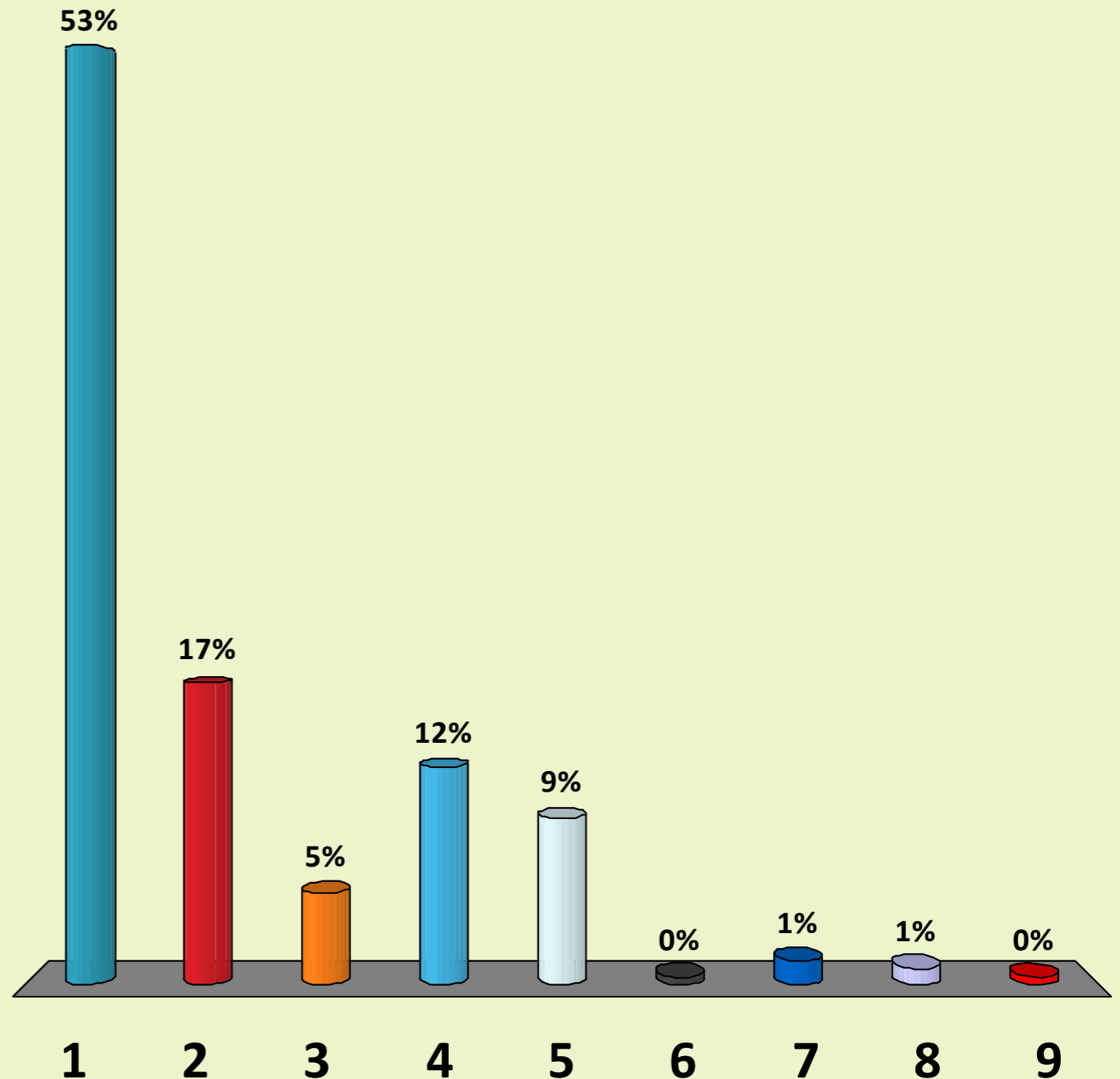




**MEETING OF THE MINDS**  
THE INNOVATIONS WE NEED FOR MORE SUSTAINABLE CITIES

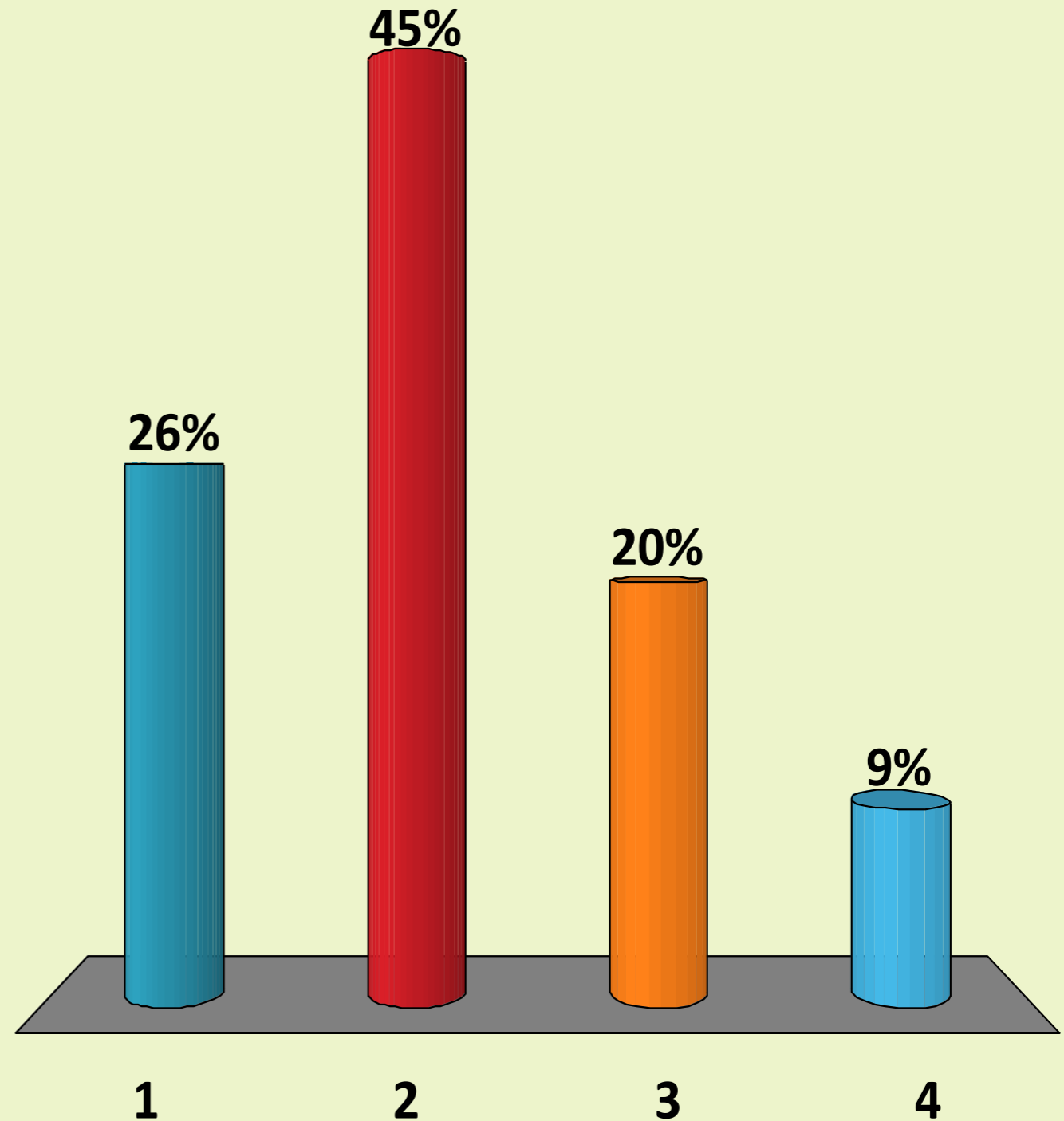
# Where do you live?

1. Portland region
2. Elsewhere in Oregon
3. Washington State
4. California
5. Elsewhere in USA
6. British Columbia
7. Elsewhere in Canada
8. Europe, Asia
9. Other



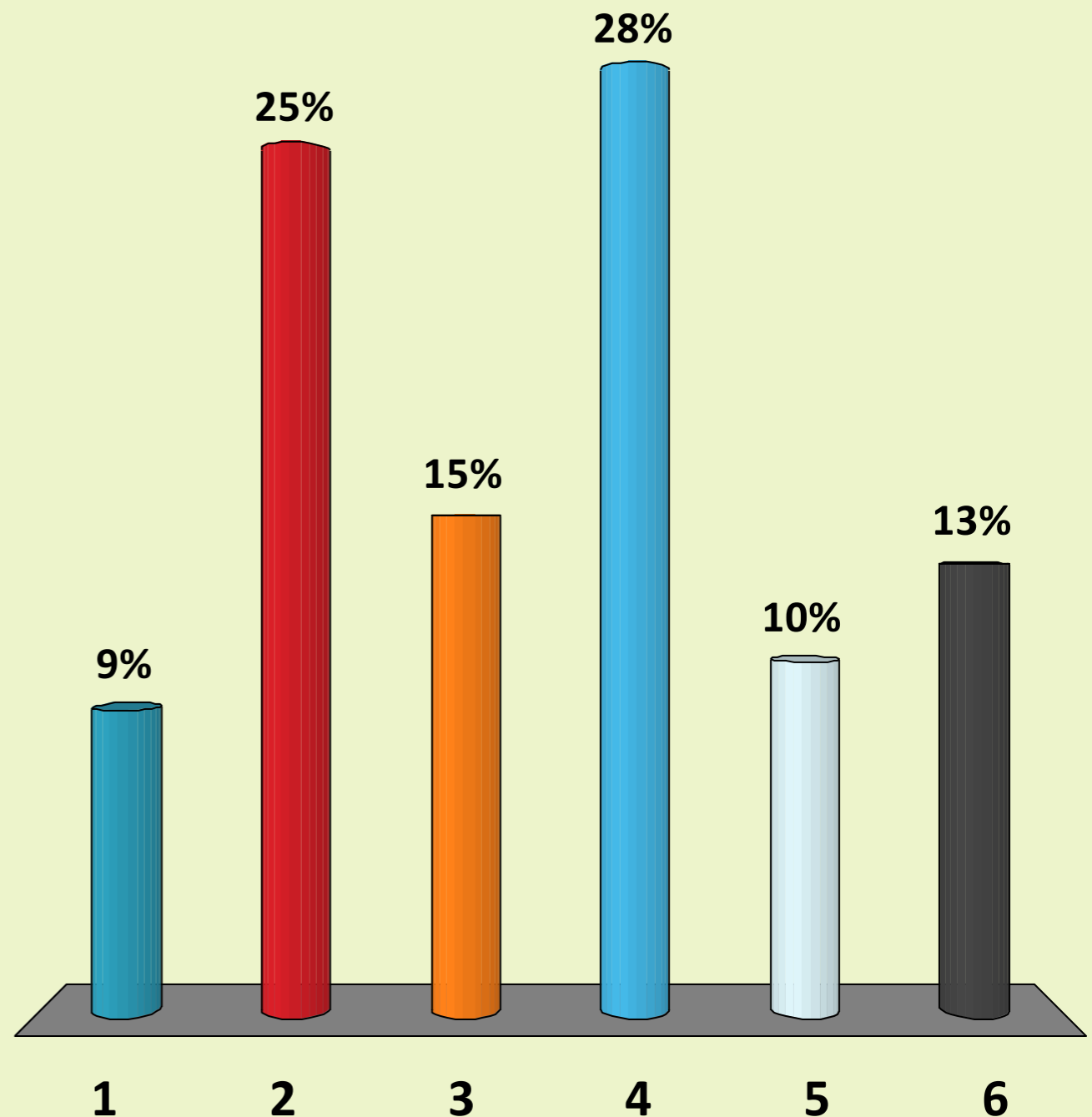
# Work Sector

1. Public
2. Private
3. Nonprofit/NGO
4. University



# What is the most critical issue facing the region?

1. Healthcare
2. Education
3. Transportation
4. Economic health
5. Social equity
6. One not listed

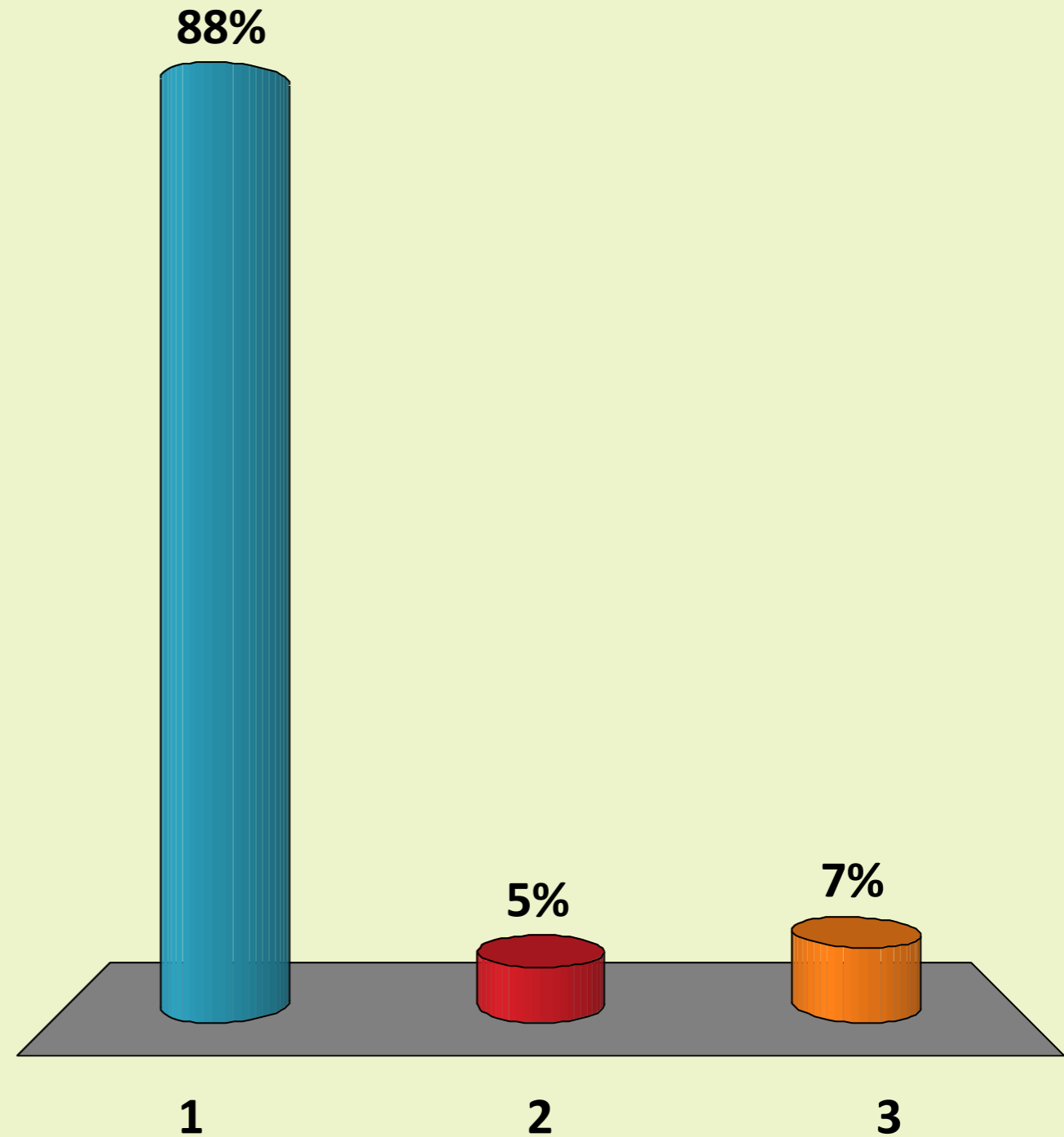


# Rank what you perceive to be the top three impediments to the transformation to sustainable mobility.

- 19% 1. Money
- 26% 2. Political will
- 6% 3. Organized opposition to the concept
- 6% 4. American hubris
- 21% 5. Dependence on cars for mobility
- 7% 6. Preference for lower density residential
- 2% 7. Unavailability of affordable housing
- 7% 8. Lack of high performance transit
- 5% 9. Population growth
- 1% 10. Other

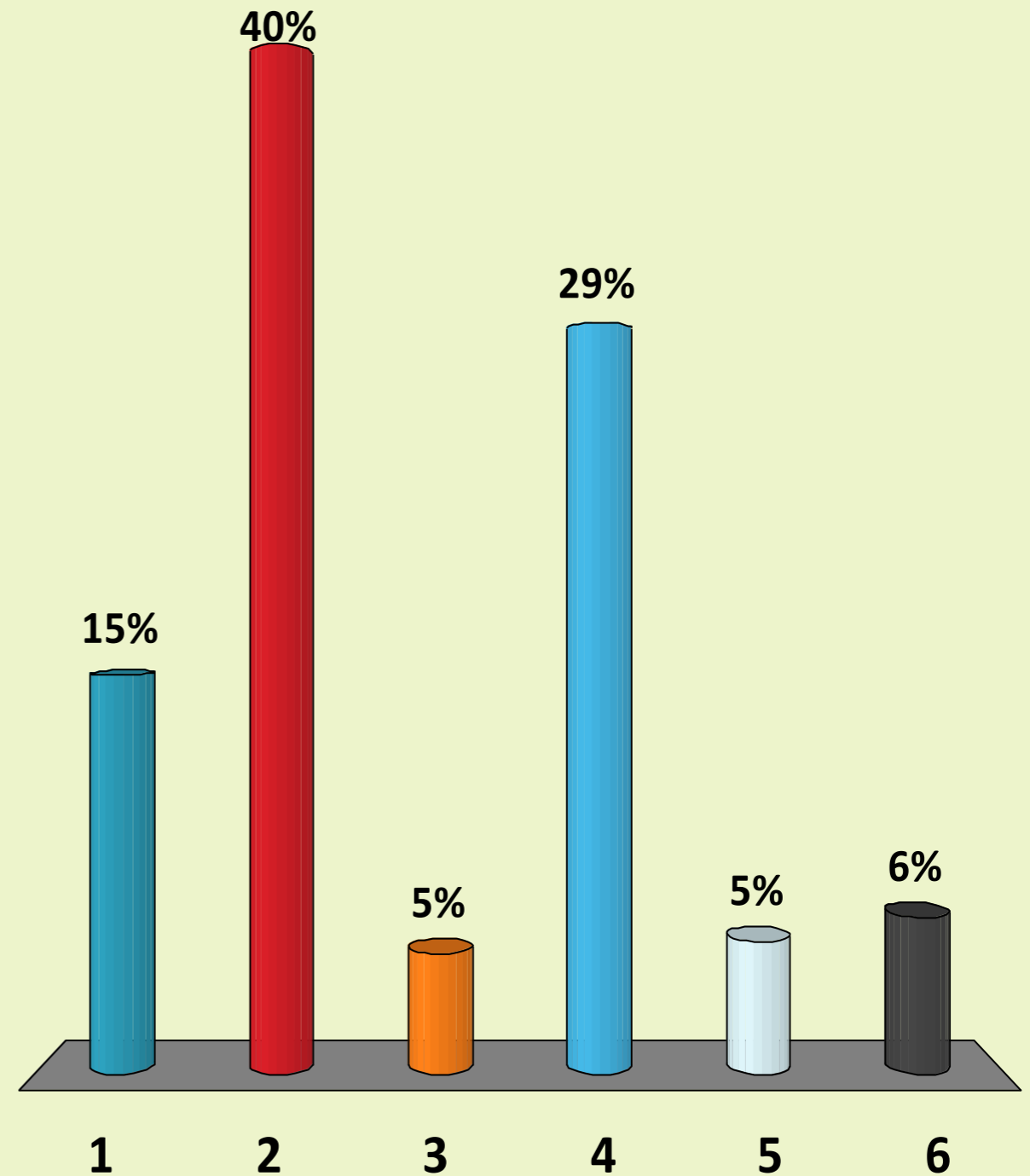
# Is sustainable mobility an appropriate aspiration for the two-state Portland-Vancouver urban region?

1. Yes
2. No
3. Not Sure



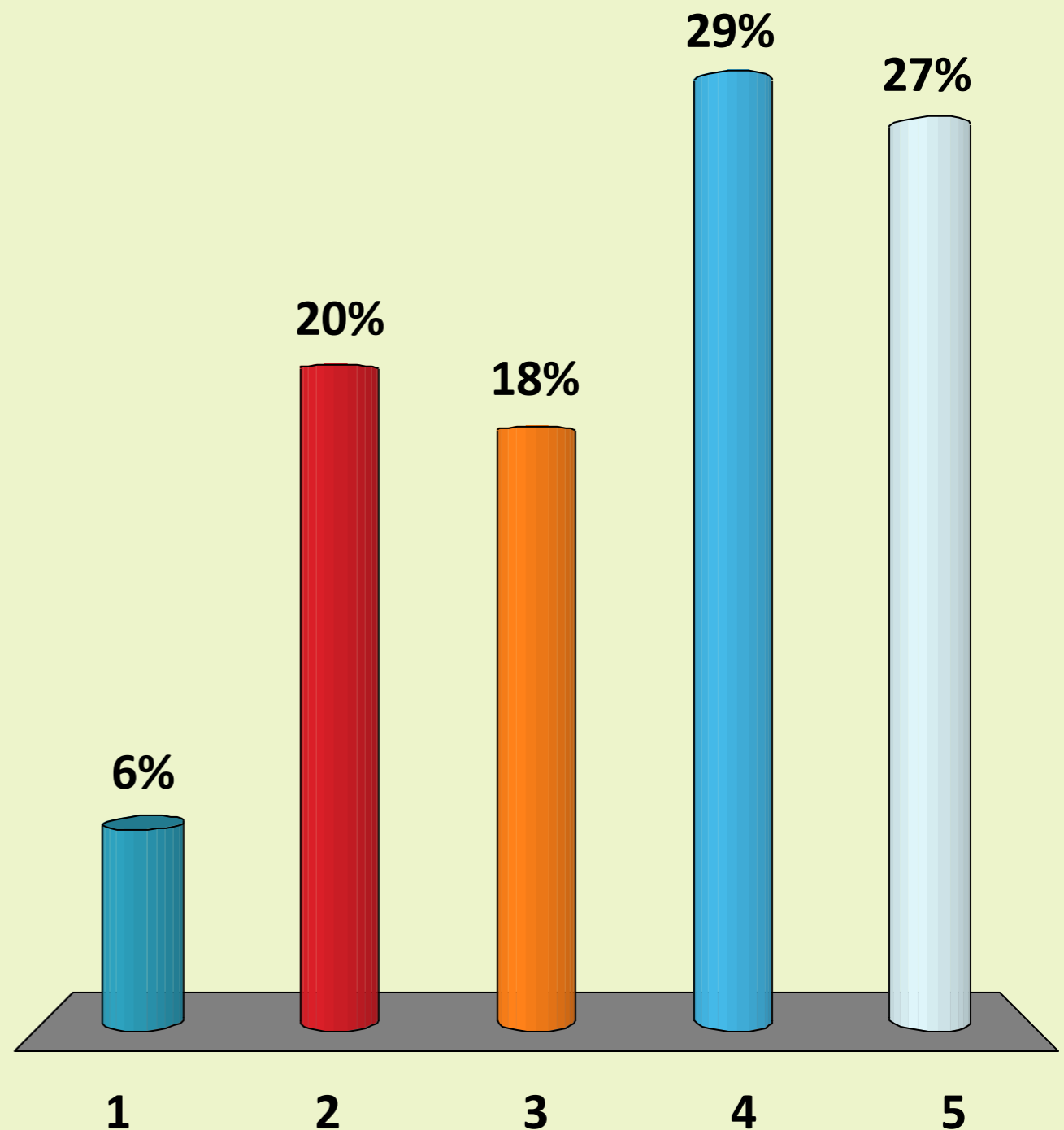
# The U.S. highway trust fund will be exhausted in 2009. What is your choice for restoring the trust fund to solvency?

1. Higher gas tax
2. Road user fees
3. General fund revenues
4. National carbon tax
5. Other
6. Let it become insolvent



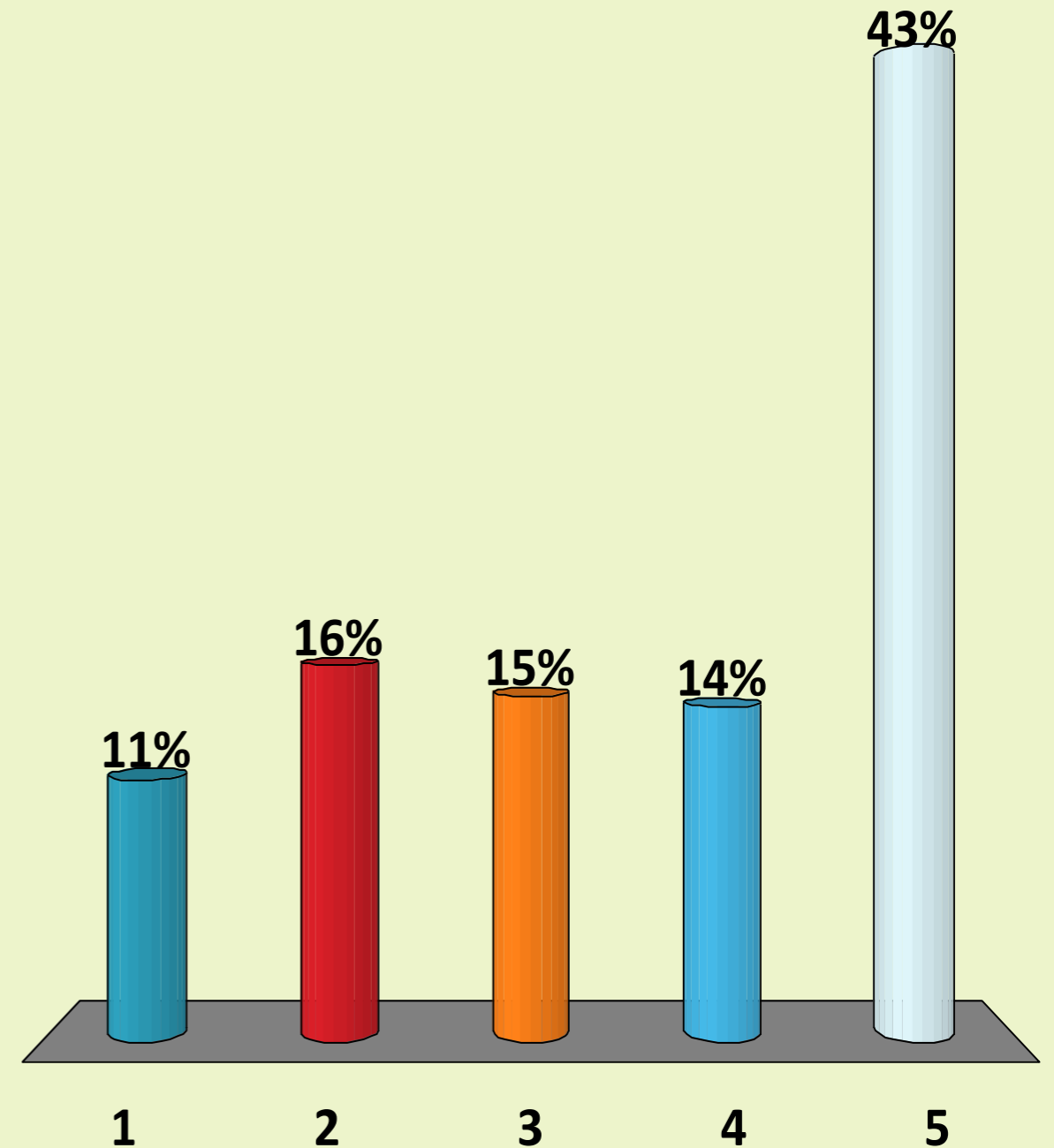
# Your personal willingness to reduce your use of automobiles

1. Not willing to sacrifice the convenience of a personal auto
2. Willing, but I really can't reduce my auto use much
3. Willing to reduce auto use up 10%
4. Willing to reduce auto use up 25%
5. Willing to reduce auto use up 50%



# How willing are you, right now, to walk, ride a bike or use mass transit one day a week?

1. Not willing at all
2. Somewhat willing
3. Willing
4. Highly willing
5. Committed – Already do!

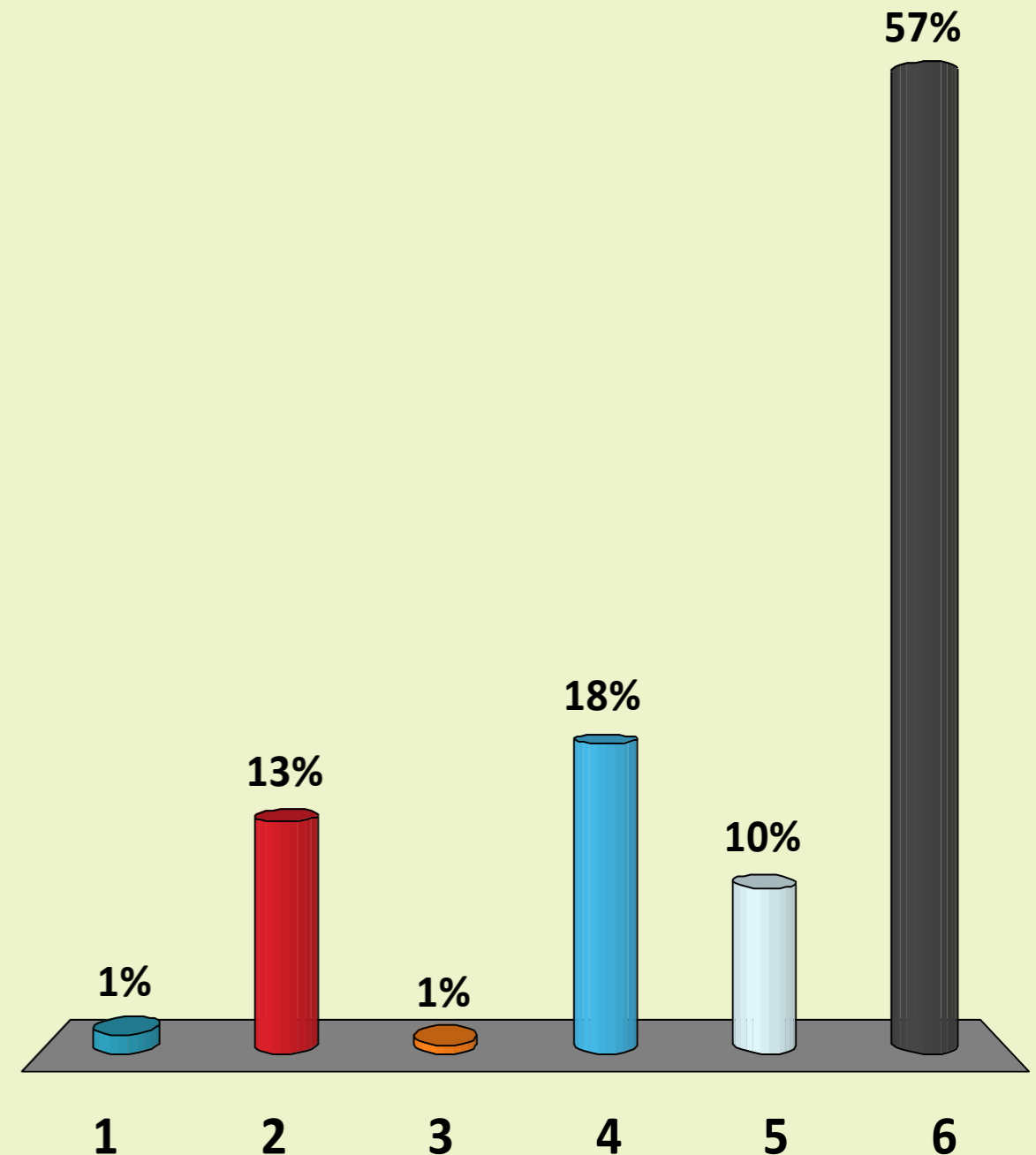


Rank where you would like to see transportation money, time and energy invested. Vote your top three in order.

- |     |     |  |
|-----|-----|--|
| 28% | 1.  | Reducing traffic congestion                                      |
| 28% | 2.  | Energy efficient vehicles  |
| 19% | 3.  | Developing alternative fuels                                     |
| 2%  | 4.  | Efficient government fleet purchases                             |
| 31% | 5.  | Fast and efficient public transportation between cities          |
| 49% | 6.  | Fast and efficient public transportation within cities and metro |
| 9%  | 7.  | More competitive, higher volume ports and airports               |
| 43% | 8.  | Maintaining existing infrastructure, roads, bridges, etc.        |
| 41% | 9.  | Compact creative community design and land use                   |
| 23% | 10. | Bike and pedestrian systems                                      |

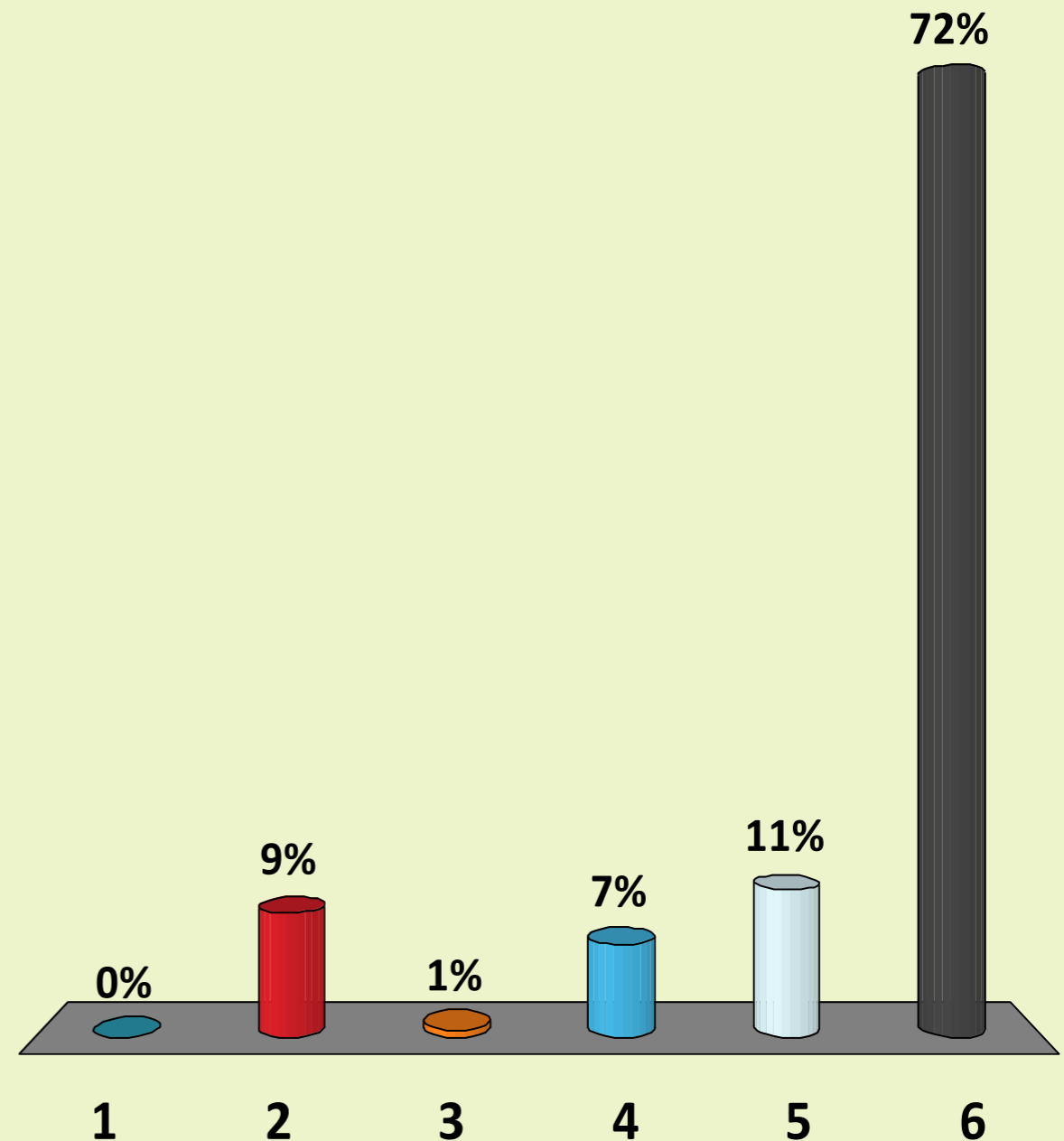
# Where would improvements have the fastest impact?

1. Air
2. Rail
3. Marine
4. Road and Highways
5. Bike and pedestrian
6. Transportation demand management



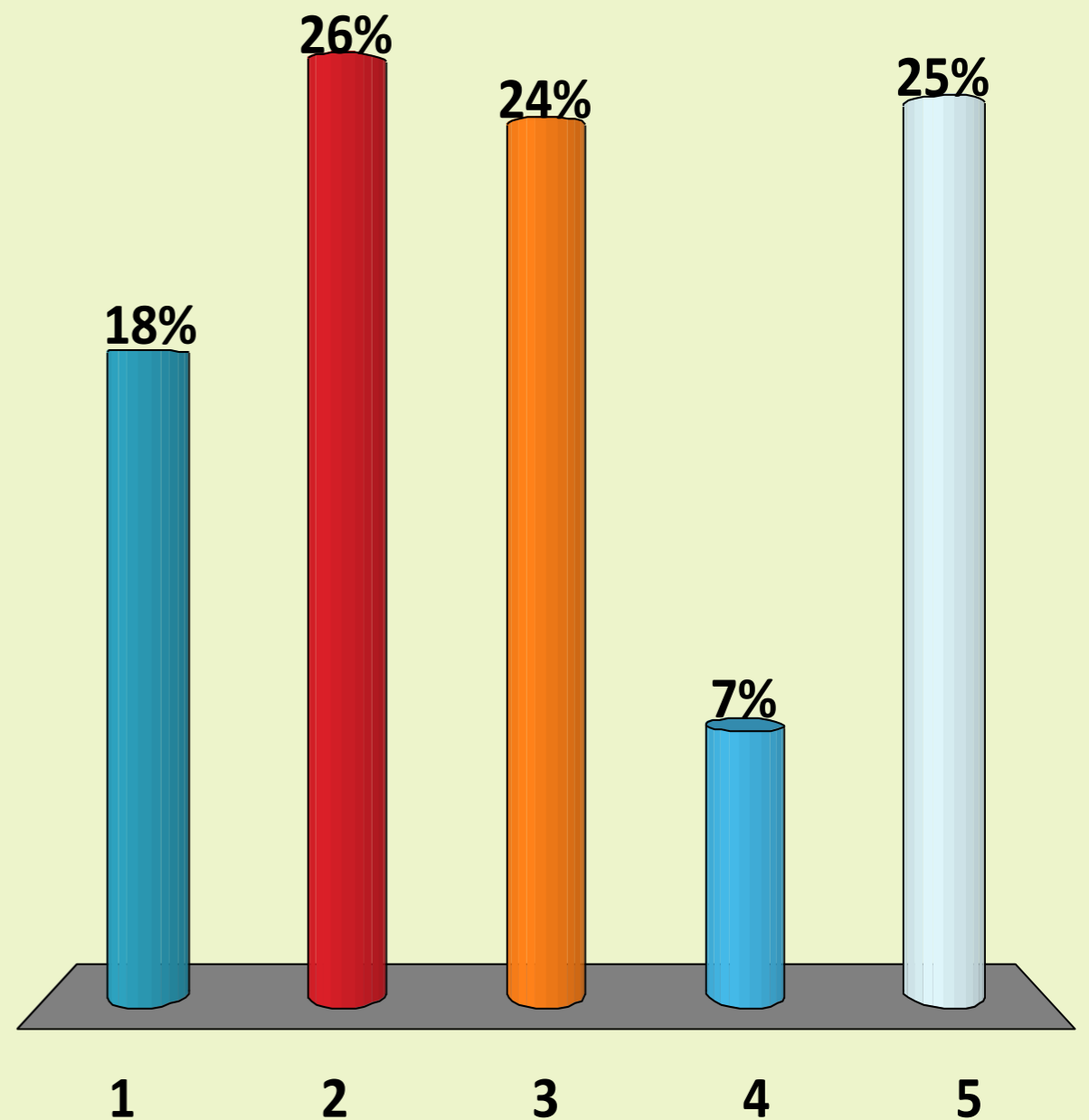
# What do you think is the most cost effective investment?

1. Air
2. Rail
3. Marine
4. Road and Highways
5. Bike and pedestrian
6. Transportation demand management



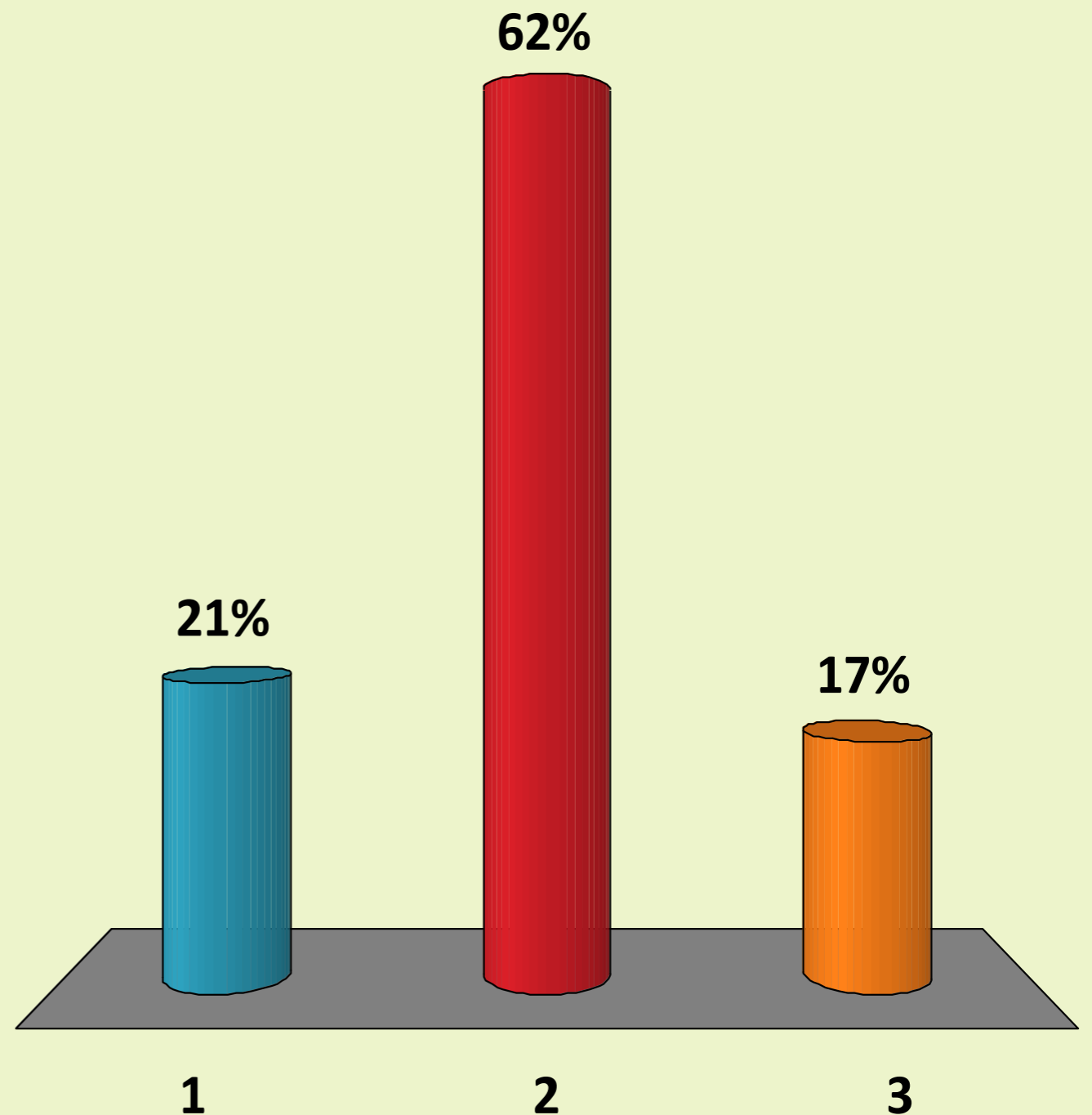
# Where does the primary responsibility for action reside?

1. Washington D.C.
2. Individual states
3. Counties and regions
4. Cities
5. Citizens



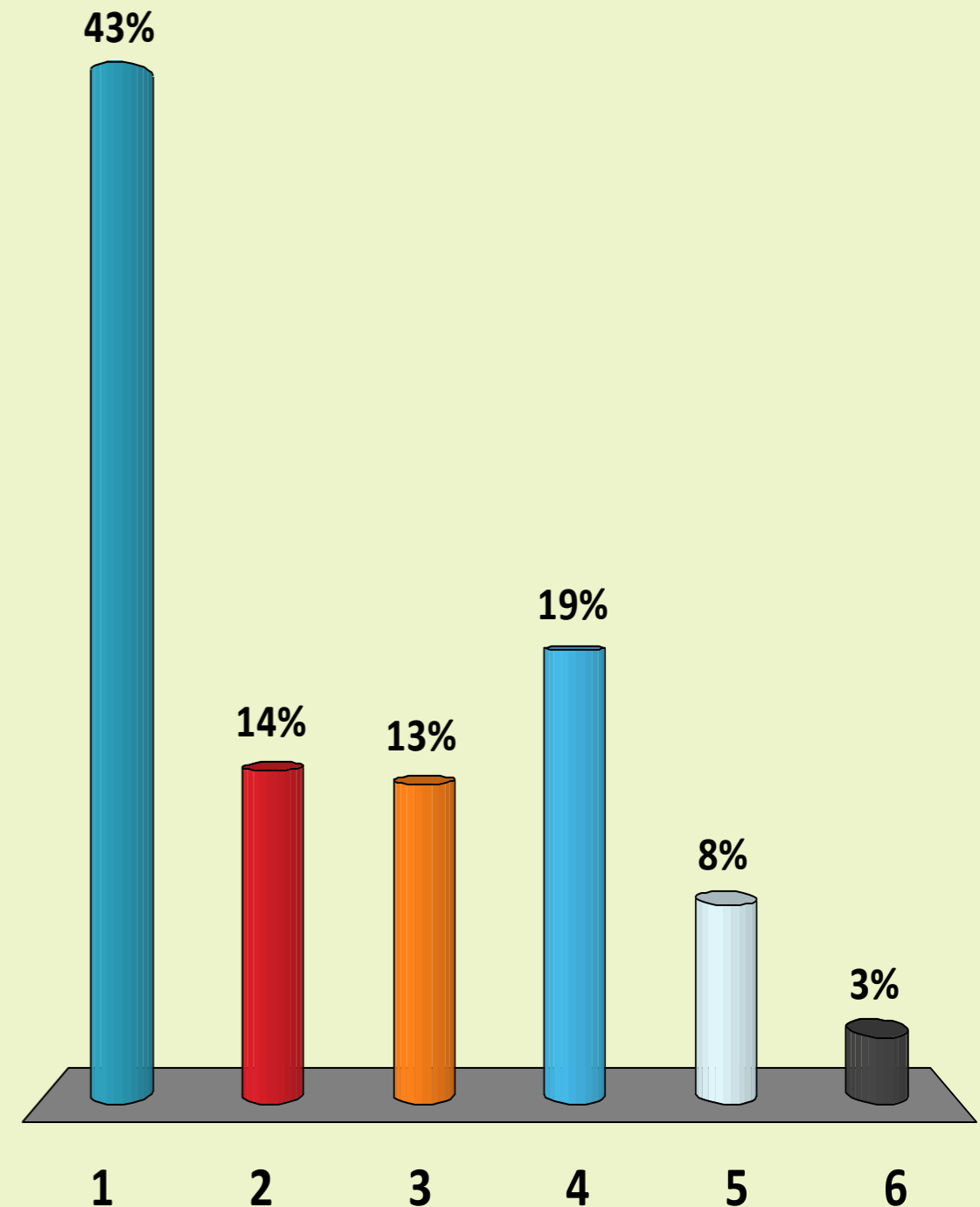
# What is your confidence level that sufficient funds can be found?

1. No confidence
2. Some confidence
3. High confidence



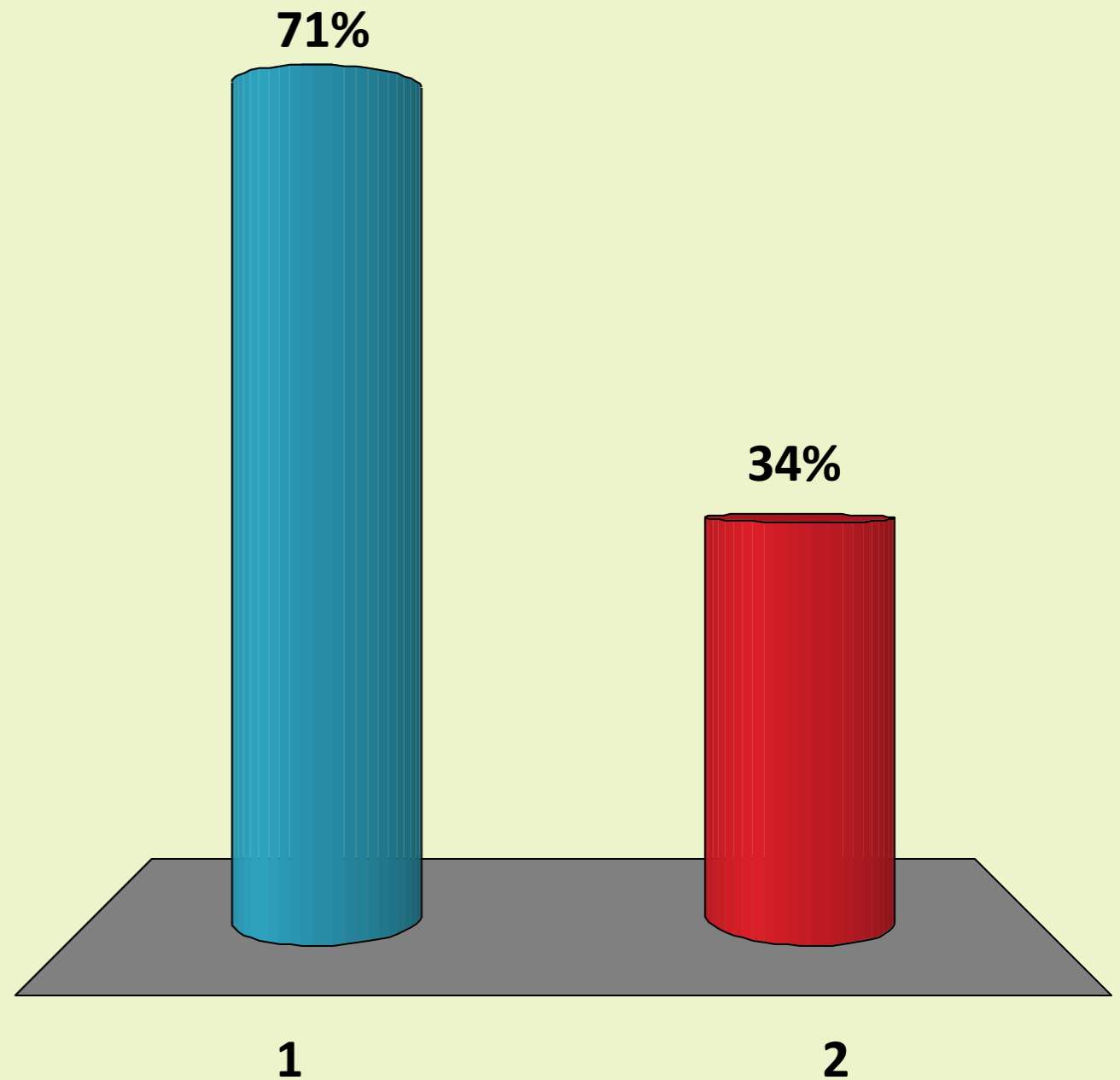
# What do you think is the next critical step?

1. Mobilize public will
2. Federal government action
3. Initiative in the private sector
4. State government action
5. Regional action
6. City action



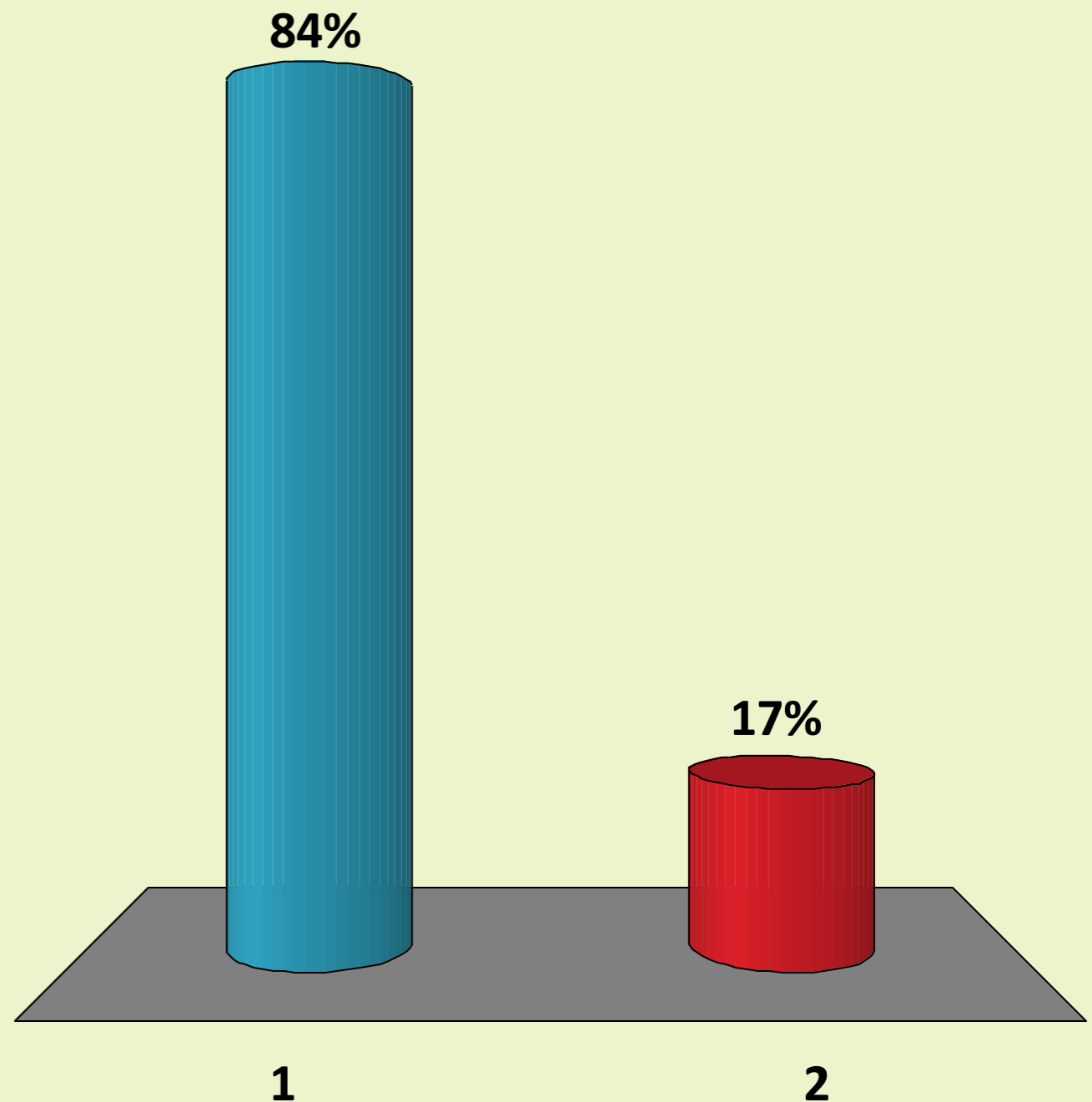
Would you support a 10 cent/gallon increase in the gas tax if 2 cents went to transit and 8 cents to pay for road/bridge maintenance and improvements?

1. Yes
2. No



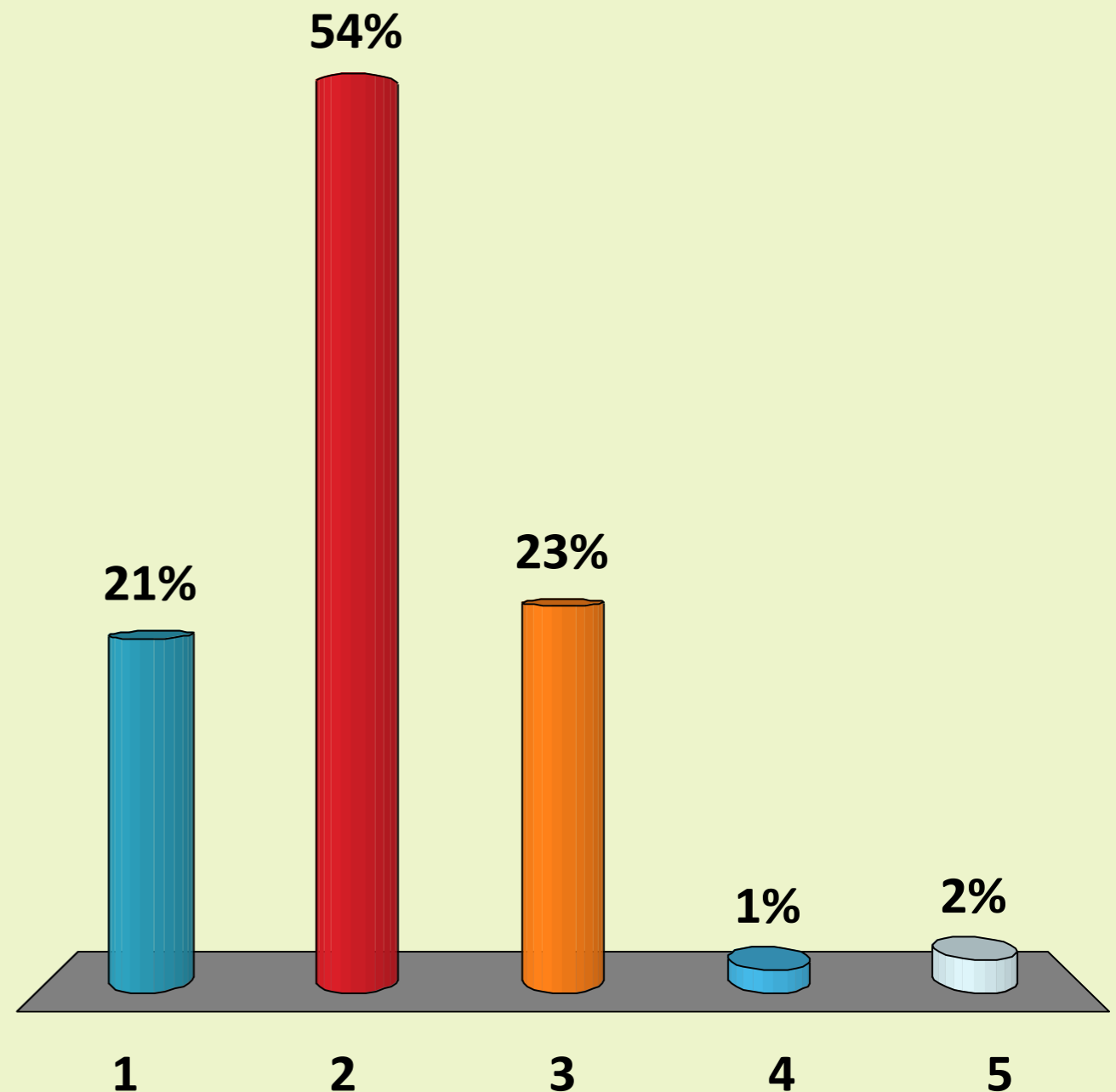
# Which presidential candidate do you think is more likely to support new sustainable mobility initiatives after they are elected?

1. Obama
2. McCain



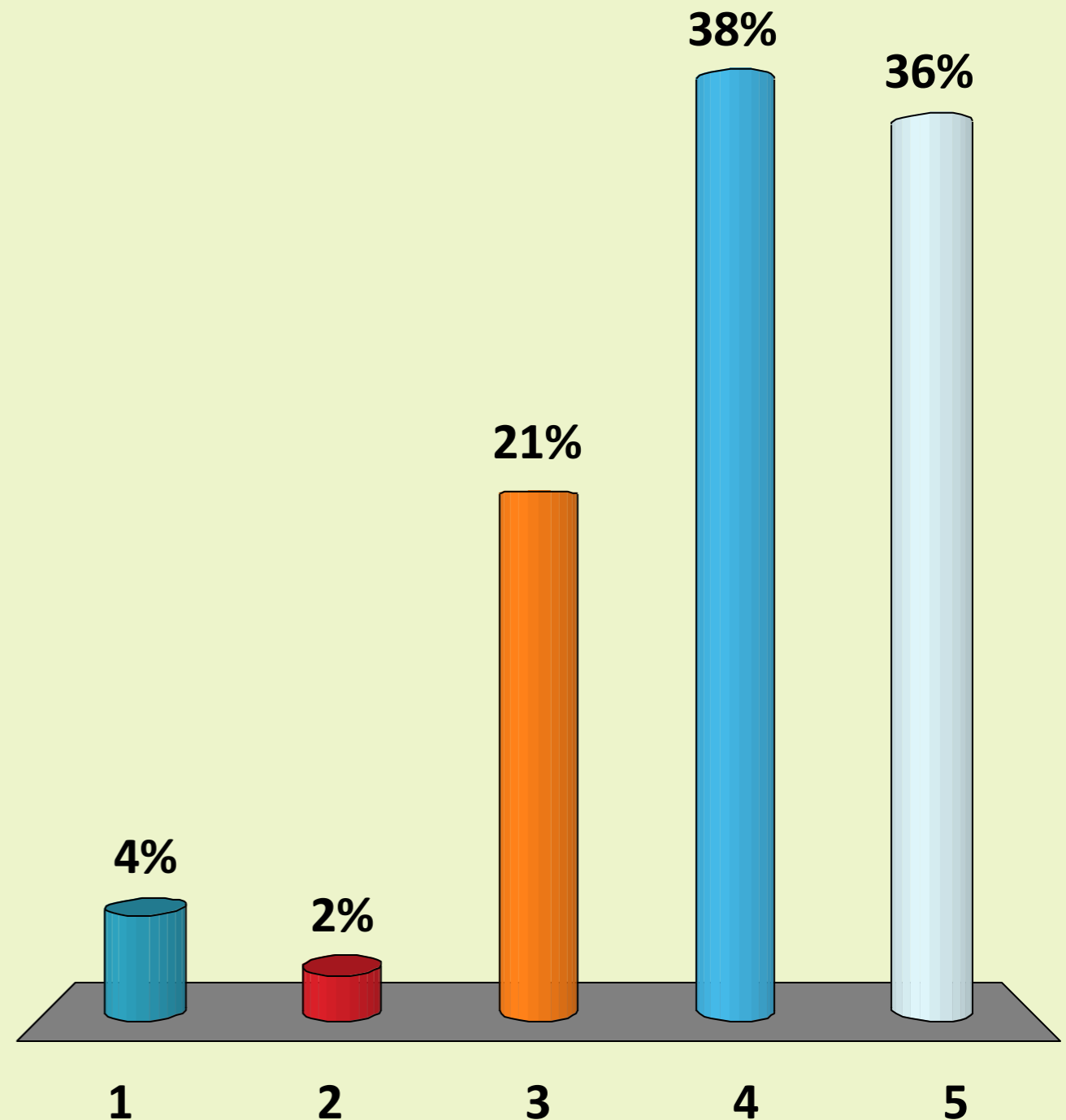
# What year should the U.S. government set as a goal for doubling fuel efficiency?

1. 2010
2. 2015
3. 2025
4. 2035
5. Never



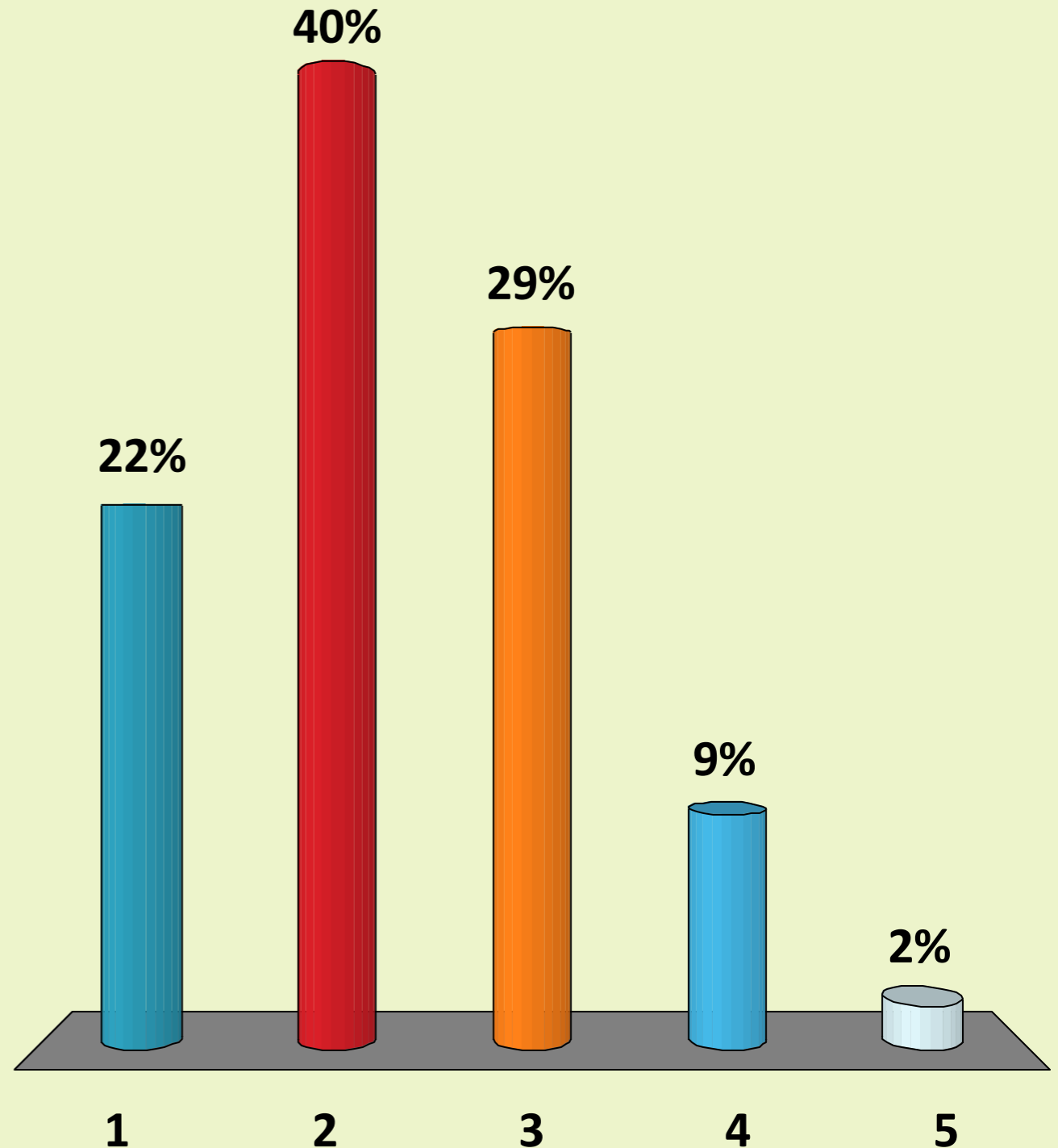
In making the cutover from internal combustion engines to a new source of fuel and propulsion platforms, how active a role should the government take?

1. None, the market will adjust itself
2. Subtle nudges
3. Moderate role
4. Aggressive role
5. Very aggressive and immediate role



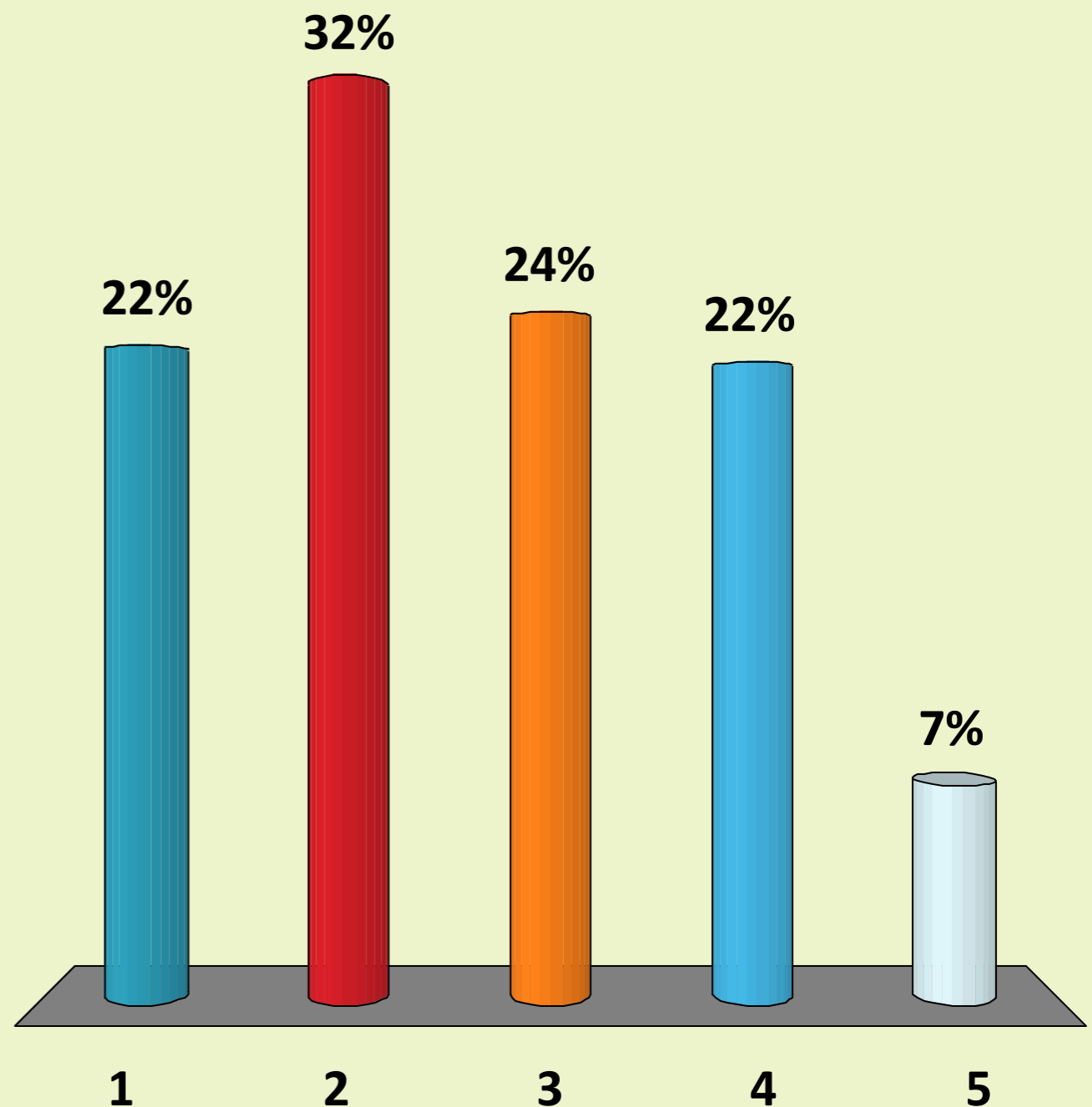
If we make the switch to smaller vehicles, new engines and fuels, what will the congestion picture look like in our cities in 20 years?

1. Much worse
2. Worse
3. About the same
4. Better
5. Much better



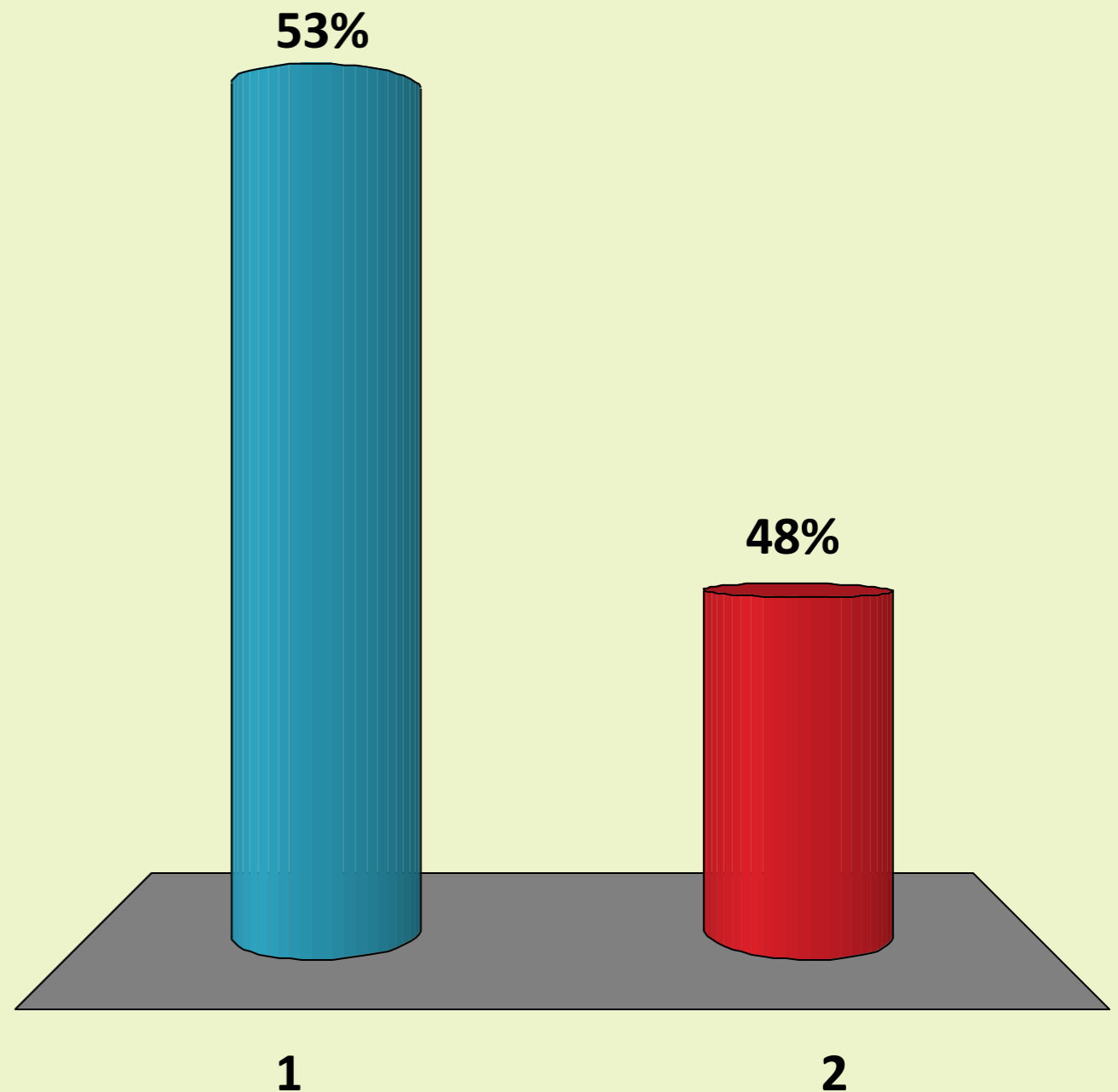
Do you agree with the statement, “Oil is the problem; cars are the solution”.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree



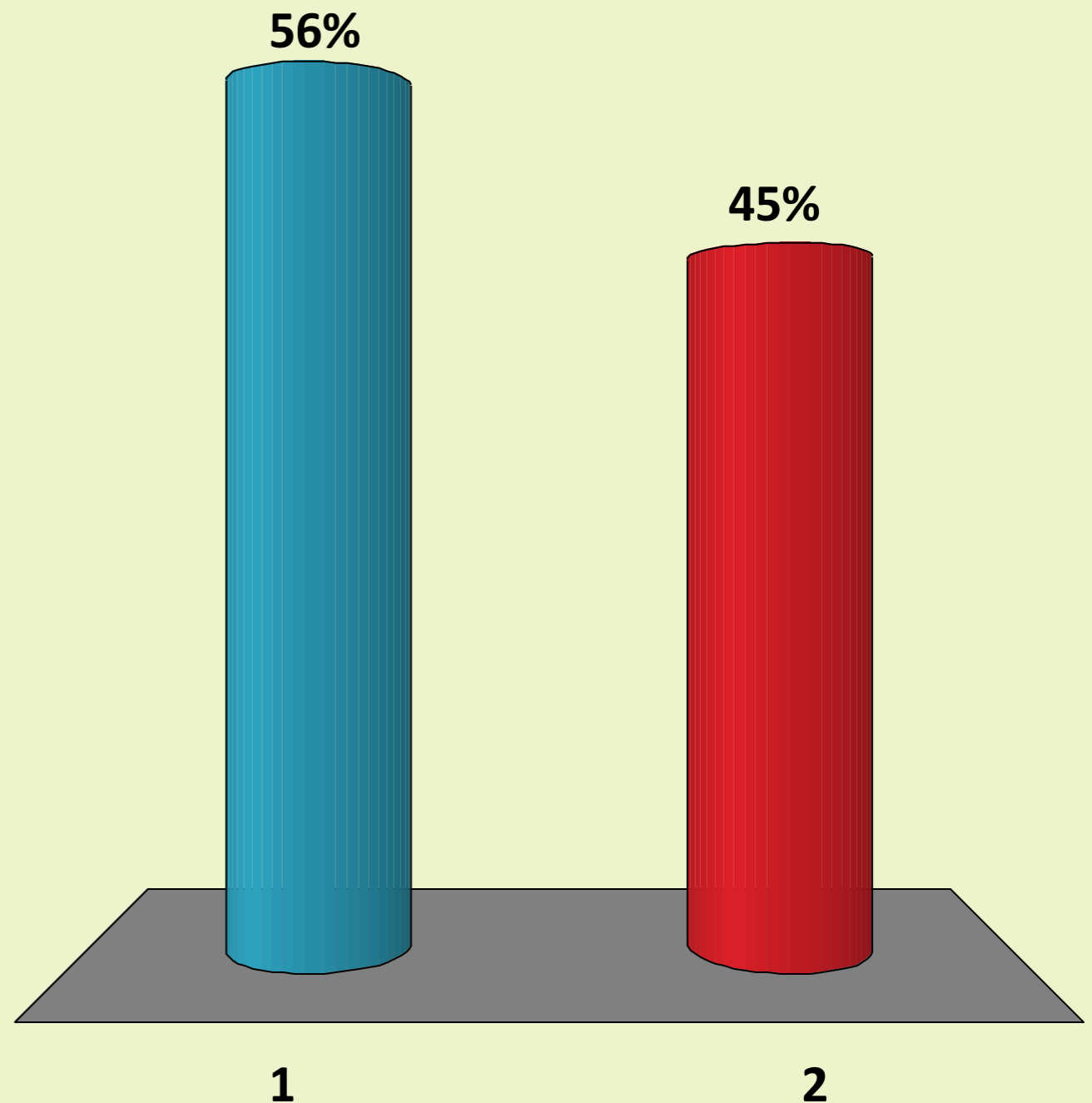
# Do you expect that carpooling will be a substantial part of the solution to our transportation challenges?

1. Yes
2. No



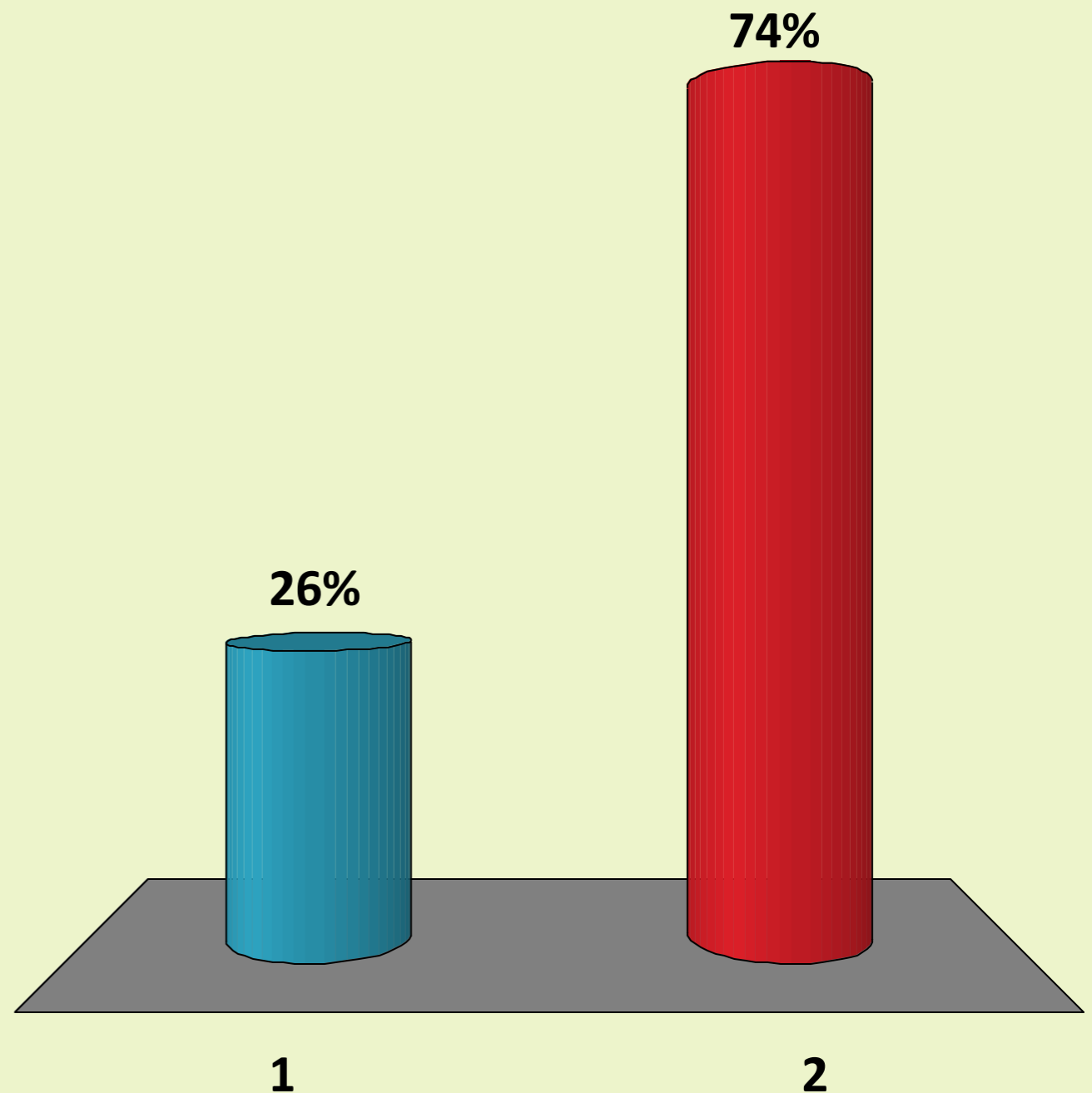
# Is your city/region taking action to encourage more ridesharing/carpooling?

1. Yes
2. No



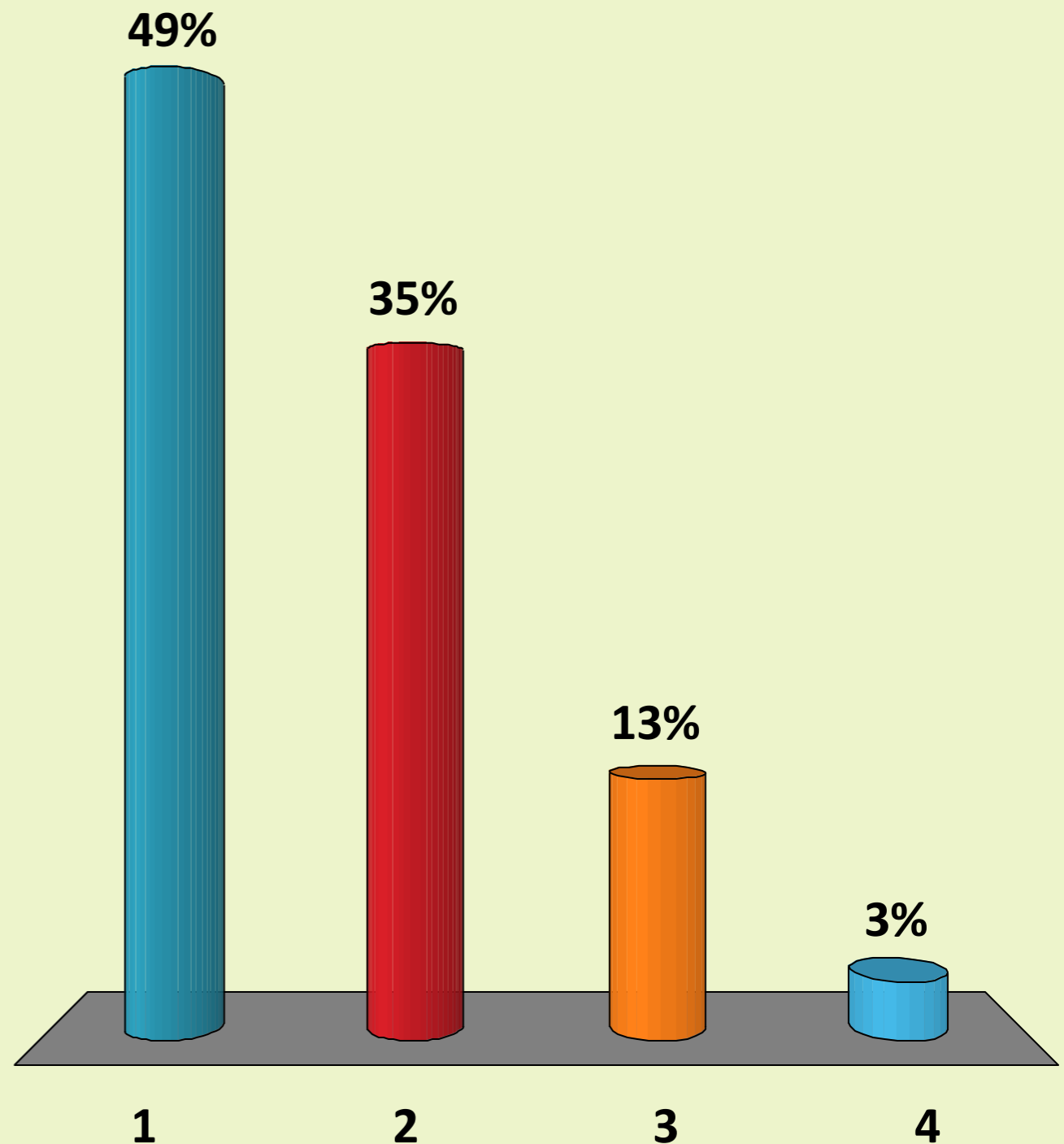
# Is ridematching on the internet, or social network ridematching, being promoted as the main approach to increasing carpooling?

1. Yes
2. No



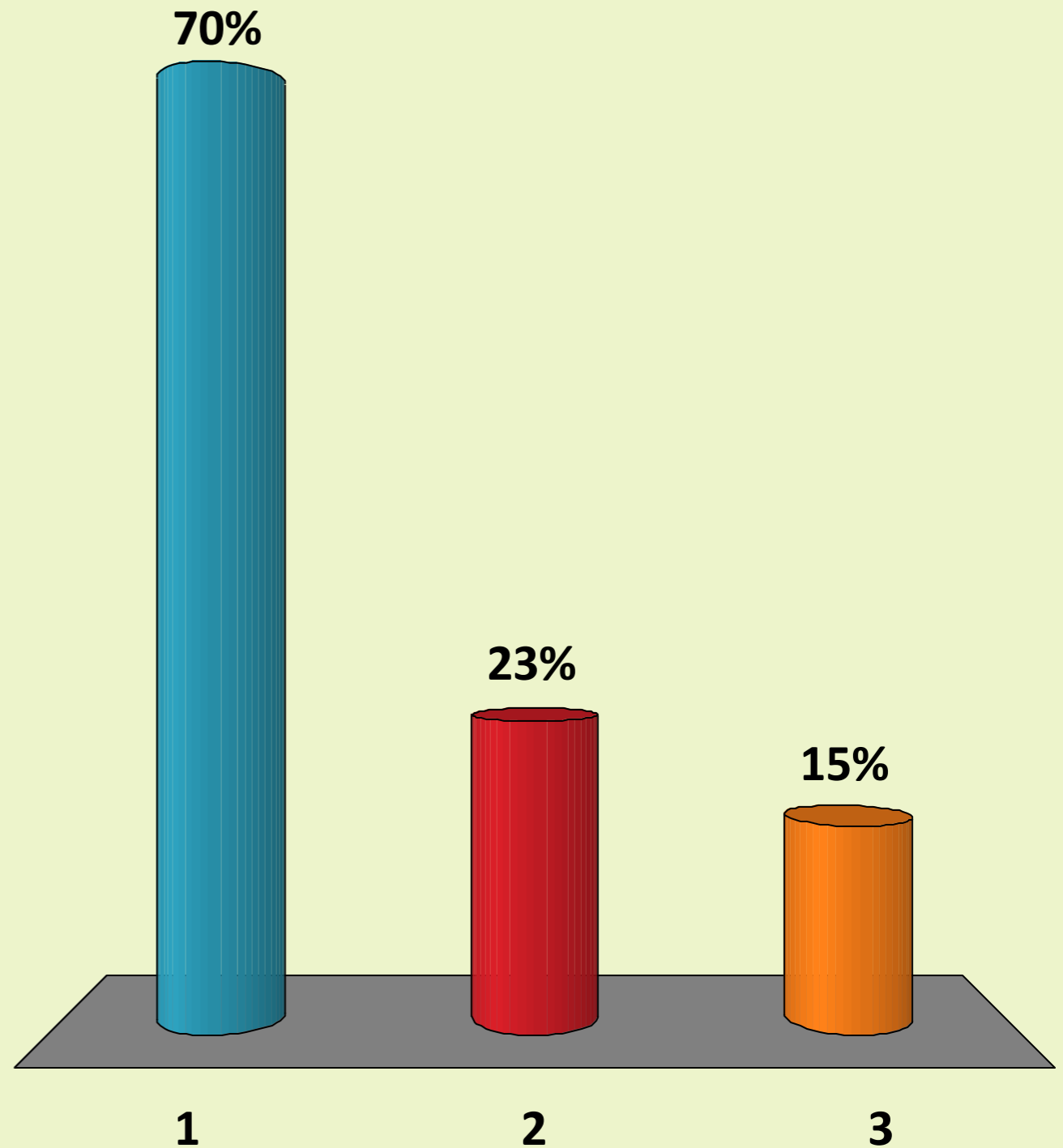
High volume flexible carpooling is an innovation that we need for more sustainable cities.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree



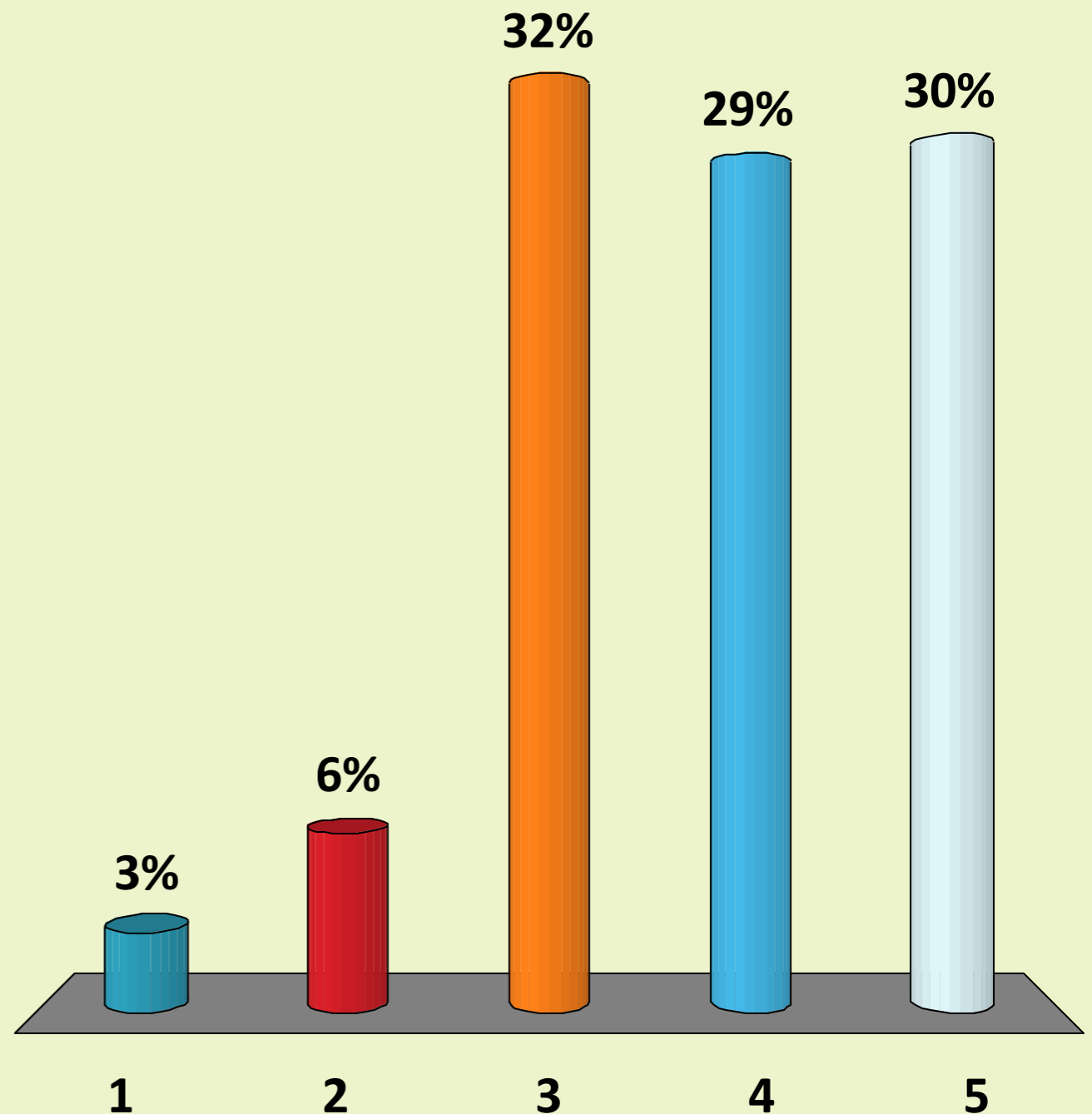
# Is your city a learning city?

1. Yes
2. No
3. Don't know



# How much time and money do we want our elected officials to put into becoming a learning city?

1. Zero, we have bigger priorities
2. A small amount
3. Some
4. A large amount
5. As much as it takes, make it a priority



# How did you get here today?

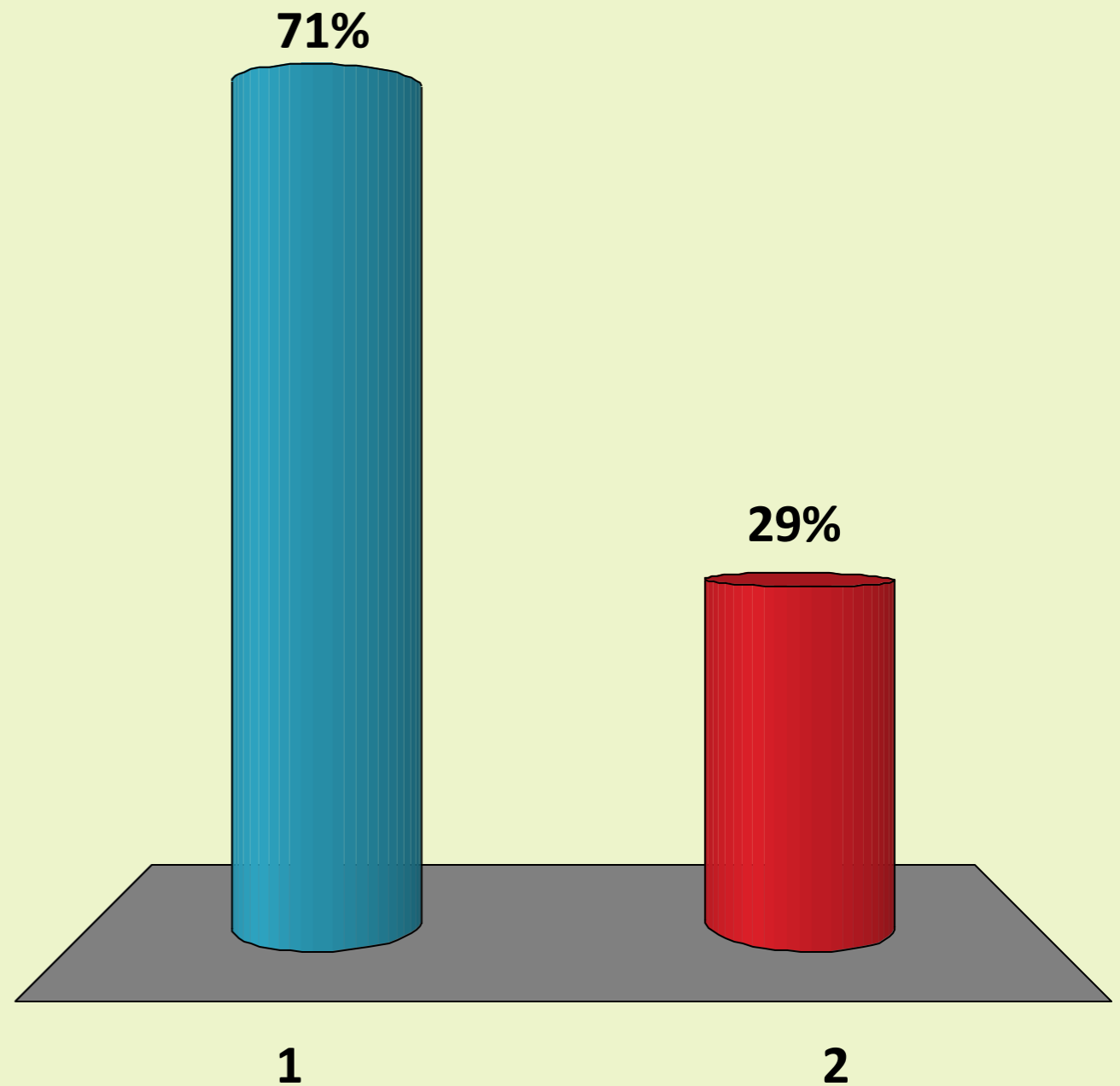
44%	1.	Walk – bike
25%	2.	Mass transit (Bus/light rail)
9%	3.	Carpool
1%	4.	Electric vehicle
6%	5.	Personal vehicle < 20 mpg
10%	6.	Personal vehicle - 21-30 mpg
5%	7.	Personal vehicle - 31-35 mpg
1%	8.	Personal vehicle - 36-45 mpg
3%	9.	Personal vehicle - > 46 mpg
0%	10.	Zip car

# Which of the following have you used in the past 30 days?

- |     |     |                                |
|-----|-----|--------------------------------|
| 3%  | 1.  | Zip car                        |
| 24% | 2.  | Mass transit (Bus/light rail)  |
| 7%  | 3.  | Hybrid vehicle > 40 mpg        |
| 3%  | 4.  | Carpool                        |
| 1%  | 5.  | Railroad                       |
| 3%  | 6.  | Electric car                   |
| 16% | 7.  | Personal vehicle < 20 mpg      |
| 28% | 8.  | Personal vehicle - 21 - 30 mpg |
| 8%  | 9.  | Personal vehicle - 31 - 40 mpg |
| 15% | 10. | Personal vehicle - > 40 mpg    |

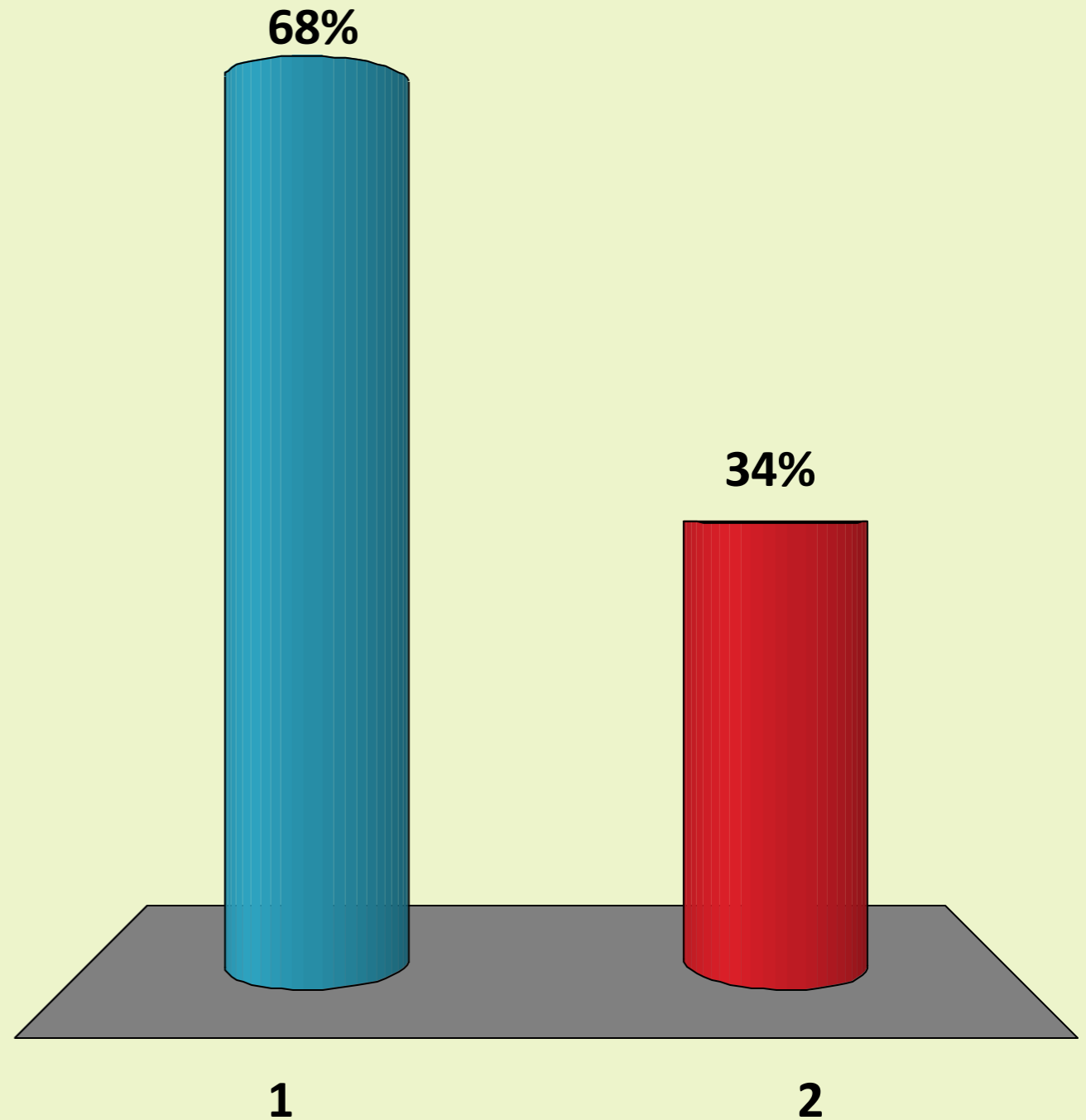
Would you support an increase in the state gas tax of 10 cents/year for 5 years with the money dedicated to transit, community-based transportation options, with offsets for lower-income people?

1. Yes
2. No



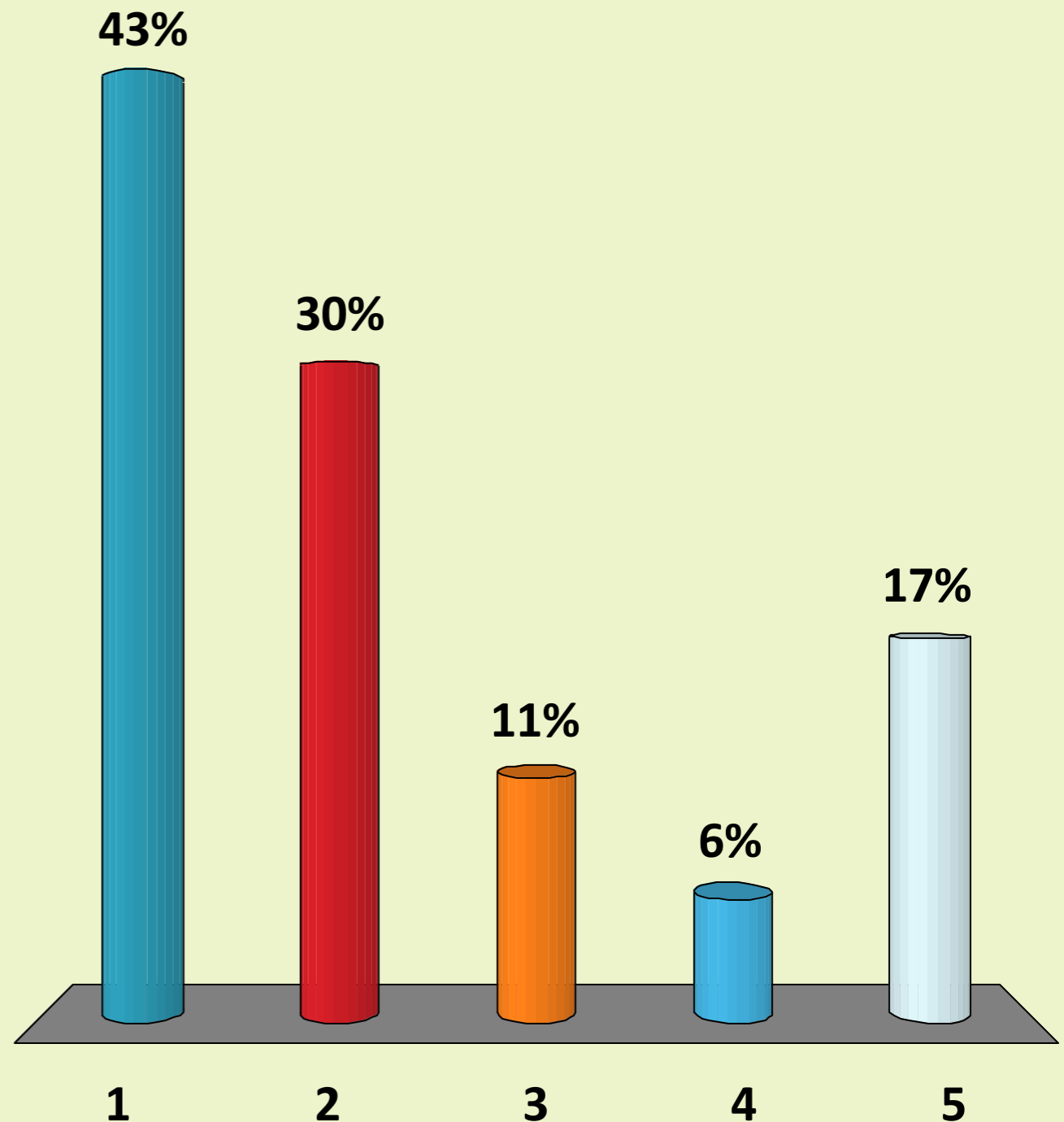
Asphalt covers 20% or more of the land in our cities as roads and parking lots. This land is not part of the local property tax base yet requires tax revenues for maintenance. Would you favor selectively converting under-used segments of local roads and parking lots to revenue generating land uses such as housing, offices, or retail businesses?

1. Yes
2. No



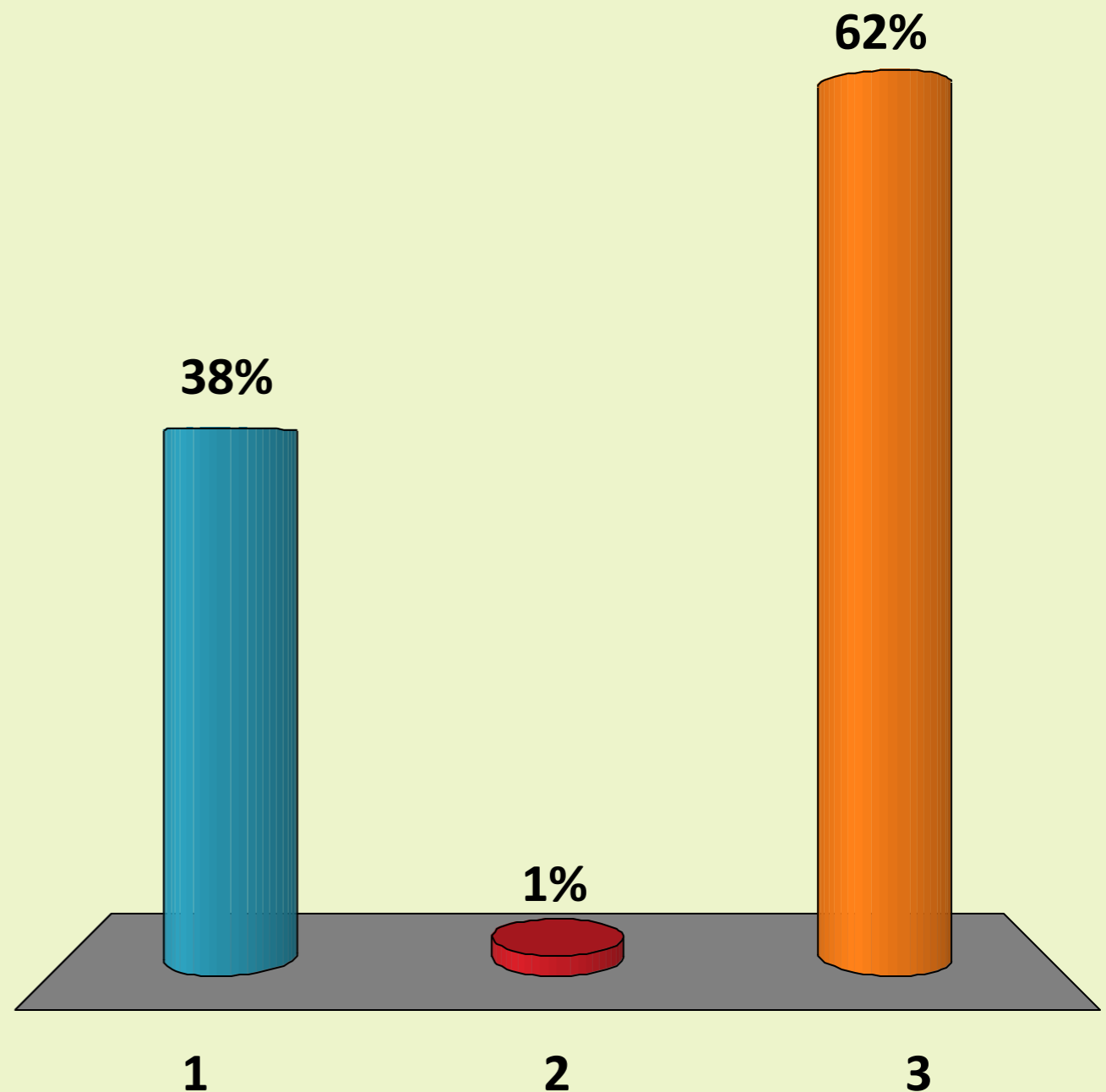
# When is it time to start getting off reliance on the gas tax?

1. Now
2. 3 – 5 years
3. 6 – 10 years
4. Over 10 years
5. Never



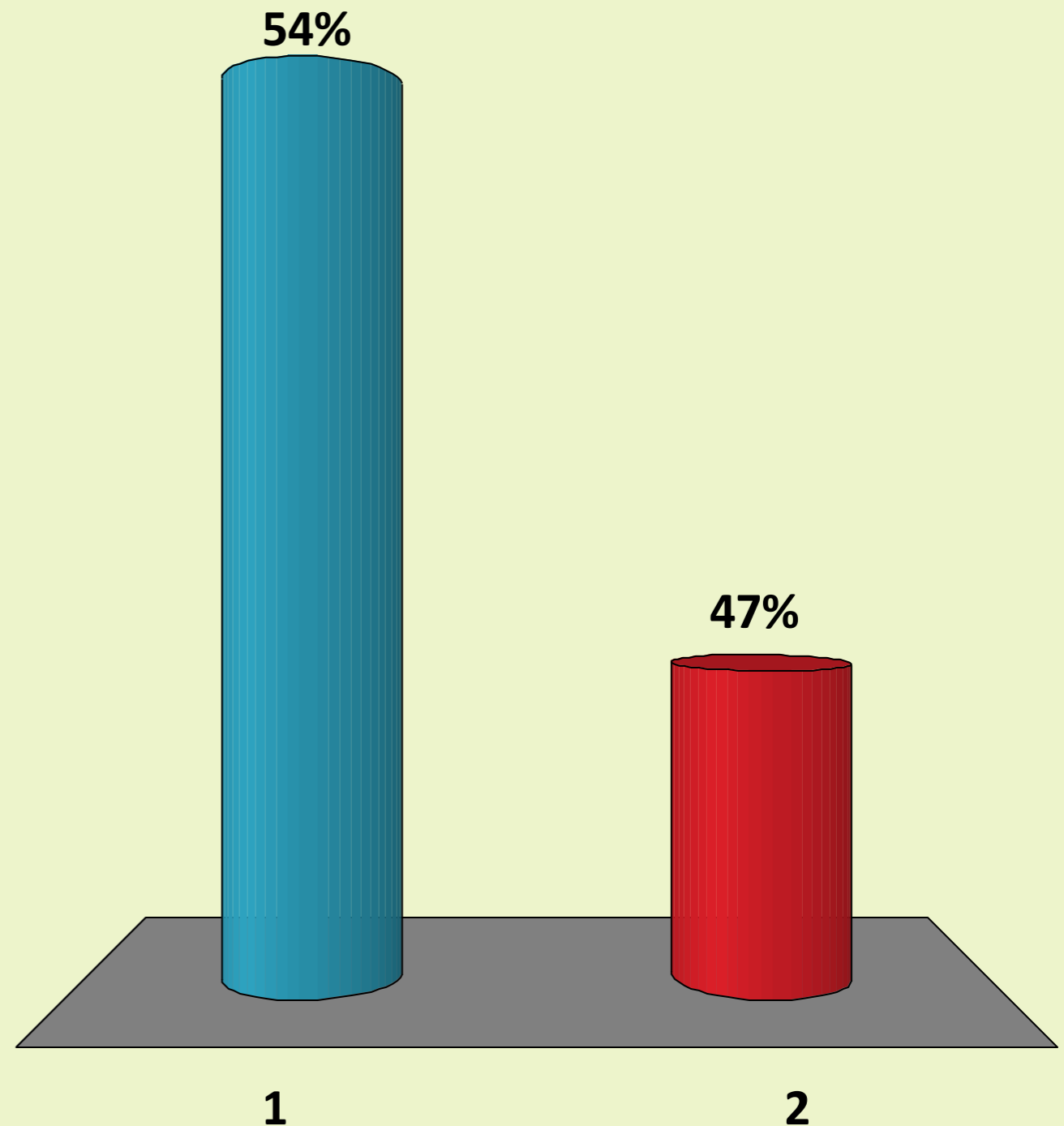
# What is the best way to improve freight mobility and cost?

1. Reduce the number of personal autos on highway through demand management.
2. Bigger truck sizes
3. Establish regional intermodal/transmodal hubs for rail/marine to truck transfers.



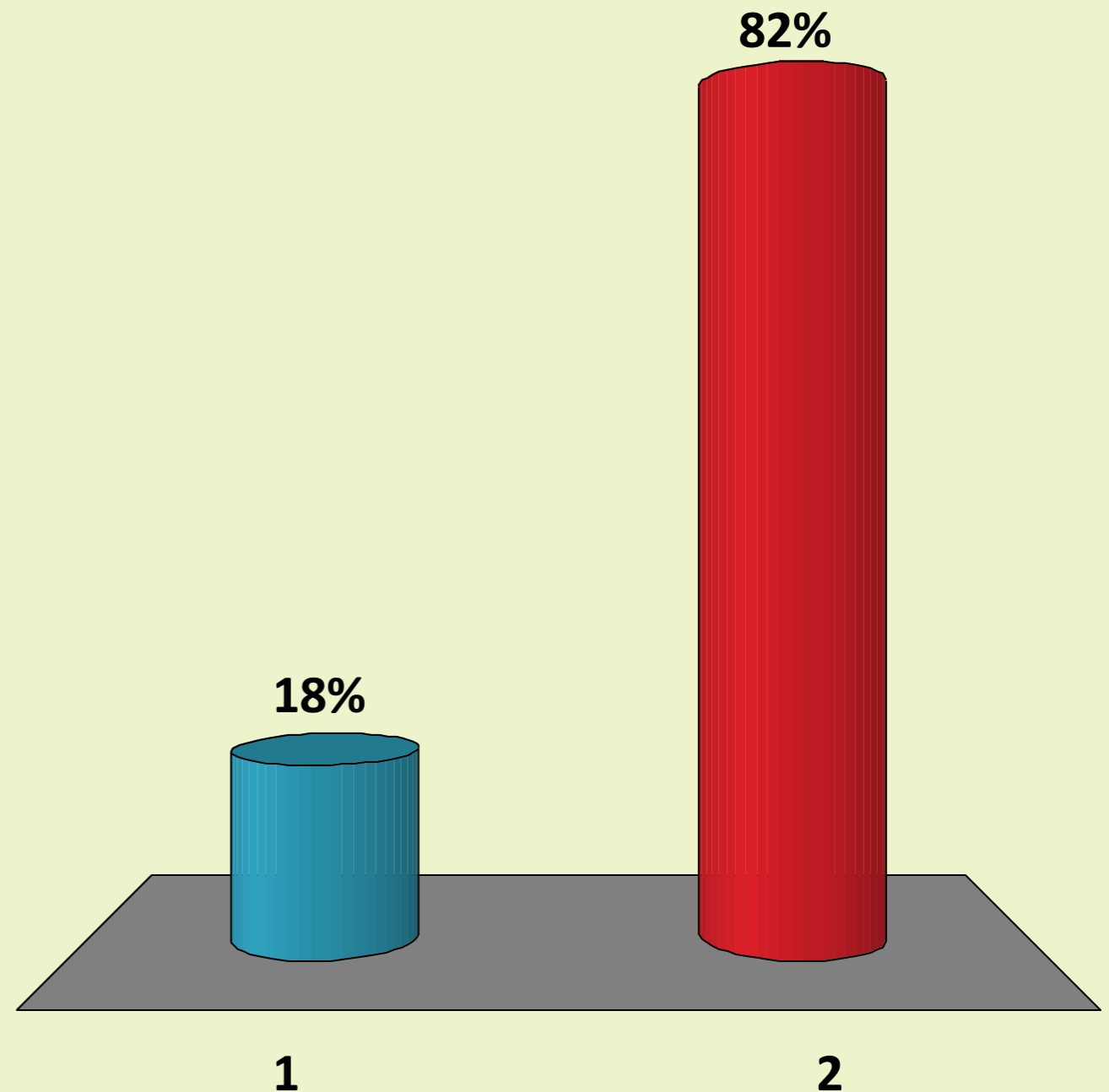
# How many of you would still want to own a car even if you don't need one?

1. Yes, would still want to own one
2. No, wouldn't own a car

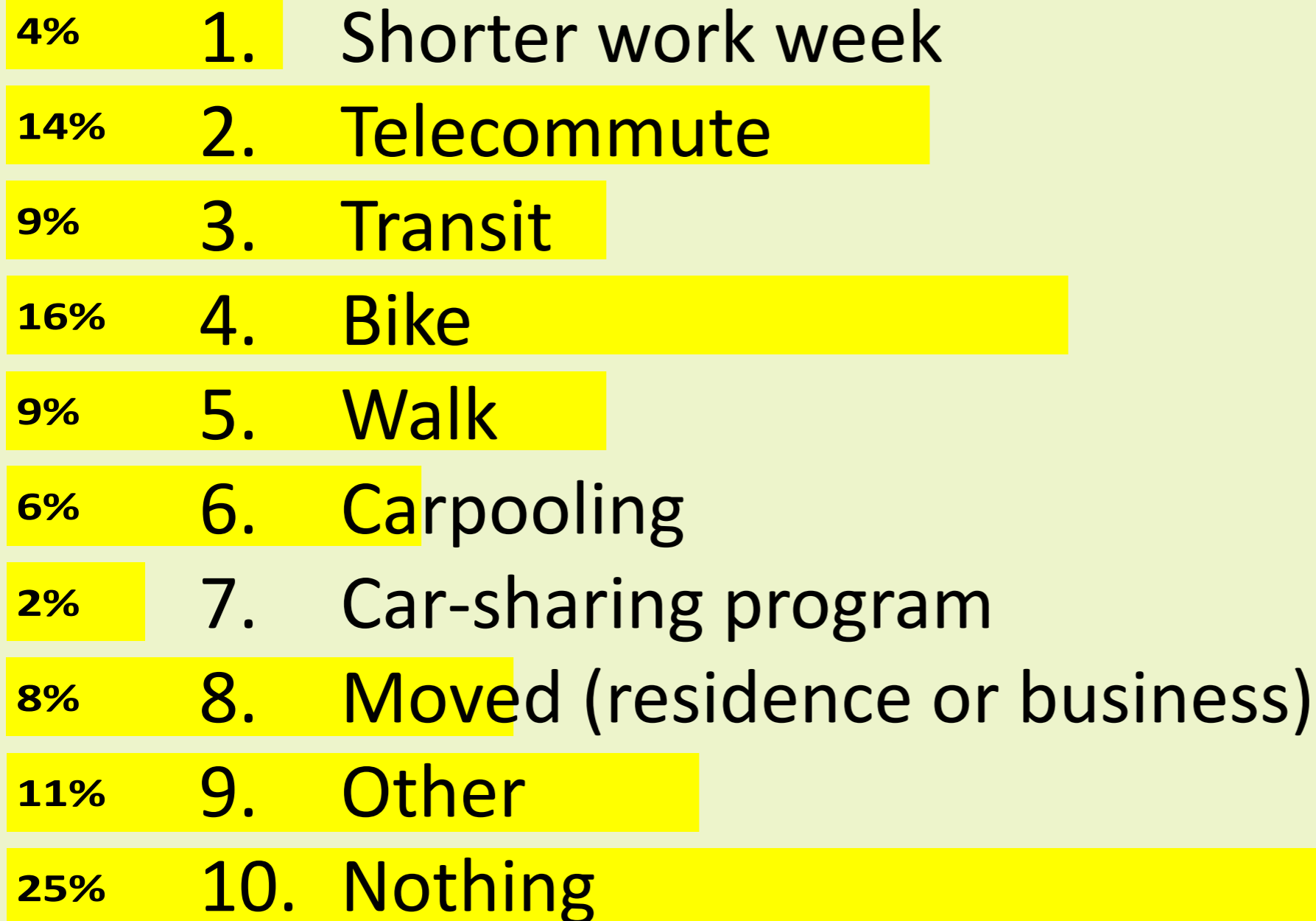


# How many of you drive more than 12,000 miles per year that are mostly commute-to-work trips?

1. Yes, more than 12,000 miles
2. No, fewer than 12,000 miles

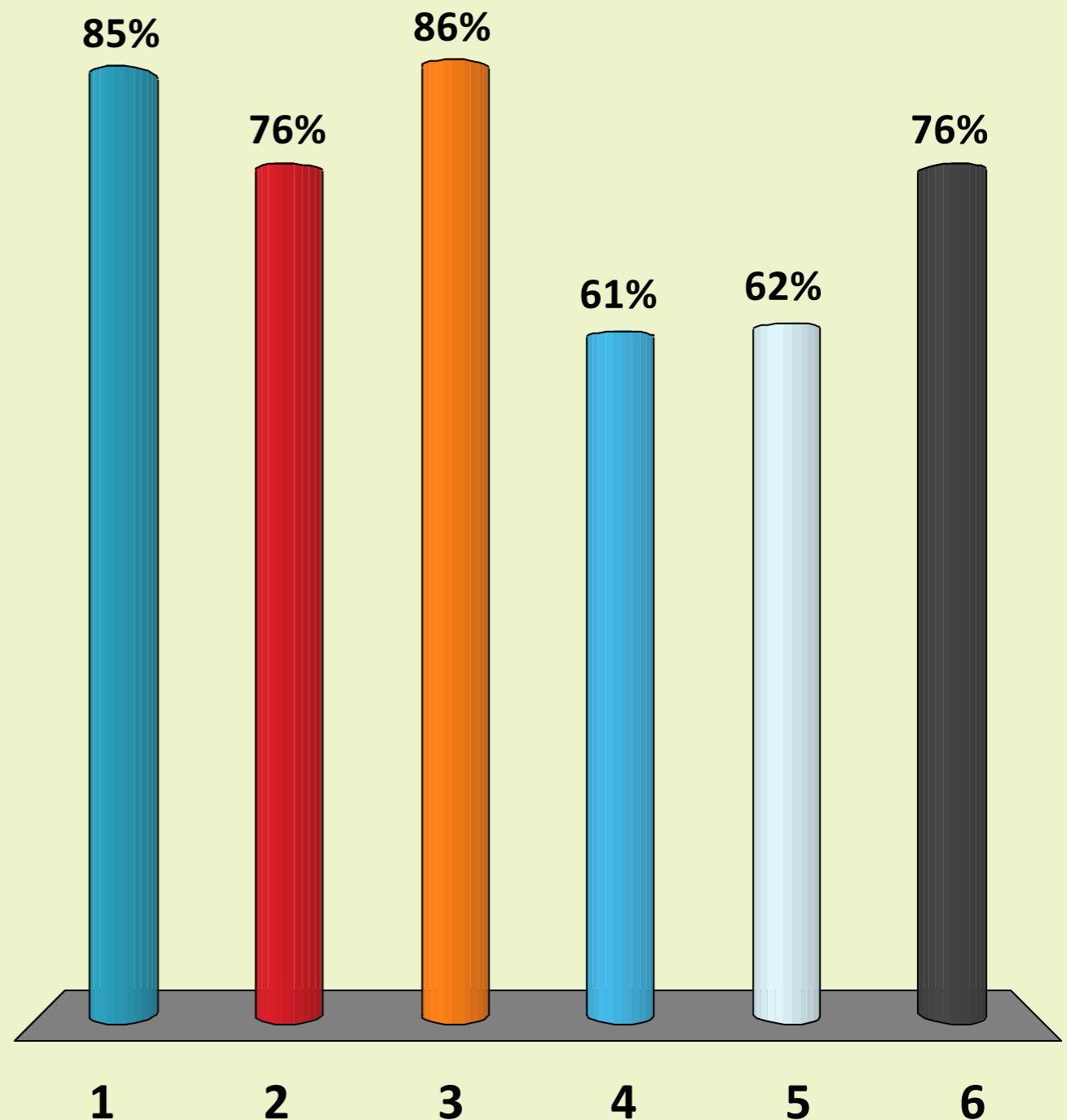


# Pick the one which has most reduced your car usage in the past six months?



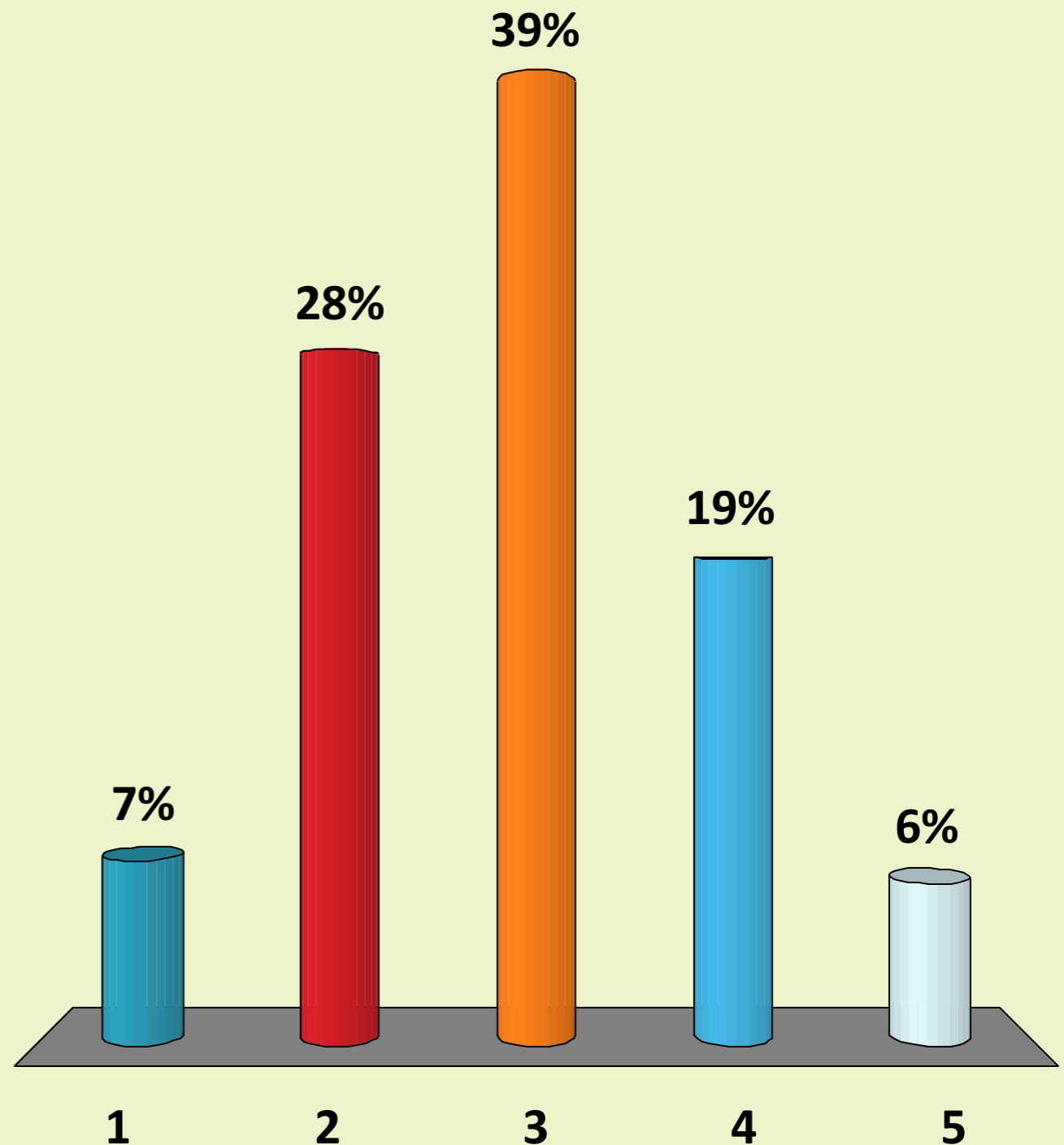
# Prioritize the following items in terms of where our society must invest its time, attention, and resources:

1. Climate change and environmental protection
2. Urban design
3. Energy conservation and development
4. Traffic management
5. Traditional transportation Infrastructure, e.g. roads, bridges
6. Providing people transportation choices



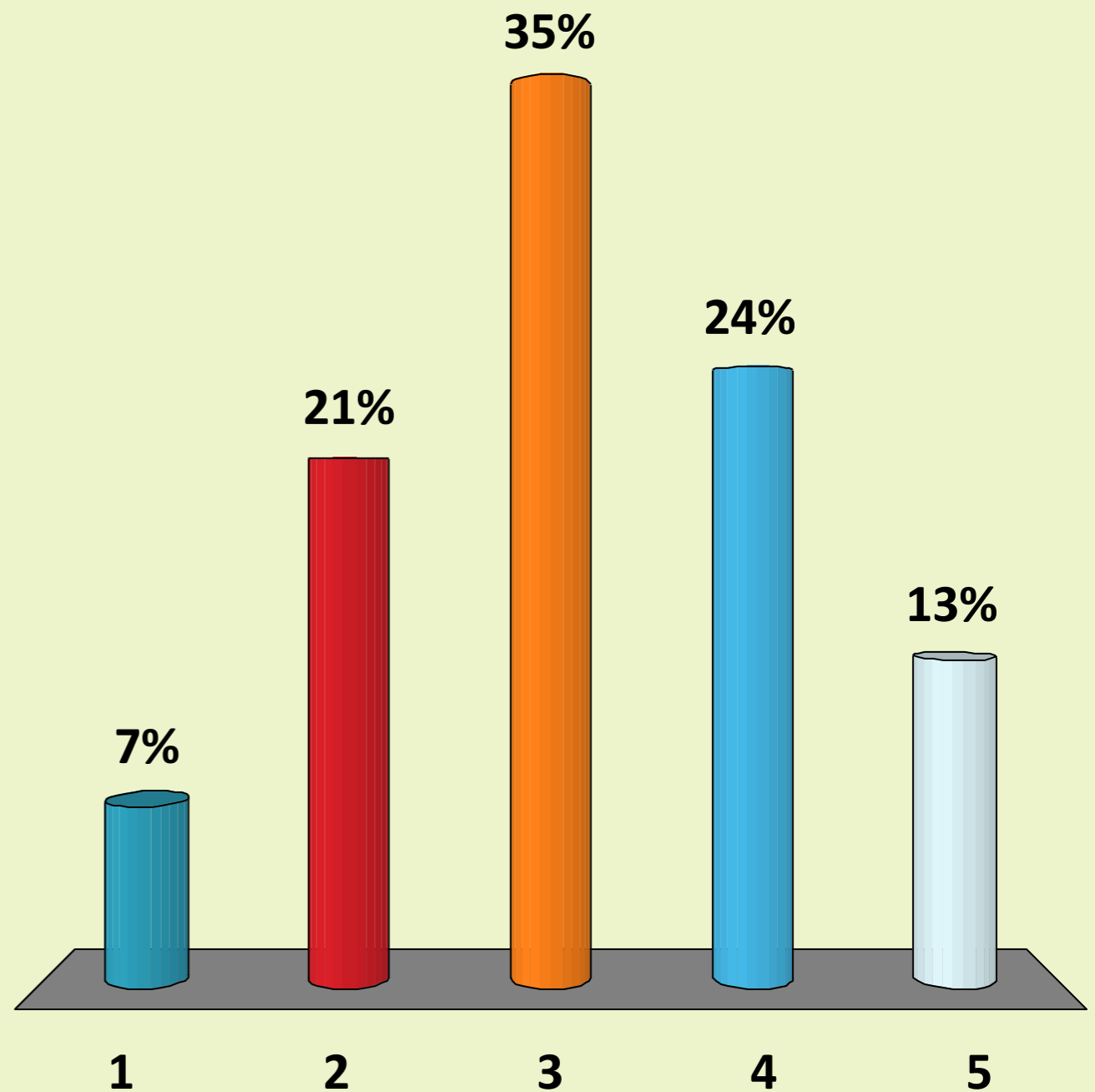
# What's the probability of Clark County developing clusters, dense housing and commercial areas around light rail stations?

1. Very unlikely
2. Unlikely
3. Likely
4. Very likely
5. Extremely likely



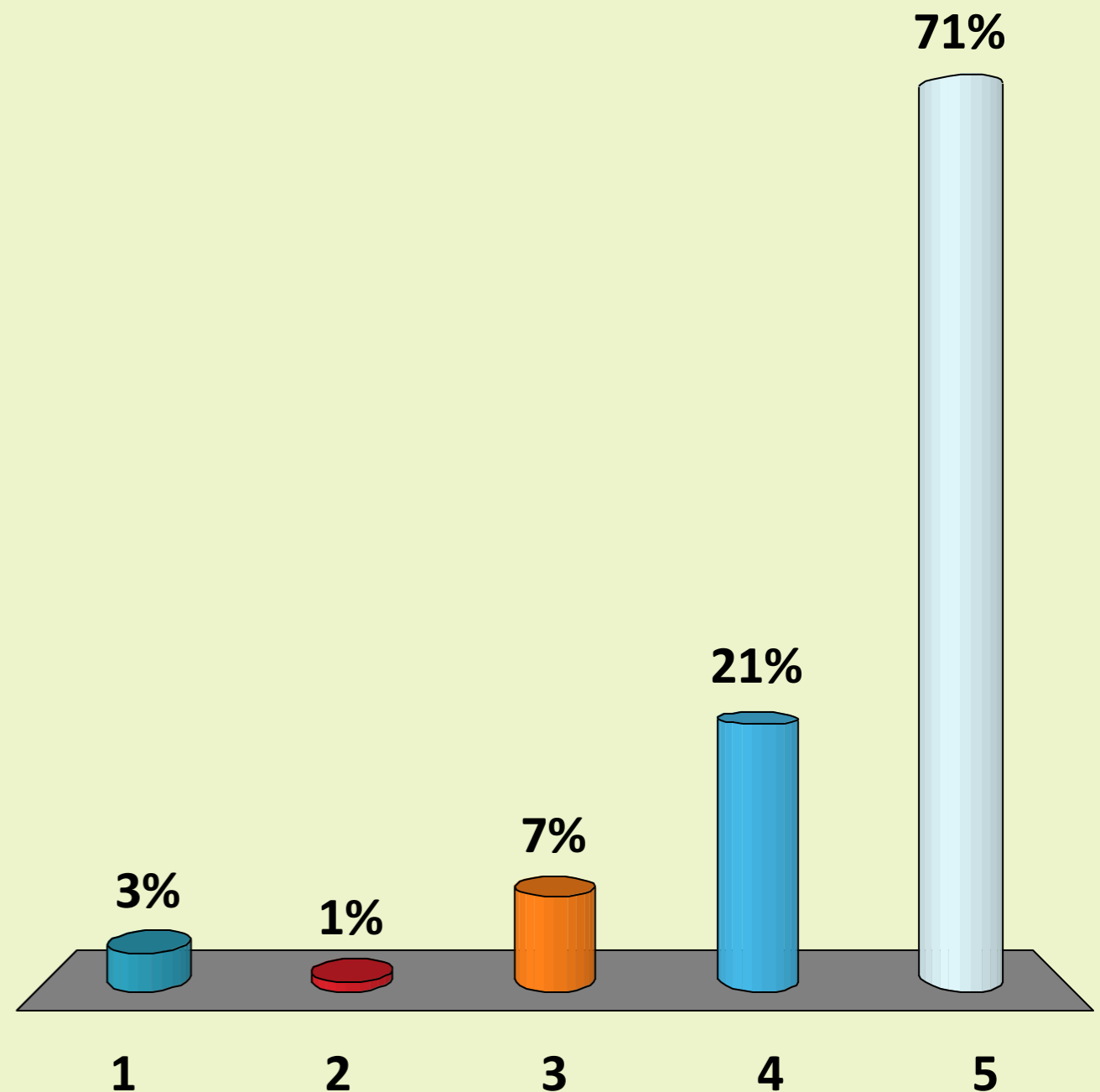
Assess the prospects for success in motivating twice as many seniors (50% of them) to live in highly urbanized areas with better transportation?

1. Very unlikely
2. Unlikely
3. Likely
4. Very likely
5. Extremely likely



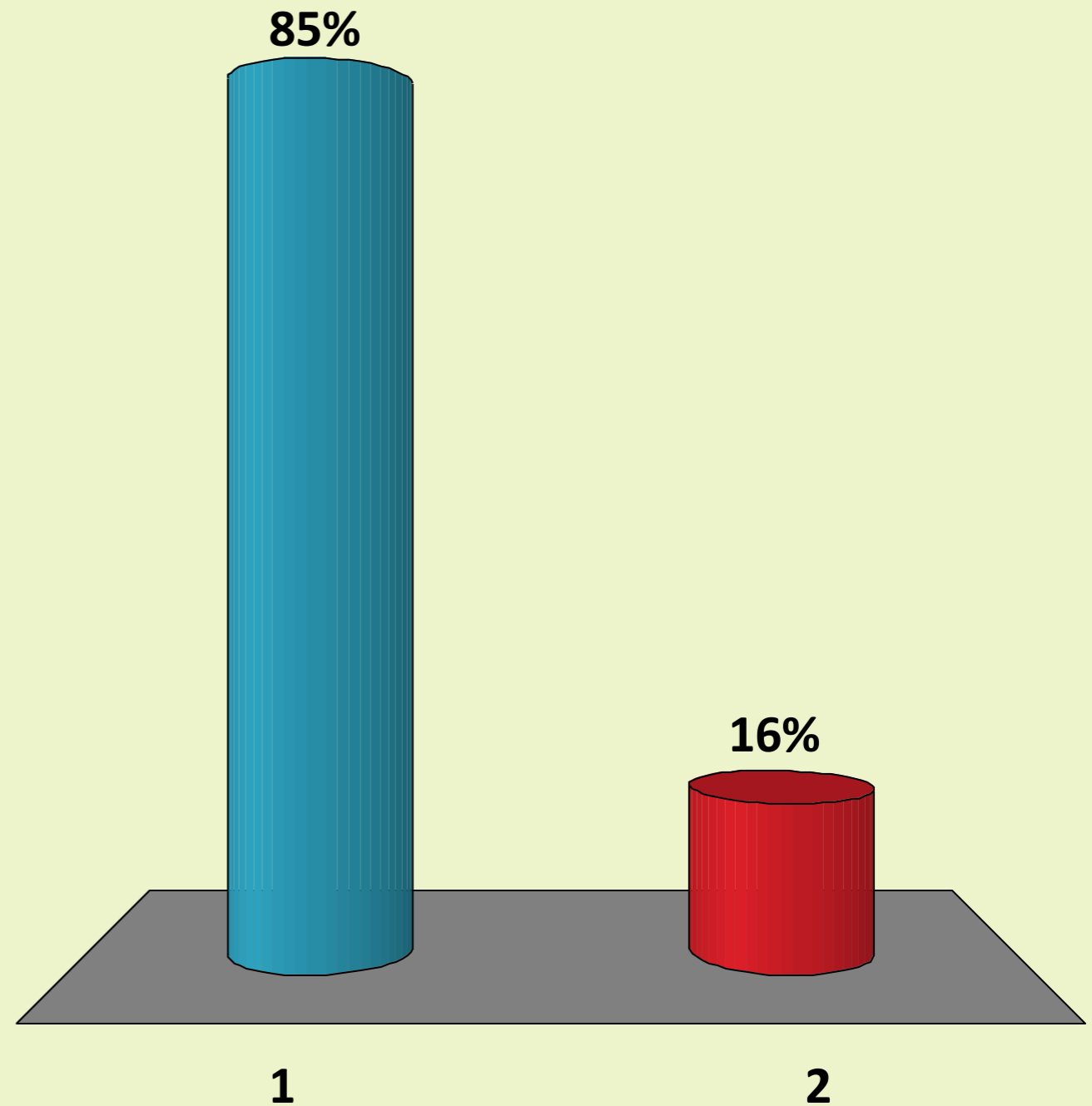
# How important do you believe it is to design and implement road pricing pilot projects within the next 5 years?

1. Very bad idea
2. Bad idea
3. Neutral
4. Very good idea
5. Extremely good idea



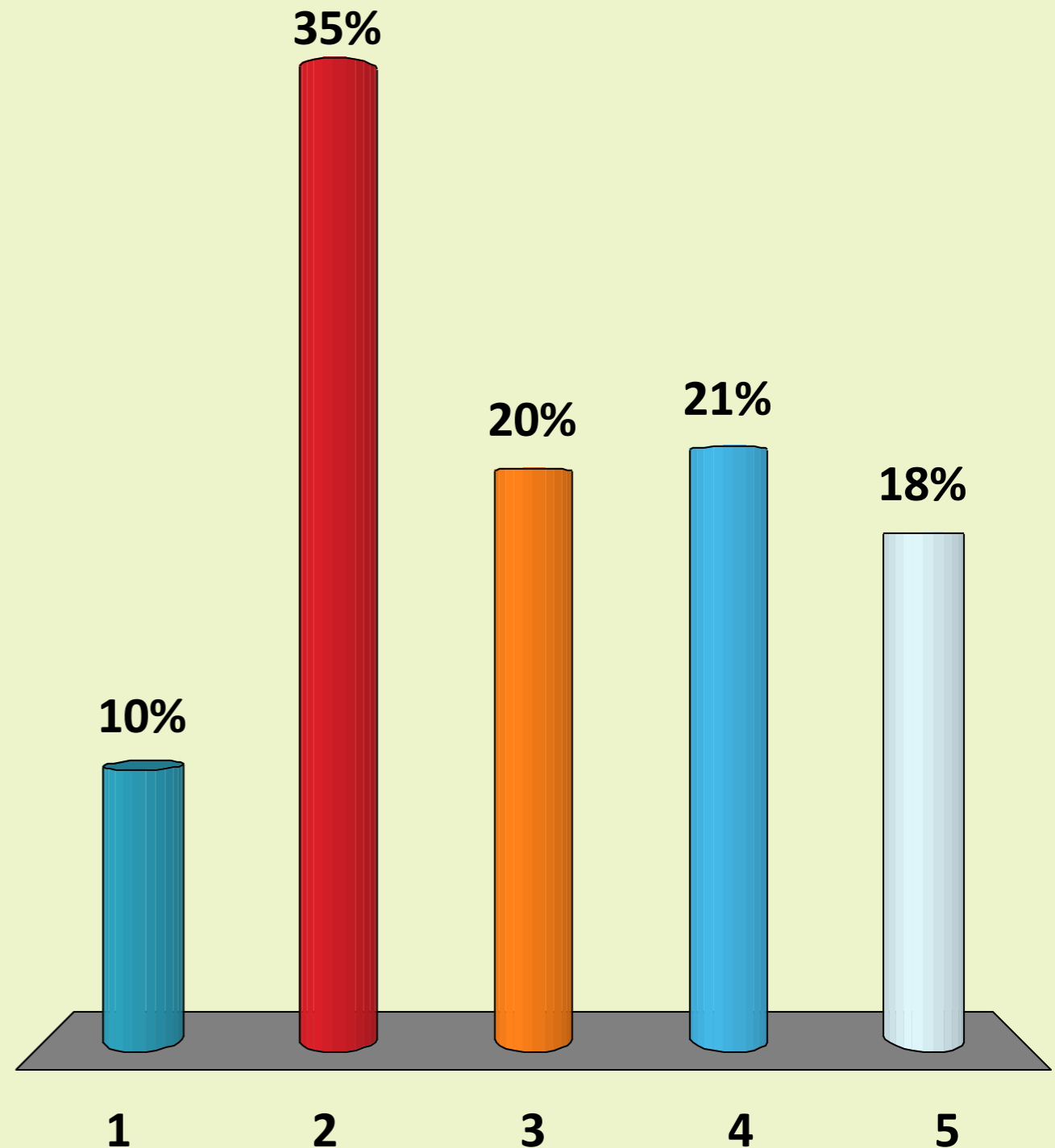
# Should the Portland Vancouver Metro Region replicate the Puget Sound Tolling Experiment?

1. Yes
2. No



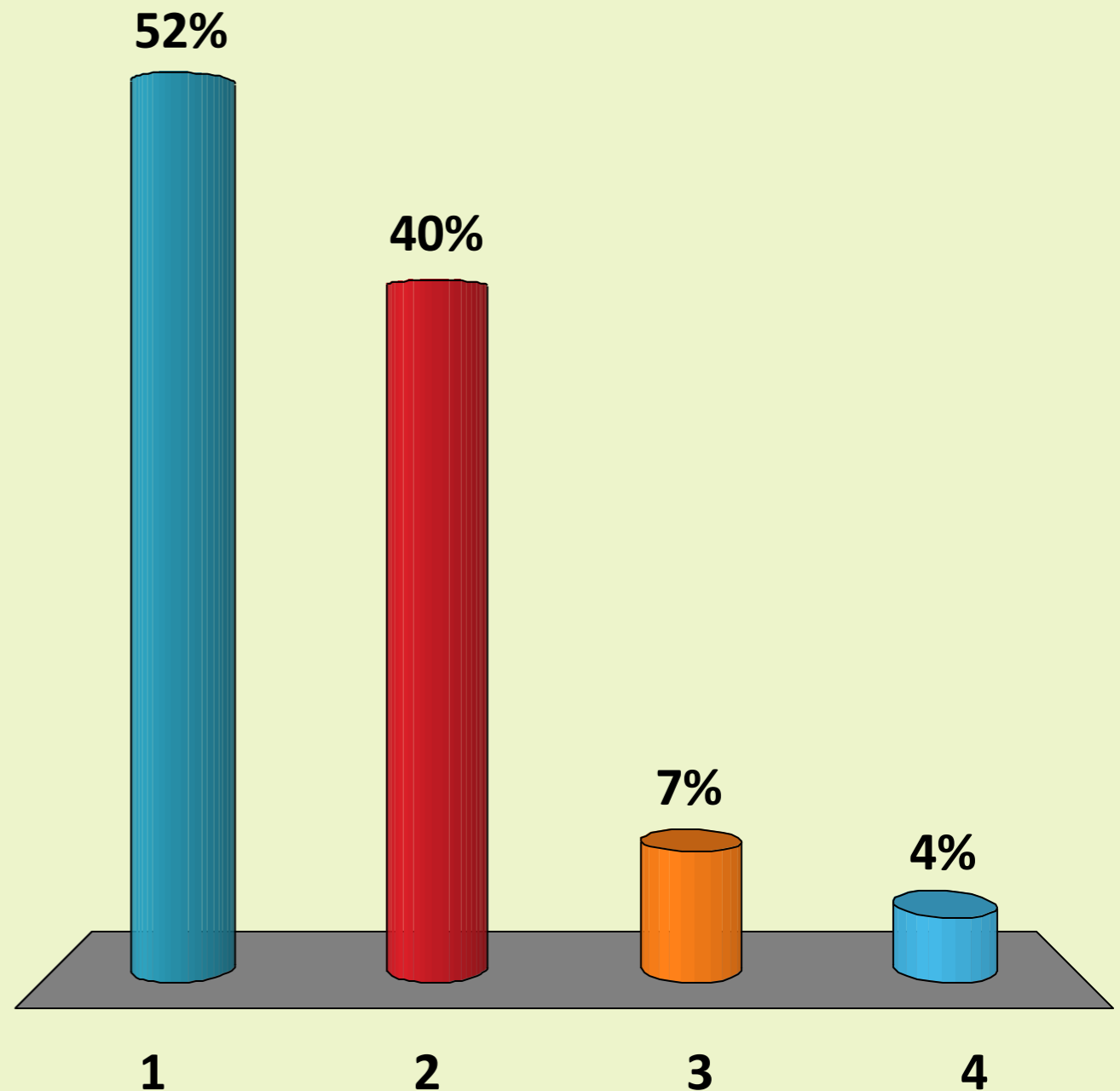
# In today's development cycle where is the biggest obstacle to rapid change to dense development?

1. Developers
2. Regulatory
3. Finance
4. End Users – acceptance
5. Market demand



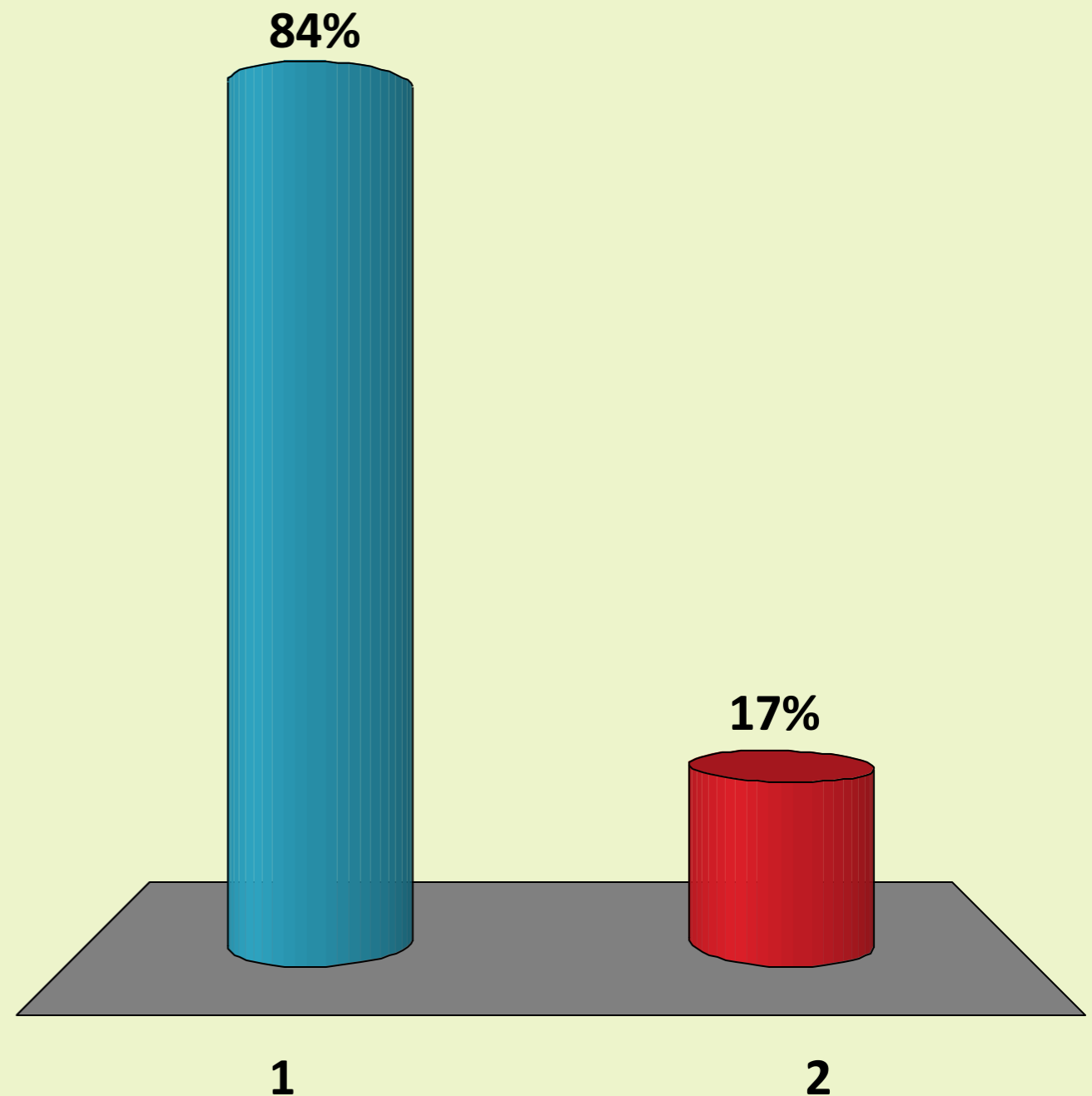
# Would a carbon tax change the nature of the debate from how to fund roads to the broader question of “how should we live”?

1. Greatly
2. Some
3. Little
4. None



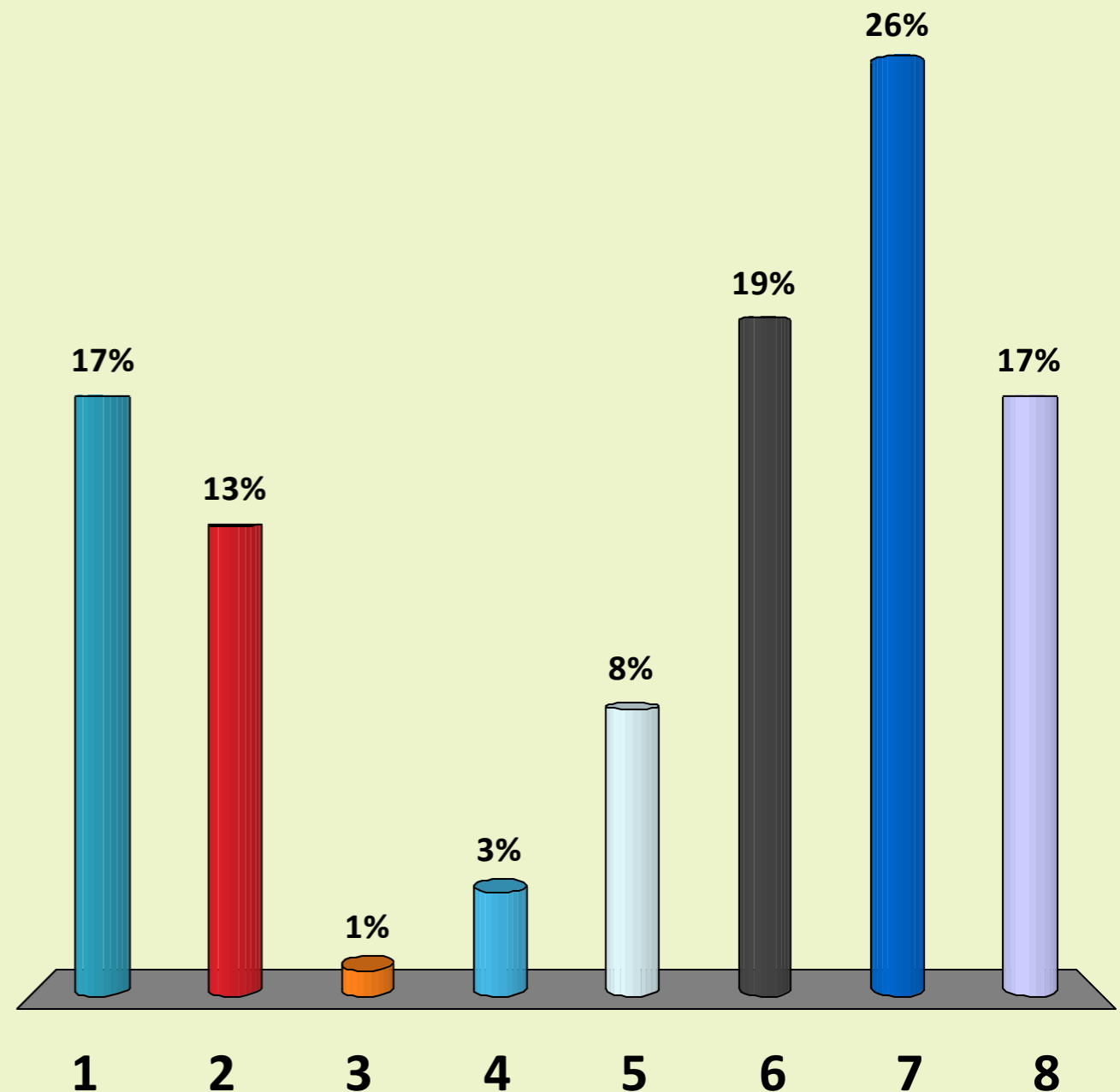
# Would you support a carbon tax equivalent to 12 cents a gallon?

1. Yes
2. No



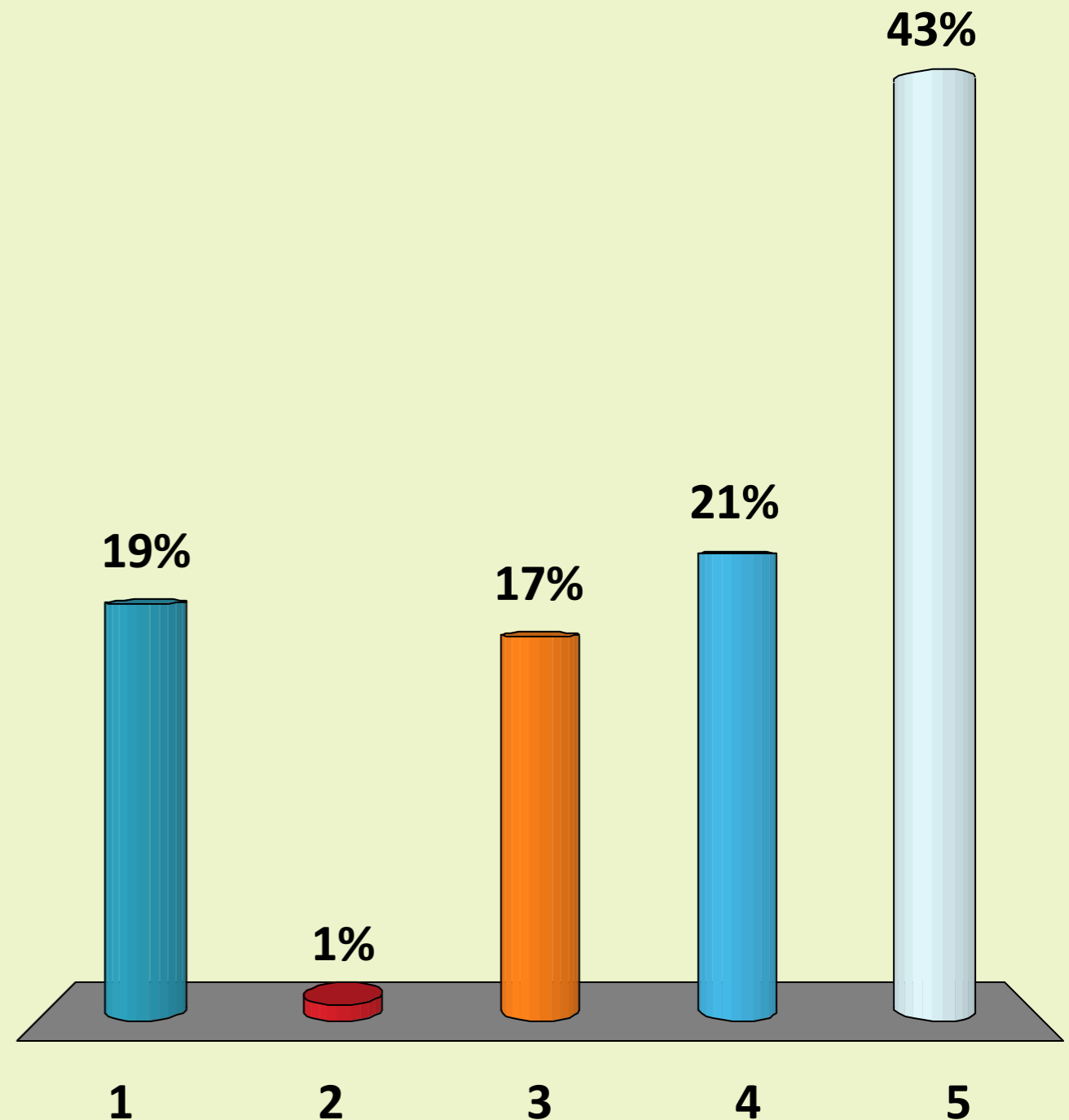
# Best next steps for groups we represent:

1. Reports/position statements
2. Voter initiatives
3. Newsletters
4. Blogs and wikis online
5. Surveys and polls
6. Lobbying
7. Networking
8. Other



# What label would most encourage public acceptance for higher fees for traveling during congested periods?

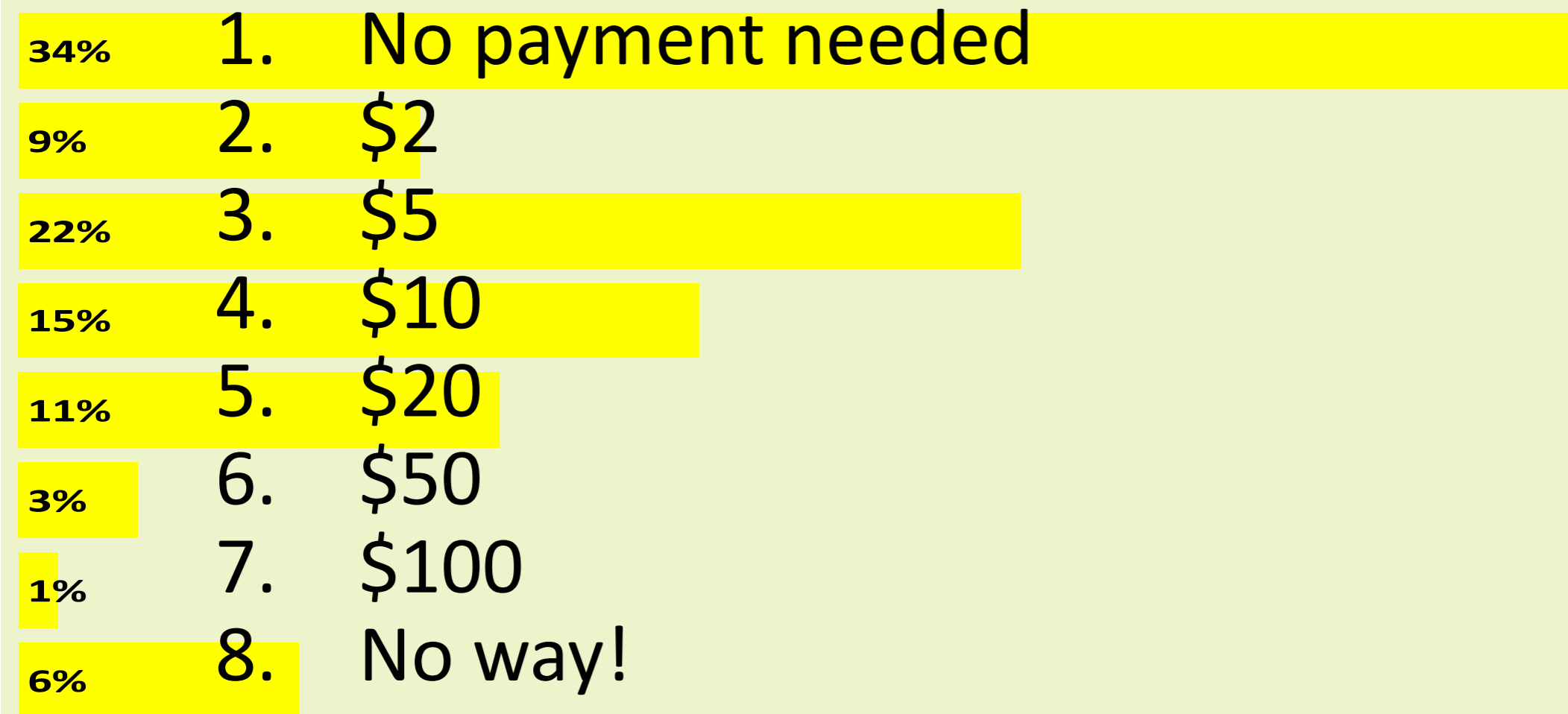
1. Congestion pricing
2. Congestion taxation
3. Value pricing
4. Road user fees with off-peak discounting
5. A term we haven't thought of



What is the maximum round trip toll you would consider reasonable for a solo driver crossing the Columbia River on a new bridge?

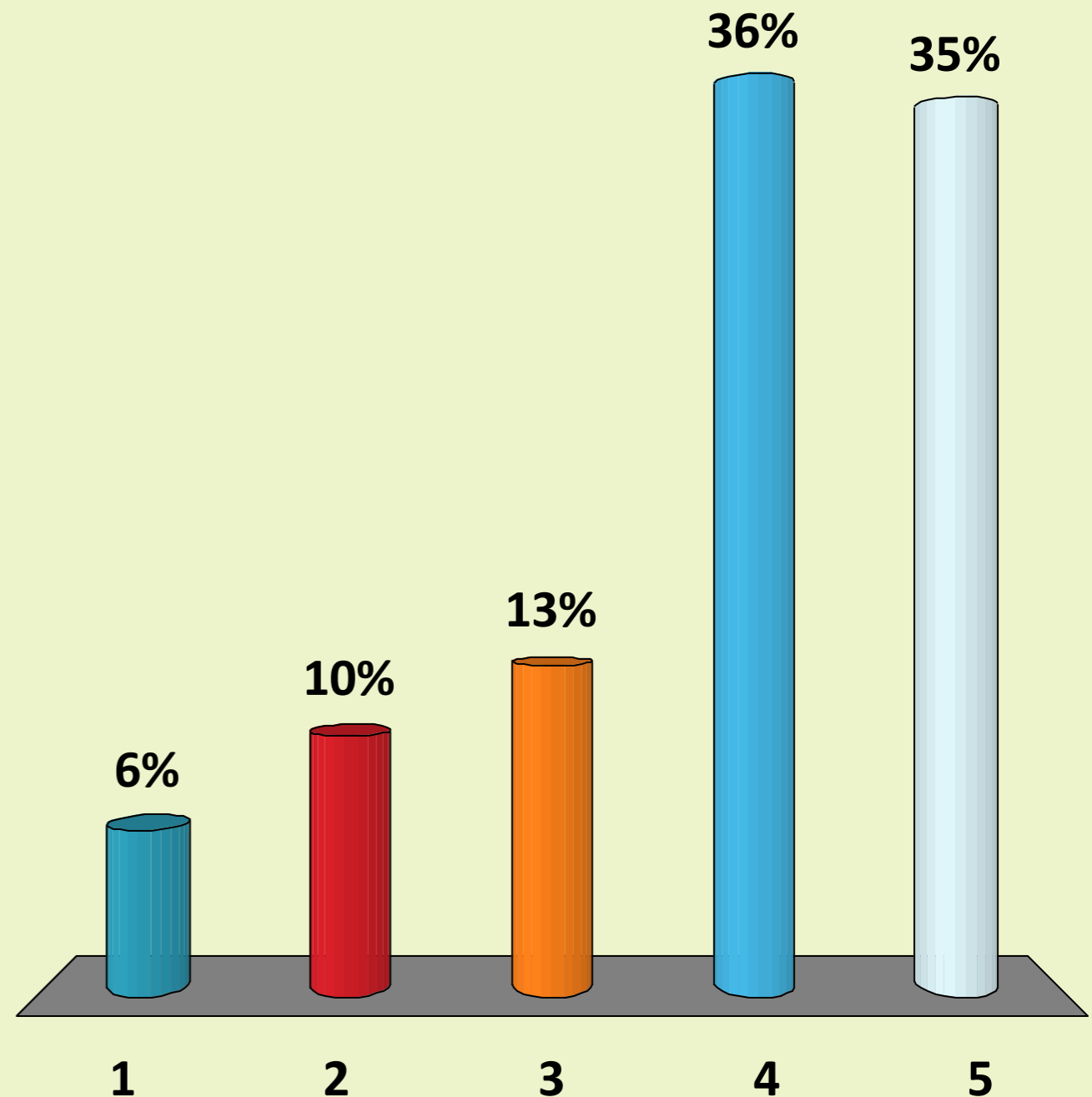
4	1.	\$1.00
10	2.	\$2.00
7	3.	\$3.00
17	4.	\$4.00
19	5.	\$5.00
11	6.	\$6.00
6	7.	\$7.00
13	8.	\$8.00
3	9.	\$9.00
40	10.	\$10.00 or more

# What minimum daily cash payment would entice you to participate in carpooling as the driver?



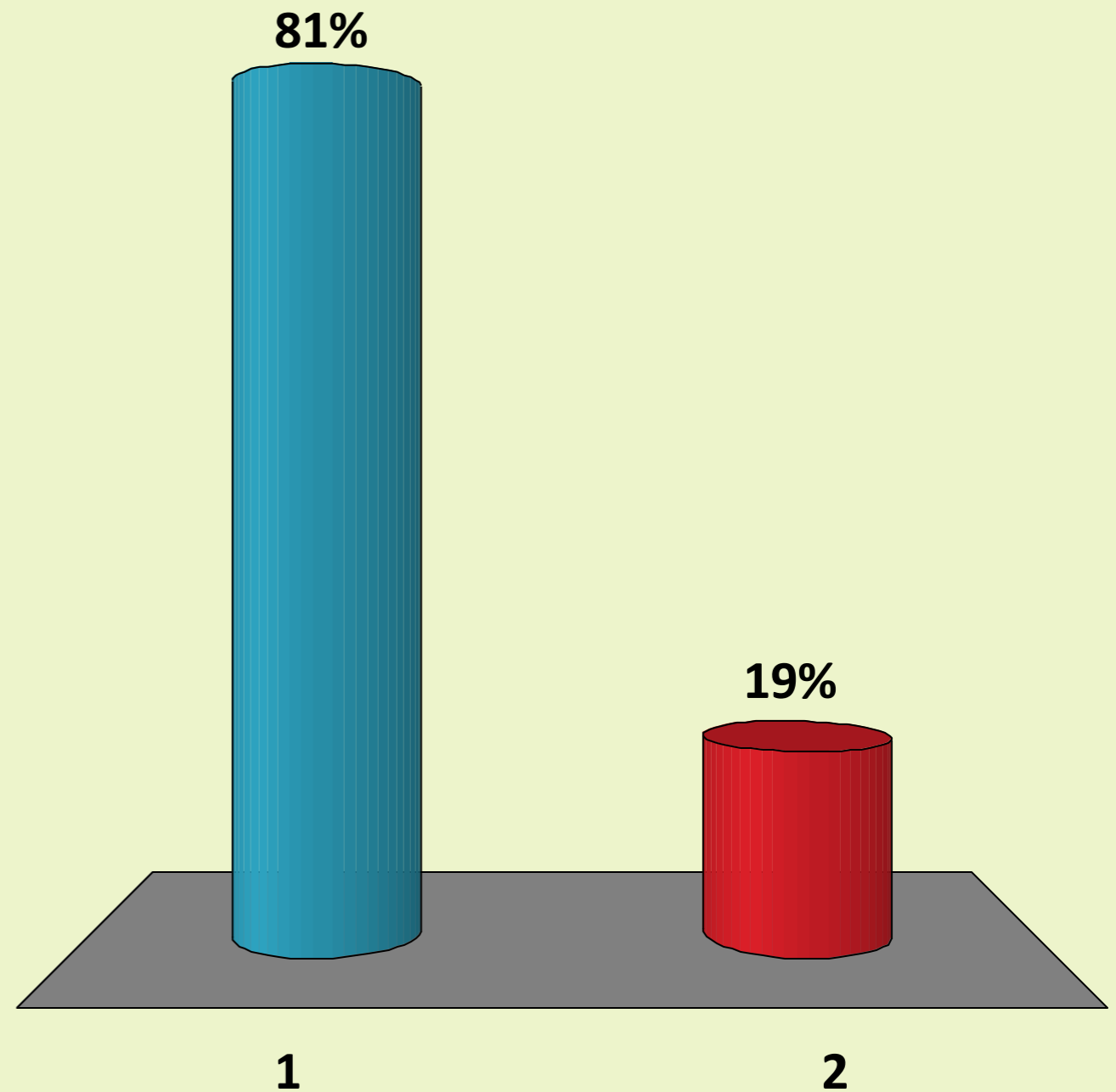
Multiple occupant vehicle market share (all trip purposes) is about 20% in Portland. What should the goal be for 2020?

1. 25%
2. 30%
3. 35%
4. 40%
5. Higher



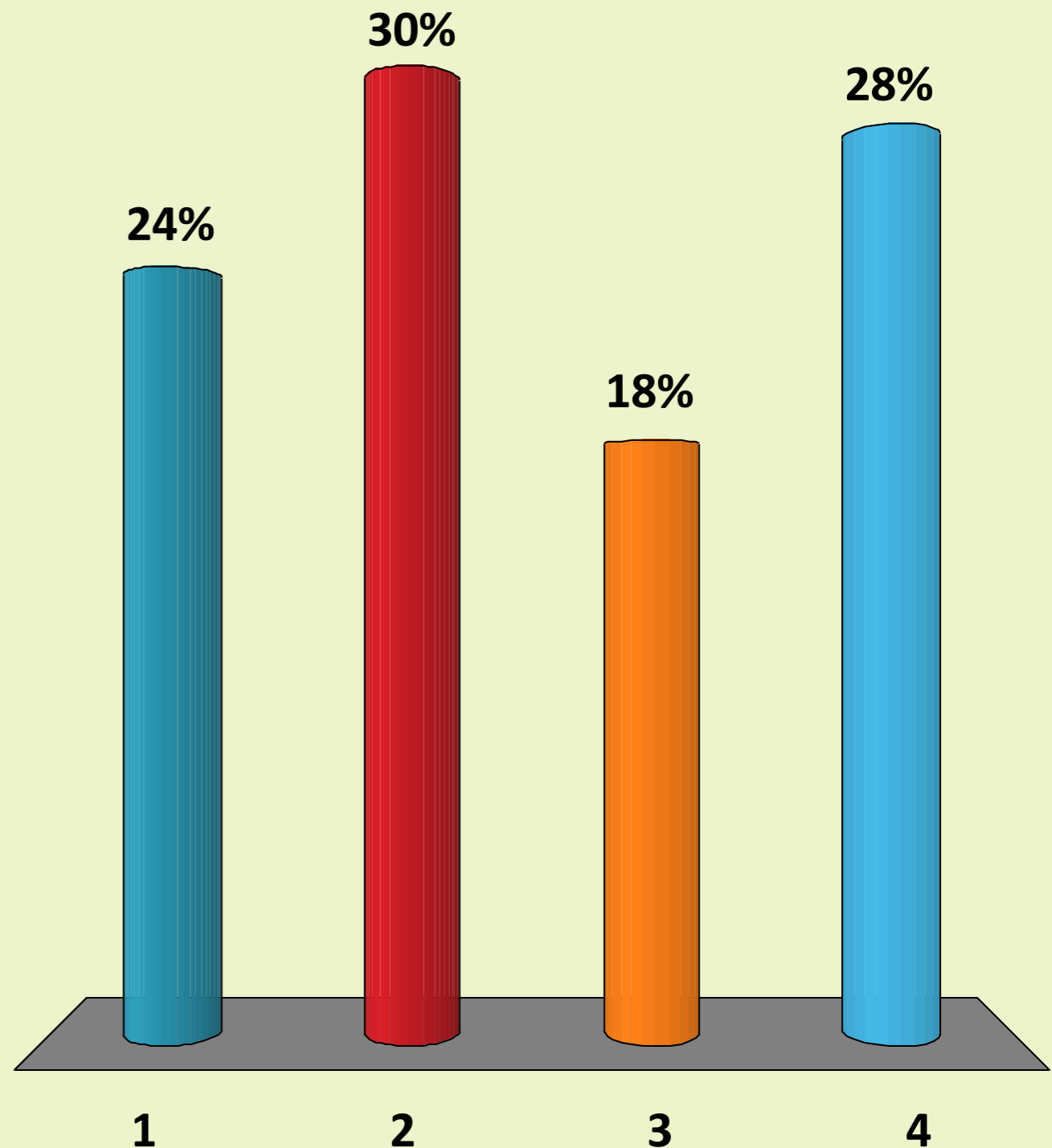
# Do you support a tax on parking spaces?

1. Yes
2. No



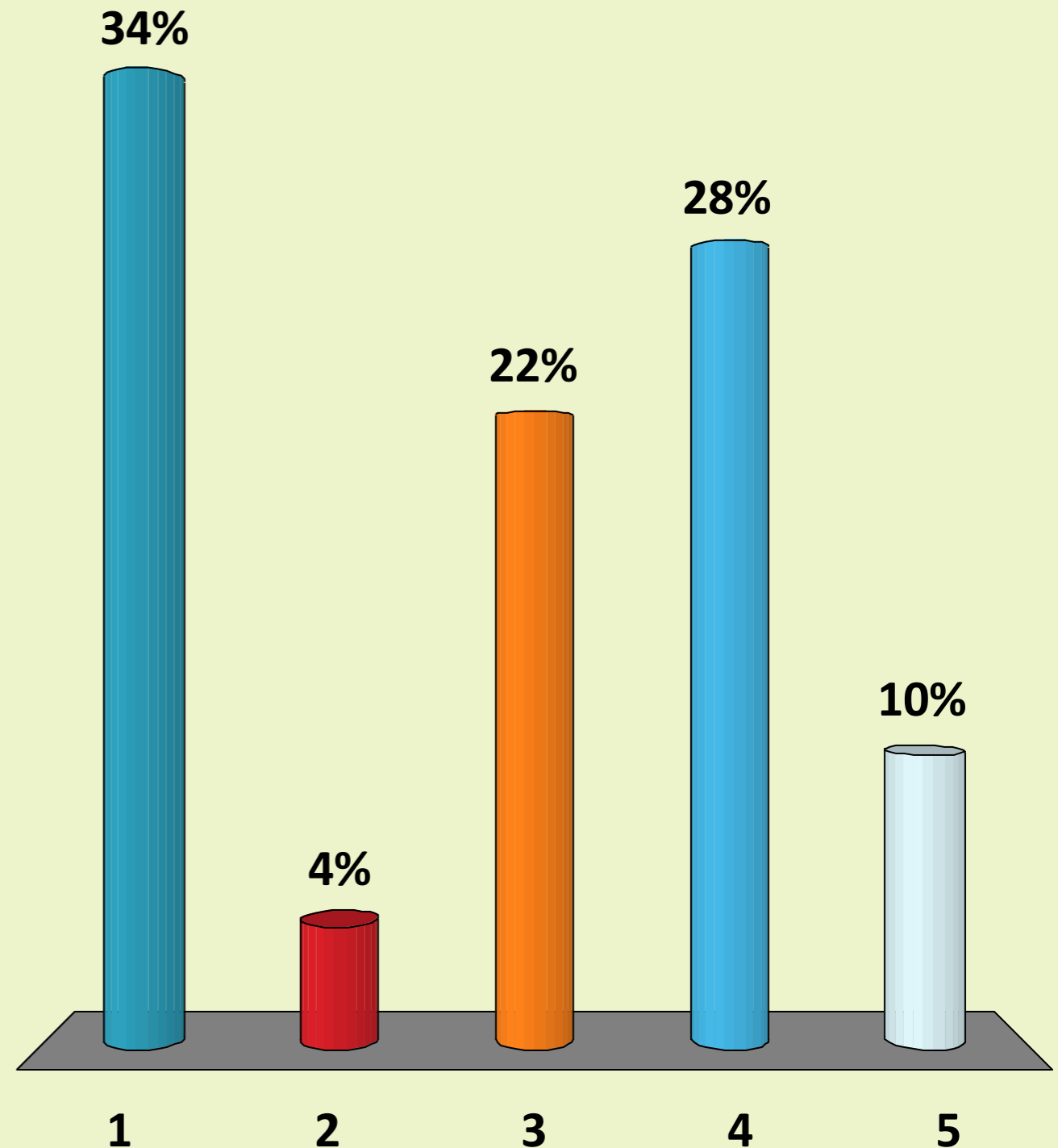
# How important is it that policy makers be forced to declare the price of pigeon holing/delaying transportation action?

1. Zero
2. Little importance
3. Important
4. Very important



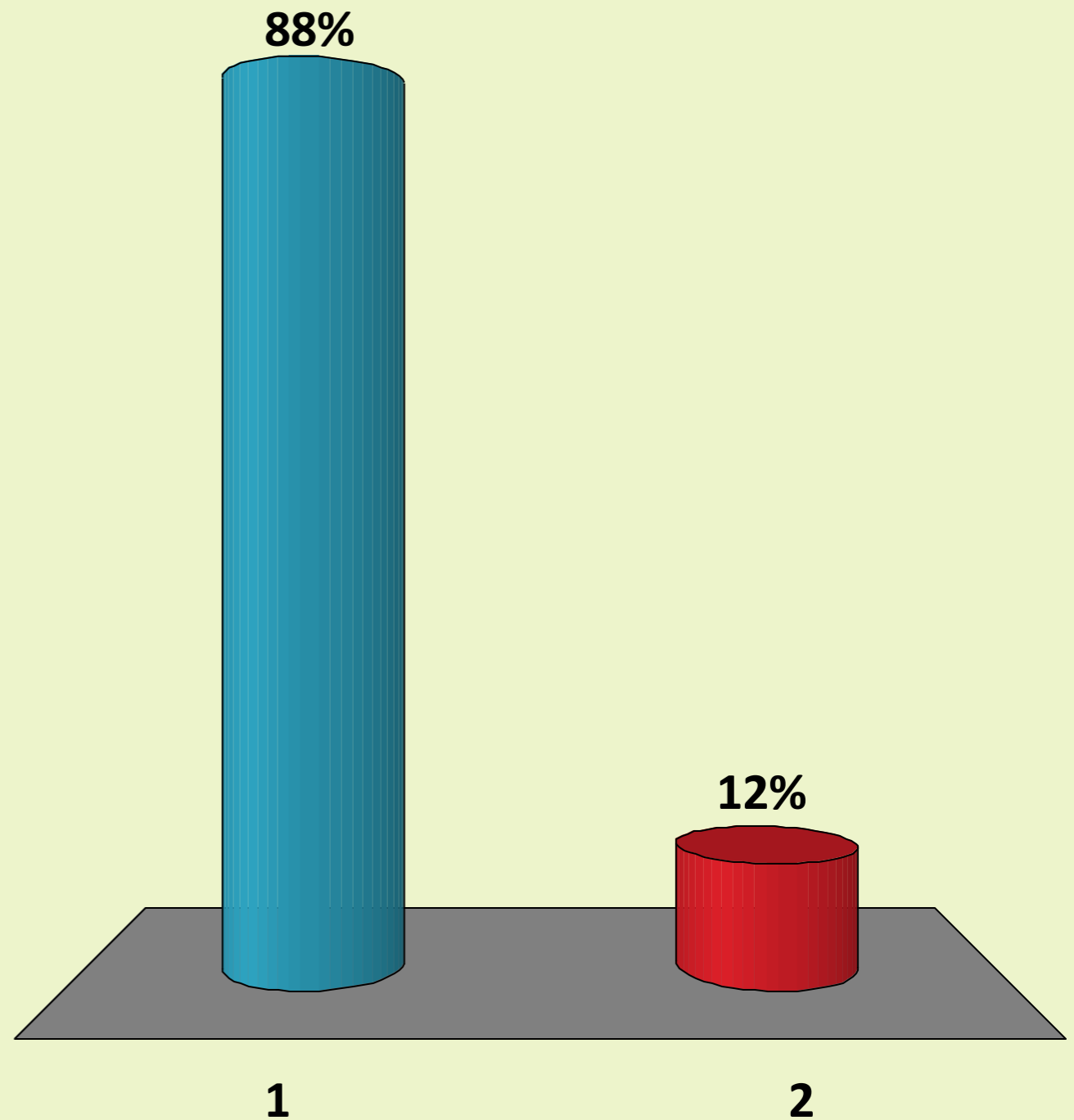
Cities and regions have different constraints and opportunities for reducing GHG emissions. What regulatory framework would be most effective to achieve rapid implementation of GHG mission reduction strategies?

1. Grass roots – incentives to individuals
2. Local – mandate local government plans
3. Regional – mandate regional caps
4. Statewide – mandate statewide caps
5. Other



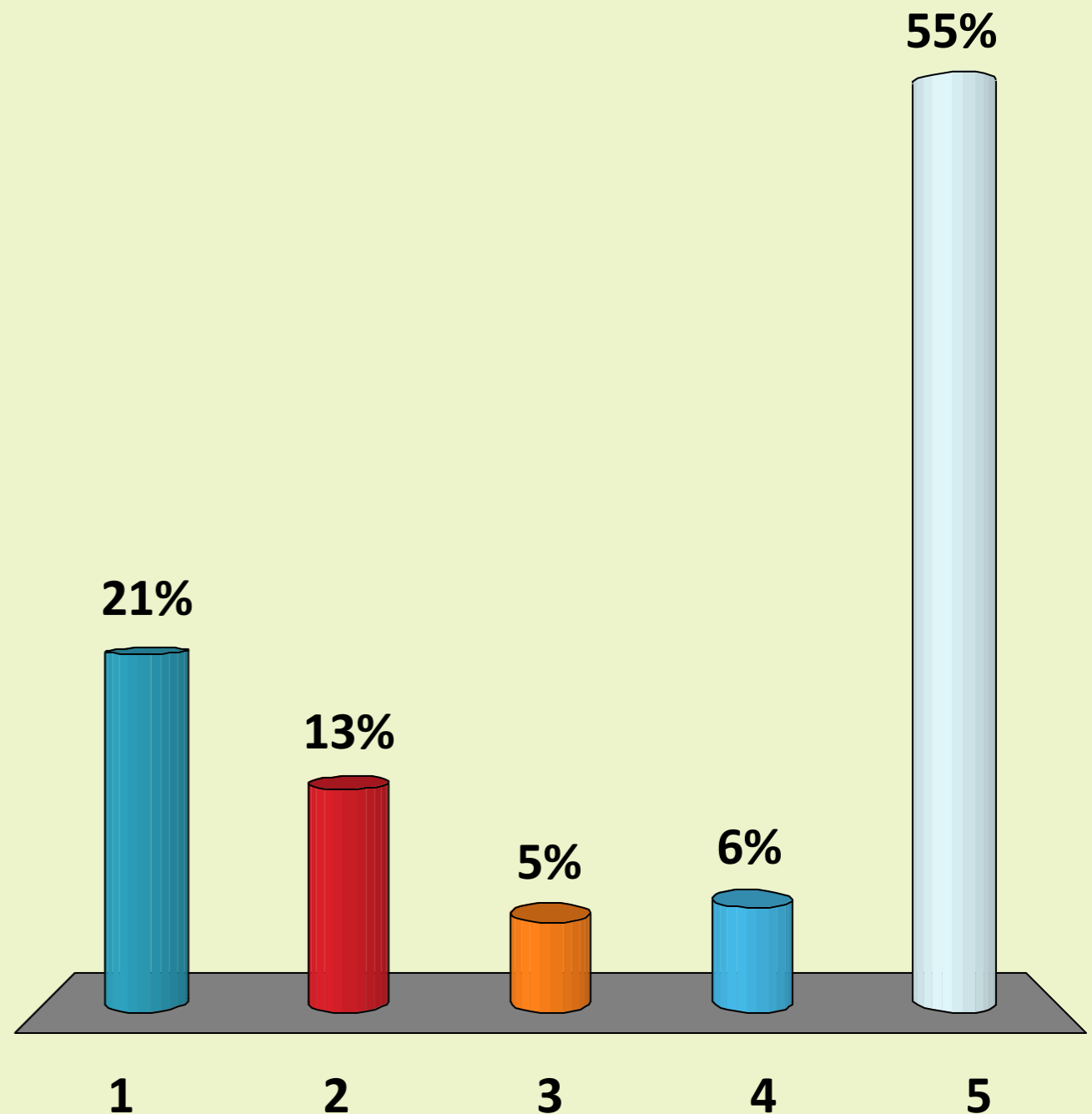
Do you support installing technology in vehicles on dashboards that show the cost of driving (e.g. 58.5 cents per mile)

1. Yes
2. No



# How shall we raise revenue?

1. Per trip charge
2. Gas tax increase
3. Property taxes
4. System development charges
5. Congestion pricing



# Prioritize our next steps/action strategies following this meeting:

1. Allan's Wiki
2. Change federal tax credit extension to 6 years
3. Carbon neutrality in 5 years
4. Technology innovation acceleration
5. Tax commercial asphalt parking
6. Mobilize/educate public on crisis
7. Two and three wheel vehicles
8. Cash incentives to not drive
9. Conduct a road pricing experiment
10. Institute a carbon tax

