduce the cost of housing (Q82B)

OBSERVATIONS

- **Opinions have remained remarkably consistent over the last ten years**
- **Opinions among the three counties are generally consistent**
- **Preserving and not converting farm and forestland are especially important**

OBSERVATIONS

- **Residents support a balanced approach to transportation system improvements with more emphasis on public transit, biking, and walking in the future**
- **Residents have split opinions about individual property rights over broader community interest and whether land use regulations hurt too many private property owners**

OBSERVATIONS

- **Residents support planning**
 - **Well planned communities bring jobs**
 - **Essential to protecting quality of life**
 - **Helps protect value of their home**