

May 2019

City of Bend Transportation Funding

TELEPHONE SURVEY



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Introduction & Methodology

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From May 15 to May 21, 2019, DHM Research conducted a telephone survey of registered voters of the City of Bend. The purpose of the survey was to assess registered voters' priorities for local transportation investments.

Research Methodology: The telephone survey consisted of 303 Bend registered voters and took approximately 12 minutes to complete. This is a sufficient sample size to assess registered voter opinions generally and to review findings by multiple subgroups.

Respondents were contacted by a live interviewer from a list of registered voters, which included cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, areas of the city, and political party to ensure a representative sample. In the annotated questionnaire, results may add up 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 margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is $\pm 5.6\%$.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over four decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Summary & Observations

2

Voters support the City Council asking residents to fund projects that reduce traffic congestion or improve neighborhood street safety.

Voters are certainly frustrated with traffic in Bend. Nearly nine in ten voters think it's a problem, and half of those think it's a very big problem. The community is motivated to find a solution. Almost seven in ten voters support the City Council asking for a funding solution if they were certain it would reduce traffic congestion in Bend. And half of those, or 35% overall, strongly support asking for a funding measure.

Bend is also frustrated with neighborhood street safety, though not as much. Nearly six in ten voters think the safety of neighborhood streets is a problem, but just 15% think it's a very big problem. Still, voters are just as supportive of the City Council asking residents to fund neighborhood street safety as they are for funding traffic congestion. In fact, more voters would support the City asking residents to fund a neighborhood street safety solution (72%) than think it is a problem.

But when asked if they themselves would be willing to pay a new tax or fee to reduce traffic congestion and improve neighborhood street safety, voters weren't as supportive. After hearing a brief list of reasons to support and oppose a funding measure, 61% of voters indicated they would be willing to pay an additional amount in local taxes or fees make transportation improvements.

Voters are generally ready to pay more to address transportation issues in Bend, but there are some reasons to believe that they remain open-minded about a future funding measure.

1. Voters' perceptions of the direction of Bend are majority positive (59%) but below what DHM has recently measured for similarly sized communities in Oregon.
2. Traffic congestion is the number one issue voters want city leaders to address.
3. Voters said they would support Bend asking residents to increase taxes or fees to address congestion and the safety of neighborhood streets if they were *certain* the projects would work.
4. Half of the support for a transportation funding referral is *somewhat supportive*, a lukewarm feeling that could flip to *somewhat oppose* with effective persuasion.

The biggest risk to either transportation funding measure is in losing soft supporters. There is still work to be done to engage them.

Roughly half of voters have made up their minds about supporting the City in asking for some increase in local taxes or fees to address traffic congestion and neighborhood traffic safety. These are hard supporters and detractors, people who might be convinced to soften their stance but are unlikely to flip from *yes* to *no* or *no* to *yes*. The good news that most enthusiasm is on the side of supporting a funding measure: more than a third of voters *strongly support* (35%) in both cases. Not many voters are strongly opposed to a funding measure: 17% *strongly oppose* a traffic congestion funding measure, and 16% *strongly oppose* a neighborhood street safety funding measure.

Strongest supporters	Soft supporters	Opponents
<ul style="list-style-type: none"> • Younger people • Newer residents • College grads • Higher & lower income* • SW residents • Democrats 	<ul style="list-style-type: none"> • Older people • Long-time residents** • Middle & lower-income* • NAV/other party 	<ul style="list-style-type: none"> • Middle age people • Long-time residents** • Republicans

*Lower income residents are stronger supporters of traffic congestion and soft supporters of neighborhood traffic safety

**Long-time residents are soft supporters of neighborhood traffic supporters and opponents of traffic congestion

The remaining voters are less sure of their position, either *somewhat supporting*, *somewhat opposing*, or are *undecided* completely. Of these voters, most *somewhat support* a funding measure: 34% *somewhat support* a traffic congestion funding measure, and 37% *somewhat support* a neighborhood street safety funding measure. Conversely, not many voters only *somewhat oppose* a funding measure, just 9% for traffic congestion and 7% for neighborhood street safety. Even fewer voters are *undecided*, at 5% for each measure.

A transportation funding measure would be in a much stronger position if the City focused on maintaining the support of soft supporters. There simply aren't enough voters who are *somewhat opposed* that can be convinced to support a measure—even when we include voters who are undecided. Soft supporters are where the funding measures are at most risk. If these supporters are convinced to change their minds or simply don't vote, then the funding measure may be defeated.

Who is more likely to *somewhat favor* the City Council asking for a transportation funding measure? Seniors (65+ years old) and middle-income earners (people earning \$50–100,000). For a neighborhood street safety measure, longtime residents (21+ years in Bend) and lower-income earners (less than \$50,000) are also more likely than their peers to *somewhat support* a City Council ask.

Voters selected several preferred projects to reduce traffic congestion and improve neighborhood street safety. And while they haven't yet reached consensus on which ones they like best, voters showed at least some interest in each project.

Widening roads and adding more lanes was the most popular method for addressing traffic congestion offered to voters, with nearly three in ten selecting it. *Fixing intersection bottlenecks* was the next most popular option, preferred by about one in four voters. Other options did not get as much traction. For comparison, *building new bike and pedestrian pathways* was selected by fewer than one in ten voters. Seniors' and middle-income earners' preferences were consistent with the rest of their peers.

Projects to improve neighborhood street safety earned only slightly more consensus. Just over three in ten voters preferred to *reduce congestion on major streets so people don't cut through neighborhoods*, and the same number preferred to create *safer routes to schools*. The two biking methods offered—bike lanes and biking trails—were preferred by a combined two in ten voters.

Seniors were slightly more likely to be undecided. Middle income earners were much more likely to prefer reducing congestion so people don't cut through neighborhoods. Lower- and middle-income earners were more likely to want sidewalks and crosswalks that meet American Disabilities Act (ADA) standards. Longtime residents' preferences were consistent with their peers.

Voters find all reasons to support compelling, as well as several reasons to oppose.

On the whole, the reasons to support were extremely popular with voters. Each one earned approval from at least two out of every three voters, though projects for school safety earned the highest 'very good/good' rating (80%) and also the highest 'very good' score (38%).

Good/Very Good Reason

- 80% *The projects would support safe travel to and from schools.*
- 76% *We need to address congestion on main streets so our neighborhood streets are quiet and safe.*
- 74% *The projects would help Bend prepare for future growth.*
- 72% *Traffic congestion is getting worse. We need to improve our roads now so we don't waste even more time sitting in our cars.*
- 71% *Our local economy depends on businesses moving product, employees getting to work on time.*
- 69% *The local taxes or fees would help pay for pedestrian and bike networks to help residents get around town safely.*

Reasons to oppose were less compelling for voters, though a few reasons did stand out relative to the others.

Good/Very Good Reason

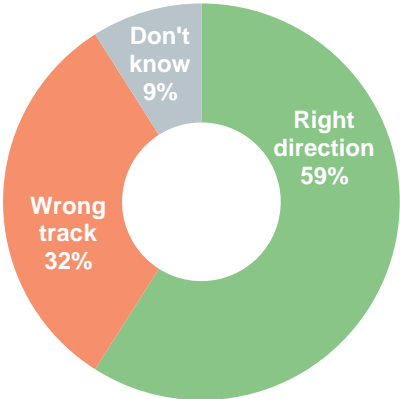
- 63% *We need to take care of the roads we have before we spend money on new roads.*
- 58% *City government has enough money. Funds should be reallocated to pay for priority transportation projects.*
- 57% *Tourists should pay more for transportation improvements before increasing local taxes or fees that residents pay.*
- 55% *I just can't afford any more taxes.*

Other reasons to oppose earned support from just more than one in three voters.

Registered voters in the City of Bend were asked about their priorities for local transportation investments. Topics included their perceptions of the City of Bend, transportation issues, and safety issues related to transportation.

3.1 PERCEPTIONS OF THE CITY OF BEND

Voters are fairly confident in Bend’s direction. But their confidence isn’t widespread enough that they won’t change their mind.



DHM RESEARCH | MAY 2019 | CHART 1

Nearly six in ten Bend voters believe the City of Bend is headed in the right direction. Roughly three in ten believe the City is headed in the wrong direction, and one in ten aren’t sure.

While it is generally positive news that a clear majority of voters believe the city is headed in the right direction, it’s also somewhat below what DHM research has found in mid-sized Oregon cities in recent years.¹² The City still has room to encourage citizens’ confidence by its decision-making and communication with voters.

These results merit paying particular attention to which groups of voters might be more willing to change their minds and the factors that could potentially change their minds. The City of Bend or other interest groups could improve or worsen voter perceptions through communication and deeper engagement.

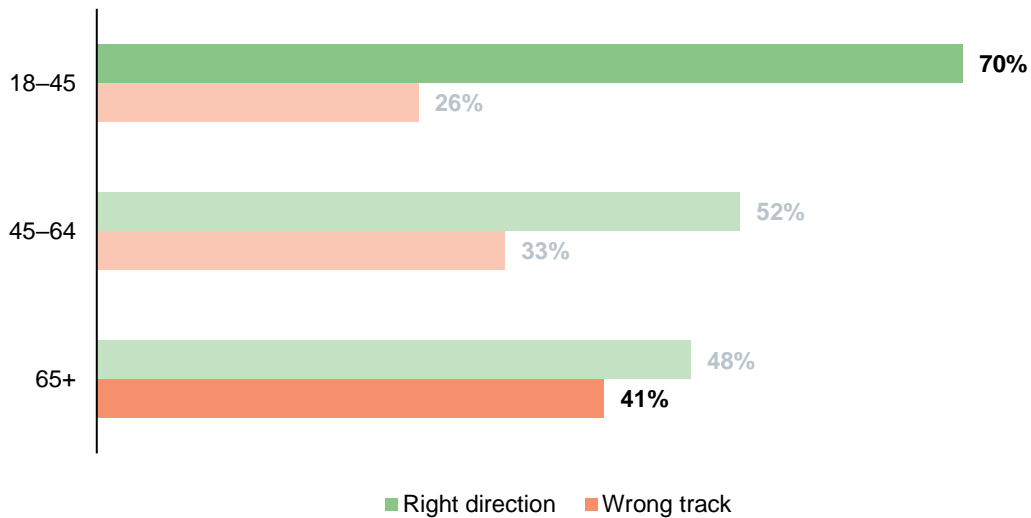
¹ Recent “right direction” percentages in Oregon communities: Tualatin (74%), Beaverton (71%), Tigard (68%), Jackson County (57%), Eugene (54%).

² Previous City of Bend surveys have asked residents to rate the quality of life in the city. In 2018 37% rated the quality of life as “excellent,” which was down from 62% in 2014 and 57% in 2013.

Furthermore, it's also worth noting which groups are more enthusiastic in their opinions and are thus less likely to change their minds.

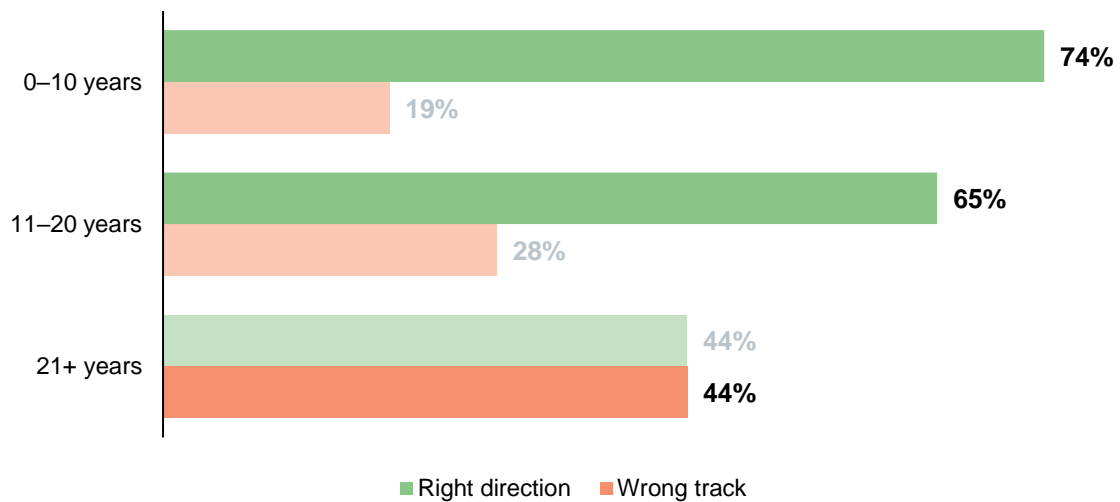
Immediately below, we'll take a look at several groups whose opinions about the direction of Bend differed significantly from their peers. These groups frequently displayed significantly different opinions over the course of the survey, and so are worth tracking throughout this document.

Younger voters, newer residents, and middle-income earners are driving positive perceptions of Bend.



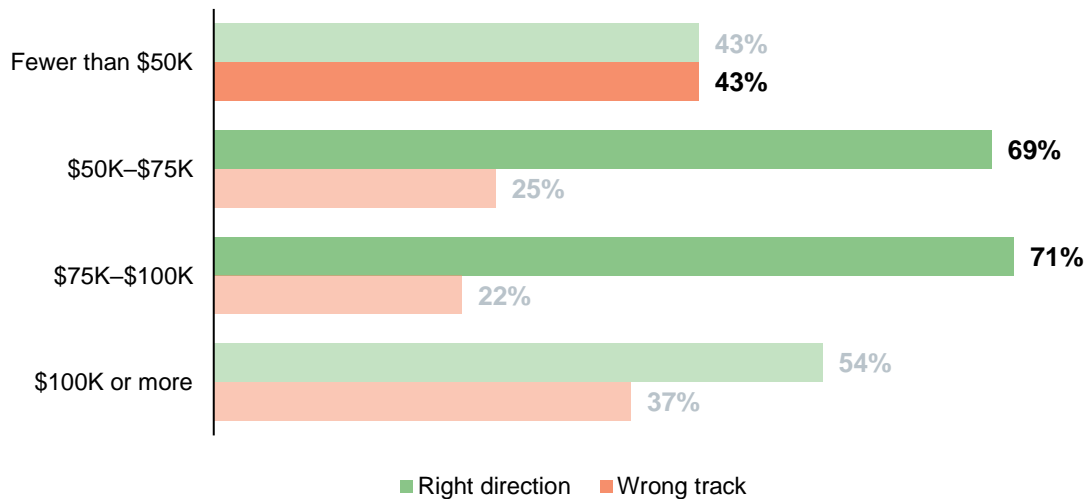
DHM RESEARCH | MAY 2019 | CHART 2

Younger voters are much happier with Bend's direction than are middle-aged voters and seniors. 70% of voters younger than 45 are pleased, while 41% of their senior counterparts, voters older than 65, believe Bend is on the wrong track.



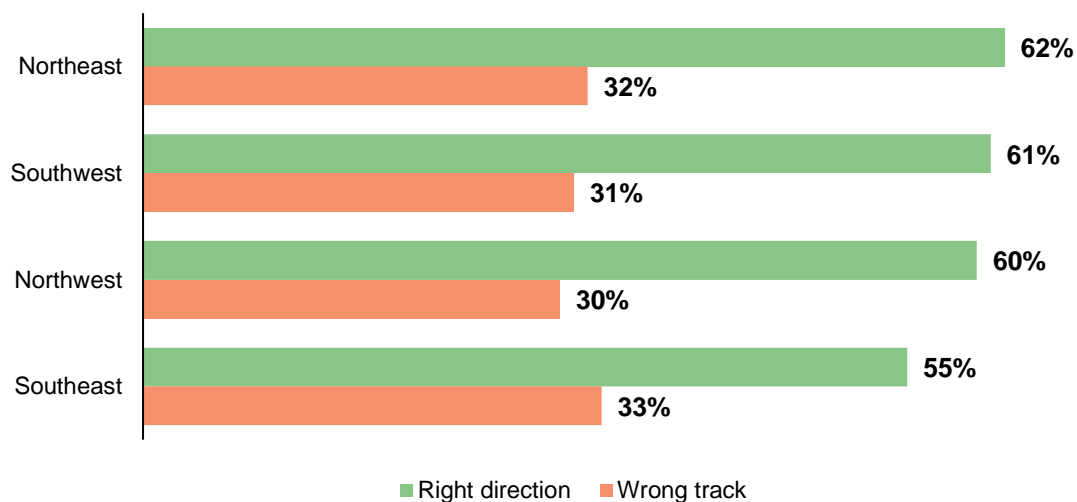
DHM RESEARCH | MAY 2019 | CHART 3

The shorter the residency in Bend, the more likely voters are to think the city is headed in the right direction. 74% of newer residents and 65% of residents who have lived in Bend for 11–20 years are more likely than longtime residents to think the city is on the right track. 44% of longtime residents believe the city is on the wrong track, significantly more so than their younger counterparts.



DHM RESEARCH | MAY 2019 | CHART 4

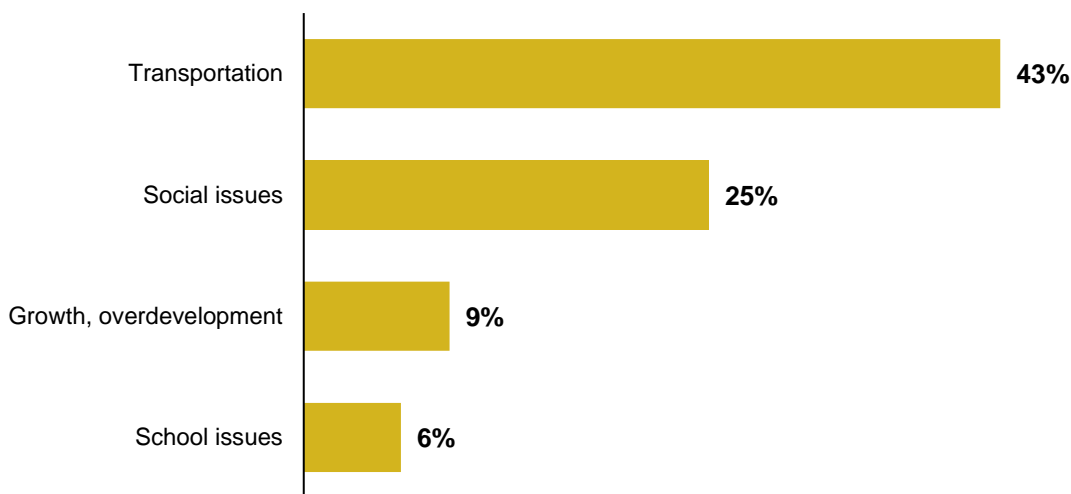
Income levels also play a significant role in voter perceptions of the City of Bend. 43% of lower-income households feel Bend is headed down the wrong track. Notably, respondents in lower-income households were more likely to be older than 65. Their negative perceptions may be driven at least in part by fixed incomes that haven't been as able to navigate Bend's rising prices during the last decade. Middle-income households were much more positive about the future of Bend. 69% of households earning \$50–\$75,000, and 71% of households earning \$75–\$100,000 feel Bend is headed in the right direction.



DHM RESEARCH | MAY 2019 | CHART 5

One notable demographic that didn't factor as much into perceptions of the City of Bend was which part of town voters call home. Positive perceptions of Bend were distributed fairly evenly across each of the city's four quadrants (northwest, 60%; southwest, 61%; northeast, 62%; southeast, 55%). Voters in one quadrant were no likelier to have a good or bad perception of Bend than any other. The regions of Bend differed significantly from one another on occasion in this survey, but not nearly as much as other groupings like age subgroups or length of residency in Bend subgroups.

The community wants city leaders to address transportation issues more than any other issue.



DHM RESEARCH | MAY 2019 | CHART 6

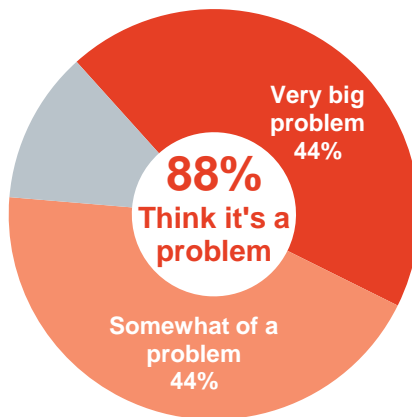
More voters (43%) want city leaders to take action on transportation issues than any other issue. Their greatest transportation concern was traffic congestion (39%). Middle-income and upper-income individuals (45–49%) were more likely than their lower-income peers (21%) to be interested in city leaders addressing transportation issues.

Interest in addressing growth and overdevelopment (9%) was fairly low. It could also be instructive to consider growth and overdevelopment in conjunction with transportation issues, as some voters may consider them related issues. In that case, a small majority of voters (52%) want city leaders to address transportation and overdevelopment issues.

Social issues, such as affordable housing and homelessness, garnered the second-largest amount of interest from voters (25%). Newer residents of Bend were more interested in social issues than longtime residents (31%), and their interest was predominantly directed at affordable housing. Not surprisingly, residents who rent their homes also showed heavier interest in social issues (37%) and affordable housing in particular (29%); lower-income voters followed suit with more interest than their peers in social issues (43%) and affordable housing (33%).

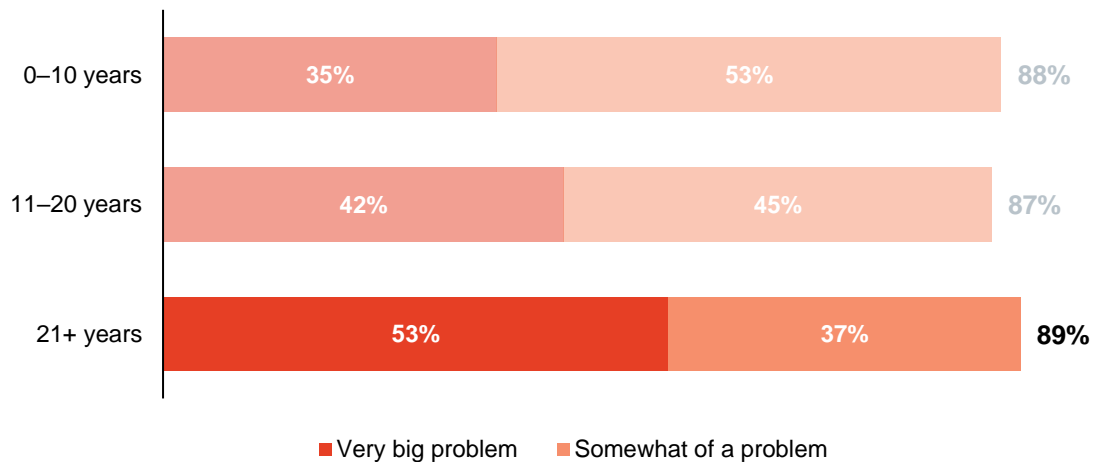
3.2 TRAFFIC CONGESTION AND SAFETY

Bend is in agreement: traffic has gotten bad. For longtime residents, it's gotten *really* bad.



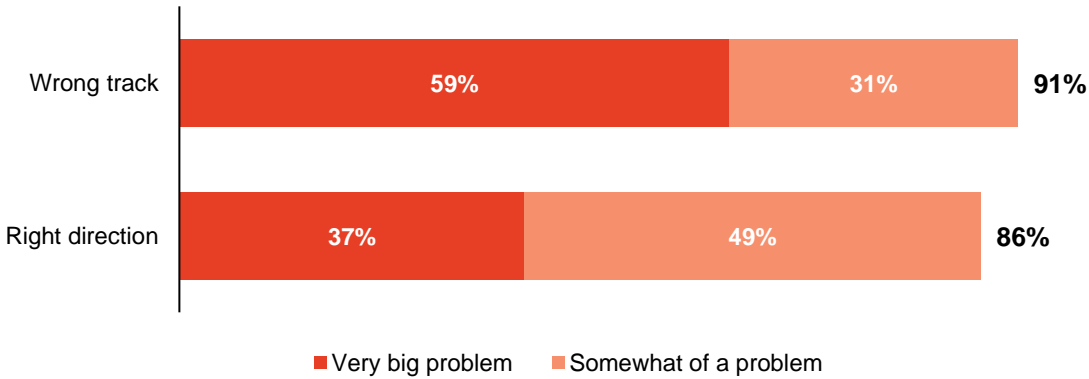
DHM RESEARCH | MAY 2019 | CHART 7

Pick any person off a street in Bend. It would be hard to find someone who didn't feel traffic was a problem. Nearly nine out of ten voters believe traffic in Bend is a problem (88%), and half of those voters feel it is a *very big problem* (44%).



DHM RESEARCH | MAY 2019 | CHART 8

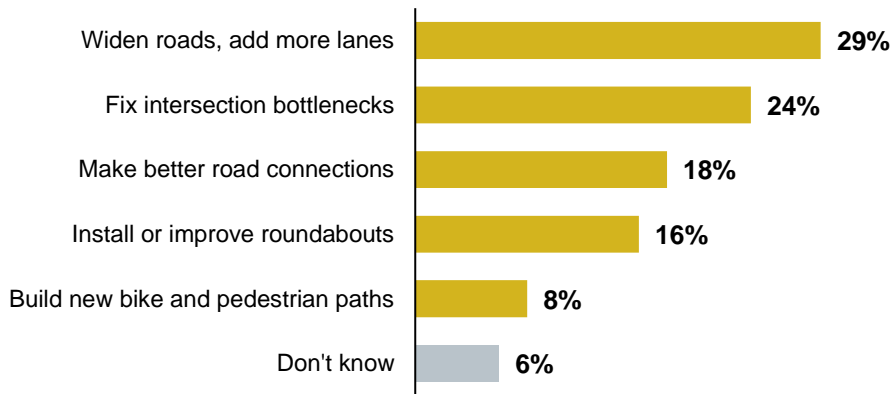
But that person is more likely to feel traffic is a very big problem if he or she is a longtime resident (53%). And conversely, newer residents of Bend are more likely to find traffic only somewhat of a problem than their longtime-resident peers (53%).



DHM RESEARCH | MAY 2019 | CHART 9

These perceptions also substantially overlap with how voters feel about the city’s direction. Voters who think traffic is a very big problem are more likely to believe the city is on the wrong track (59%), and voters who think traffic is only somewhat of a problem are more likely to believe the city is headed in the right direction (49%).

Bend voters support a variety of tactics for fixing traffic congestion. And while they haven’t reached consensus on which one they prefer, they show at least some interest in each project.

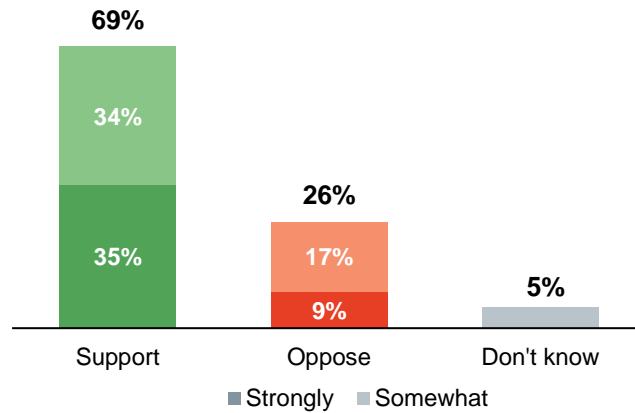


DHM RESEARCH | MAY 2019 | CHART 10

Voters want to reduce traffic congestion and the time it takes to get around Bend, but they haven’t agreed yet about how to do it. Asked which method would be most effective, voters said they thought widening roads and adding more lanes was the right answer (29%), followed by fixing intersection bottlenecks (24%), realigning or extending existing roads (18%), and installing or improving roundabouts (16%). Adding bike lanes and pedestrian pathways was the top choice for just 6% of respondents.

Realigning or extending existing roads was of more interest to residents in the northwest (25%) and southeast (25%), but responses were not otherwise significantly different among other subgroups.

Voters support the City Council asking residents for a funding measure to pay for traffic congestion—when they’re *certain* the money would reduce congestion.



DHM RESEARCH | MAY 2019 | CHART 11

By and large, most Bend voters would support the City Council approaching residents with a funding measure to fund projects to reduce congestion (69%). Enthusiasm for the City Council asking for funding is balanced (35% *support strongly*; 34% *support somewhat*). About one in four voters (26%) said they were opposed.

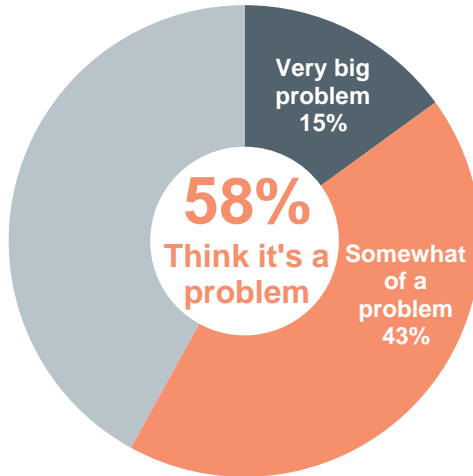
Every income level was likely to support the City asking for the funding measure, but different income levels were more likely to support it with varying levels of enthusiasm. Lower- and upper-income earners were more likely to *strongly support* it than middle-income earners (40%, 54%). Conversely, middle-income earners were more likely than upper-income earners to *somewhat support* asking for a tax or fee (34–39%).

Voters younger than 45 were more likely to support asking for a tax or fee (76%), and even seniors were more likely to *somewhat support* (40%). Voters between the ages of 45 and 64, however, were more likely than younger voters to oppose asking for a new tax or fee (36%). Length of residency in Bend also played a role in voter responses. Newer residents, who moved to Bend in the last 10 years, were more likely to support asking for a tax or fee than any other resident (79%), and longtime residents were more likely to oppose” (31%).

This question also split voters on party lines, with Democrats more likely to support a tax or fee (78%), and Republicans more likely to oppose (43%). Non-affiliated voters and members of other parties were also more likely to support asking for a tax or fee (71%). Notably, Republicans are more firmly opposed, *opposing strongly* (28%), while Democrats were more likely to only *somewhat support* asking for a tax or fee (36%).

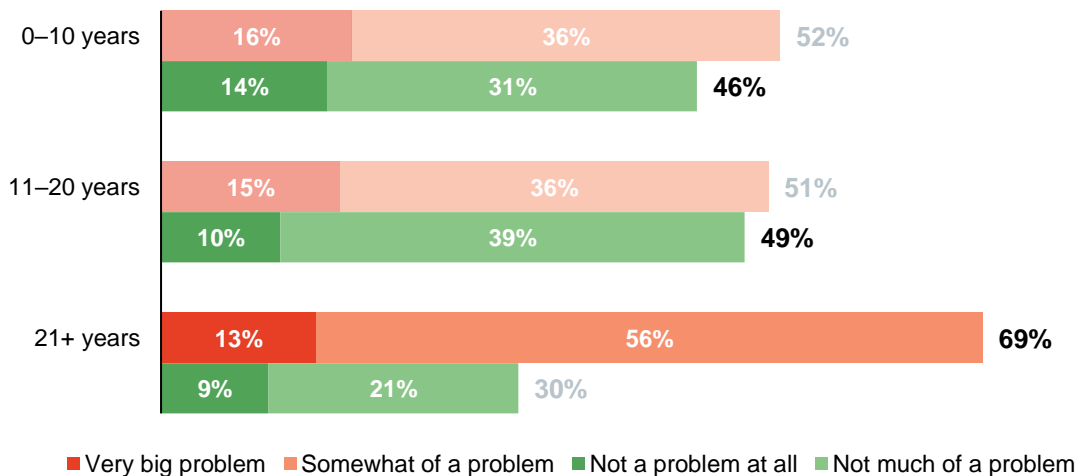
These responses assume that the City chooses actions that voters are *certain* would reduce traffic congestion. And as we saw earlier, voters aren’t yet in agreement about which actions would best reduce traffic congestion

Bend thinks neighborhood street safety is a problem and are willing to consider a funding solution.



DHM RESEARCH | MAY 2019 | CHART 12

A majority of voters (58%) believes that the safety of neighborhood streets in Bend is a problem these days. Some believe it's *not much of a problem* (30%) and very few find it to be *not a problem at all* (11%), while more consider neighborhood street safety to be a *very big problem* (15%). And importantly, the largest group of voters believe safety is a problem but they aren't very enthusiastic about it (43%).

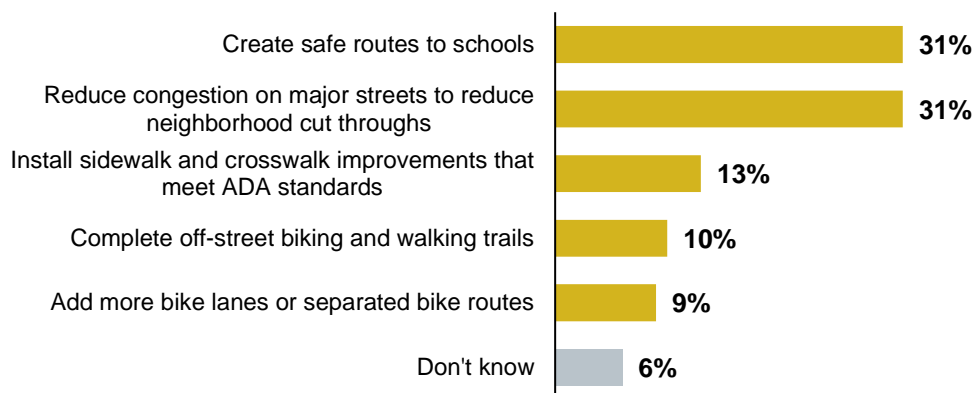


DHM RESEARCH | MAY 2019 | CHART 13

Perceptions of neighborhood street safety split sharply depending on how long voters have lived in Bend. Longtime residents were more likely to think neighborhood street safety was *somewhat of a problem* than any of their peers (56%). Recall that longtime residents were also more likely to view transportation in

Bend as a *major problem* that city leaders should address. This may indicate a disconnect in this group between neighborhood street safety and traffic congestion. Conversely, newer residents were more likely to think neighborhood street safety *wasn't much of a problem* or *wasn't a problem at all* (46%, less than 10 years; 49%, 10–20 years).

Two projects to improve street safety are priorities.



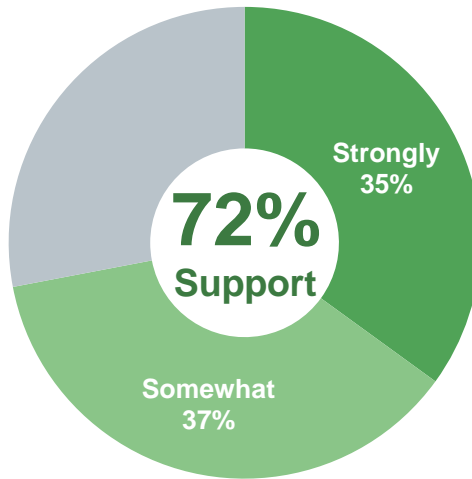
DHM RESEARCH | MAY 2019 | CHART 14

Voters are most interested in two projects for improving street safety: *creating safe routes to schools* (31%) and *reducing congestion on major streets so people don't cut through neighborhoods* (31%). Upper-middle-earners are particularly interested in reducing congestion on neighborhood streets so people don't cut through neighborhoods (46%). Northwest Bend is particularly interested in safe routes to schools (47%).

Voters of Bend found *installing sidewalk and crosswalk improvements to meet with ADA standards* less compelling (13%). Completing off-street biking and walking trails citywide was less well-received (10%), as was *adding more bike lanes or separated bike routes on existing streets* (9%). However, when considered together, bike issues earned a respectable 19%.

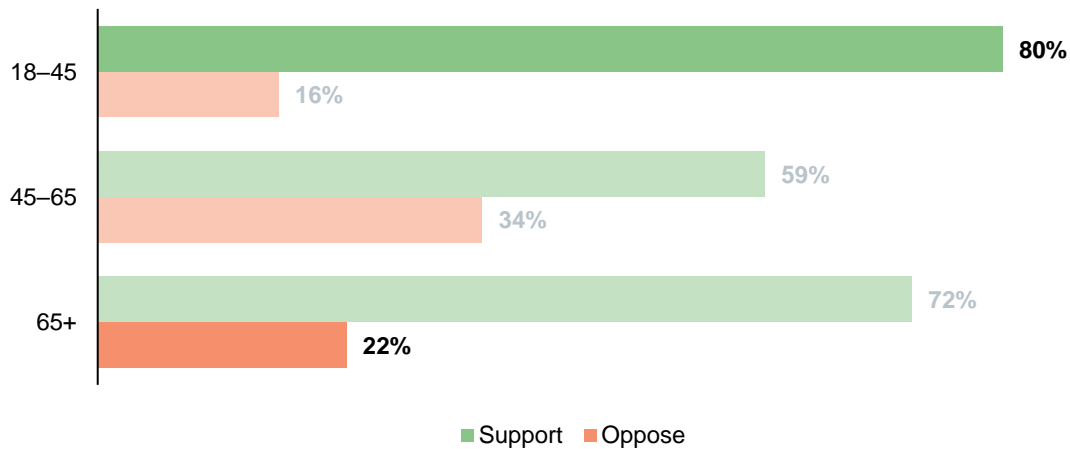
Notably, voters who selected a particular project were no more or less likely to favor the City Council asking for a transportation tax or fee, or for themselves to be willing to pay for a transportation tax or fee.

Voters were just as supportive of the City Council going to residents for a neighborhood street safety tax or fee as they were for a traffic congestion tax or fee.



DHM RESEARCH | MAY 2019 | CHART 15

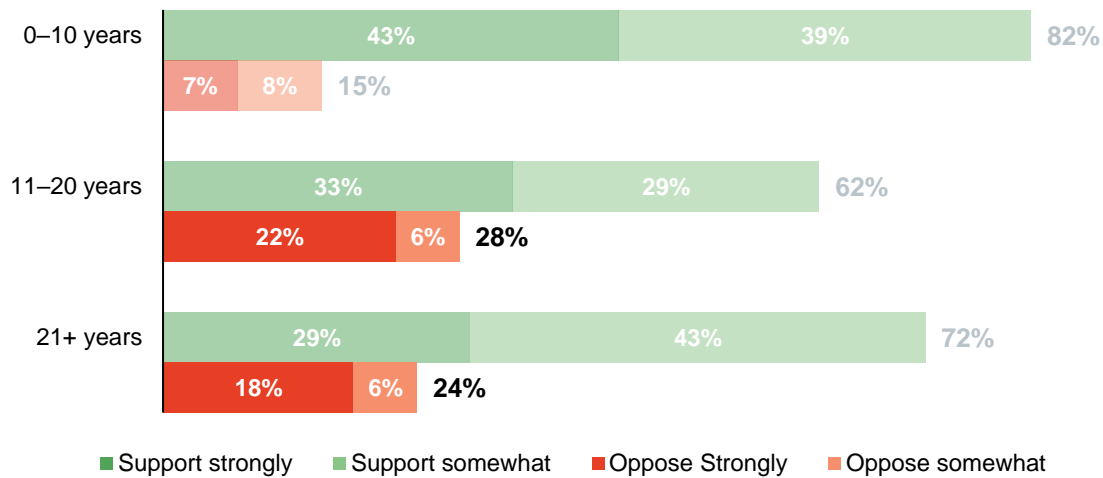
Just as they supported the City Council asking for funds to reduce congestion, Bend voters support the City Council asking for funds to improve the safety of neighborhood streets (72%). And just as before, enthusiasm for asking for a new tax or fee is balanced (35% support strongly, 37% support somewhat).



DHM RESEARCH | MAY 2019 | CHART 16

Age and political party affiliation played a similar role with the safety tax or fee question as it did with the transportation tax or fee question. Voters younger than 45 were more likely to support the City Council asking residents to fund neighborhood street safety projects (80%), and even seniors were more likely to *somewhat support* it (47%). Voters ages 45–64, were somewhat less likely to support asking voters for a increased funding to address neighborhood traffic safety (59%).

Democrats are more likely to support asking for the tax or fee (80%), and Republicans are more likely to oppose (38%). Non-affiliated voters and members of other parties were also more likely to support asking for a tax or fee (72%). Republican opposition continues to be strong (31% *oppose strongly*). But one distinction to draw between the neighborhood safety funding question and the congestion funding question is that whereas Democrats were more likely to be *somewhat supportive* of asking for a traffic congestion tax or fee than their Republican and non-affiliated counterparts, they are much more likely to *strongly support* asking for the safety tax or fee (47%).

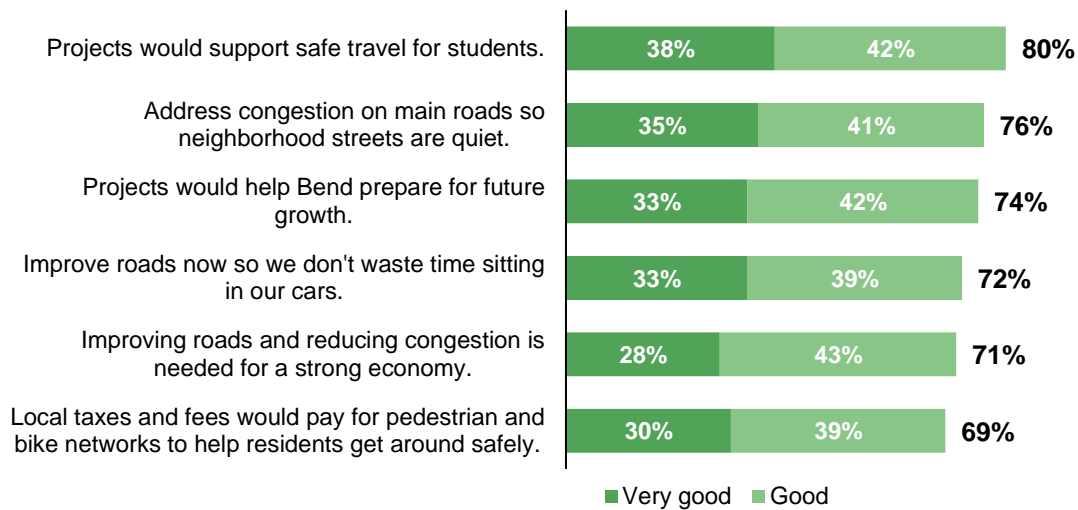


DHM RESEARCH | MAY 2019 | CHART 17

Recall that longtime residents were more likely to oppose asking for a tax or fee that funds congestion-reduction projects in Bend than newer residents. It's worth noting that these longtime residents responded differently to asking about increased funding for neighborhood street safety projects. Longtime residents are actually more likely than newer residents to *somewhat support* asking for this safety tax or fee (43%). Still, this must be balanced by noting that longtime residents are also more likely to *strongly oppose* asking for funding than newer residents (18%), as are residents who've been in Bend for 11-20 years (22%).

3.3 FUNDING MEASURE

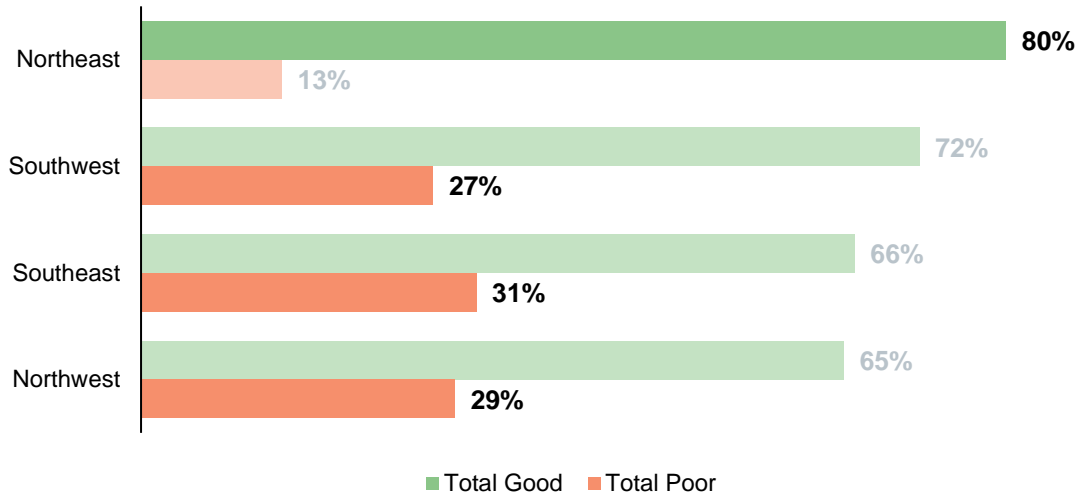
Voters found all the reasons to support a funding measure quite compelling.



DHM RESEARCH | MAY 2019 | CHART 18

Clear majorities of voters found each reason to support compelling. More than two out of every three voters rated each message as either *good* or *very good*. *Supporting safe travel to and from school* proved the most popular (80% support), while using *taxes and fees to pay for pedestrian and bike networks* proved least popular (69% support). Not one message earned significant strong opposition, ranging from just 7% (*safe travel to and from schools*) to 13% (*pedestrian and bike networks*).

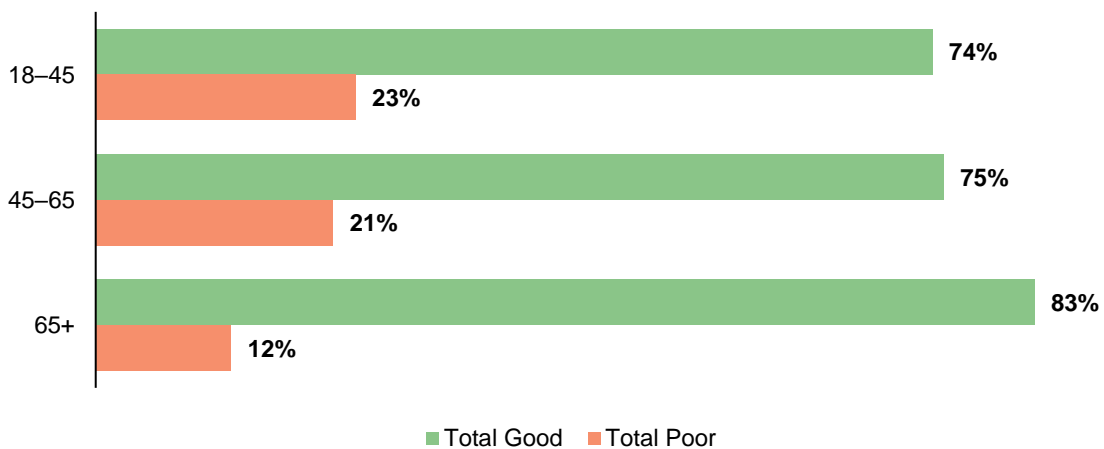
Note that the message about safe routes to school included information about pedestrian and bike infrastructure improvements, including improving crosswalks in areas where students walk or bike to school. This is important because in other places in the survey bike and pedestrian projects were considered a lower priority than other potential ways to address traffic congestion. This demonstrates that connecting the purpose and outcome of transportation projects—e.g., children’s safety—influences voters’ perceptions and prioritization.



DHM RESEARCH | MAY 2019 | CHART 19

Of note, voters in different areas of town had significantly different opinions about one of the support messages: *traffic congestion is getting worse; we need to improve our roads now so we don't waste even more time in our cars*. Residents in the northeast were more likely to find this message a good reason to support a tax or fee than their counterparts in the southwest (80%). While residents in the southwest and northwest were more likely to find it to be a poor reason (27% and 29% respectively) than their counterparts in the northeast.

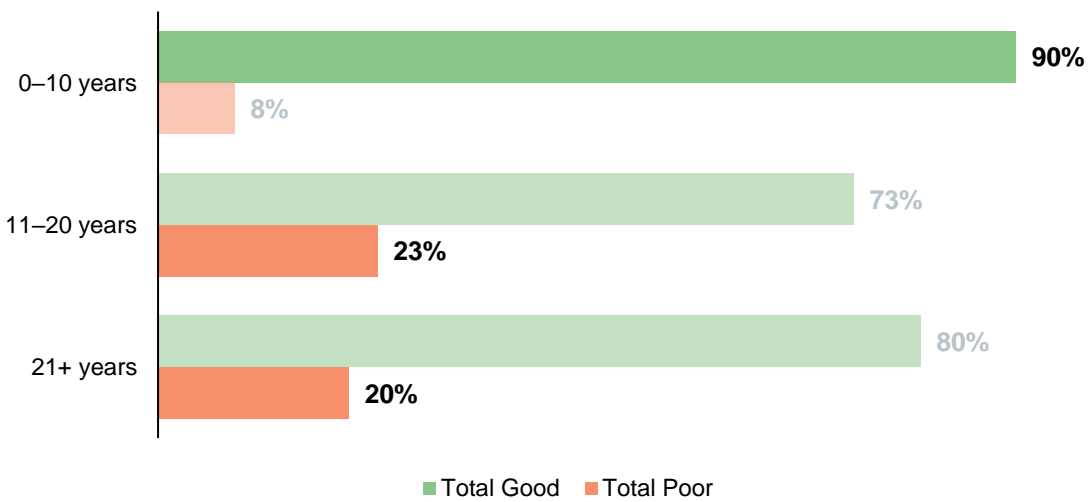
Where voters live doesn't otherwise play a big role in telling us if they think a reason to support is strong or weak. One notable exception: voters in the southwest are more likely to think *projects that support safe travel for students* is a very good reason.



DHM RESEARCH | MAY 2019 | CHART 20

Recall that voters ages 45–64 were more likely than younger voters to oppose a tax or fee to reduce traffic congestion, and to oppose a tax or fee to improve traffic safety. This same group's support was poor for several of the support messages. They showed higher numbers of opposition than their older and younger counterparts for the following messages *traffic congestion in Bend is getting worse* (32% vs. 19–

23%); *improving the roads is needed for a strong local economy* (35% vs. 20–22%); *projects would support safe travel for students* (26% vs. 12–13%).

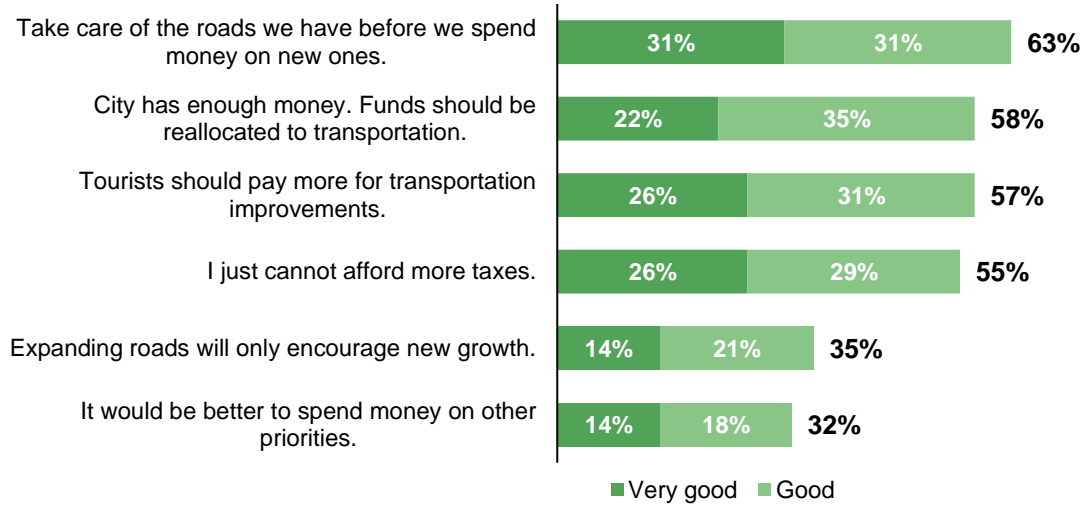


DHM RESEARCH | MAY 2019 | CHART 21

Pedestrian and bike networks inspired an interesting reaction depending on how long voters had lived in Bend. More recent residents were pleased overall with this reason to support a funding measure, significantly more (90%) than residents who lived in Bend for 11–20 years. This group and longtime residents were more likely than recent residents to think the reason was poor (20–23%).

Seniors and younger voters took special interest in getting kids to school safely. They were more likely than middle-age voters to find the school safety reason compelling (84–85%). Middle-age voters, however, were more likely than their peers to find this a poor reason (26%).

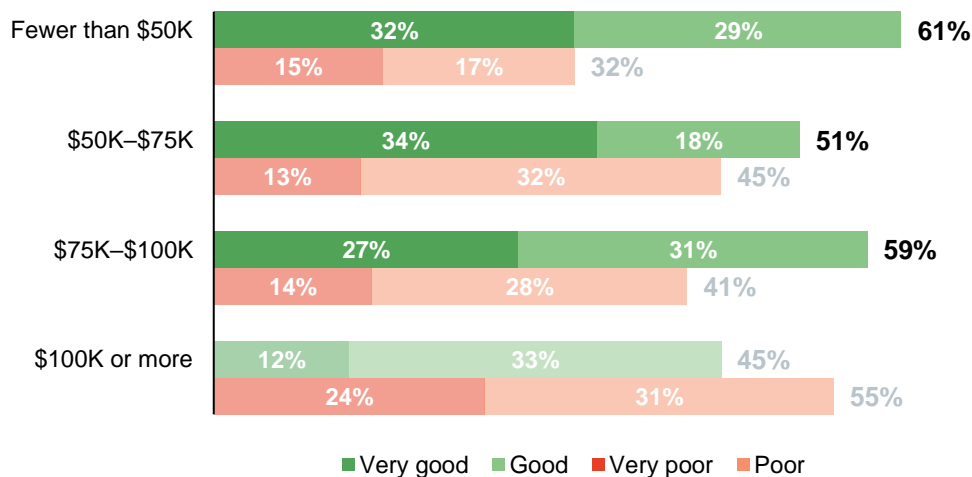
Voters found several reasons to oppose a funding measure compelling, but not as compelling as any reasons to support.



DHM RESEARCH | MAY 2019 | CHART 22

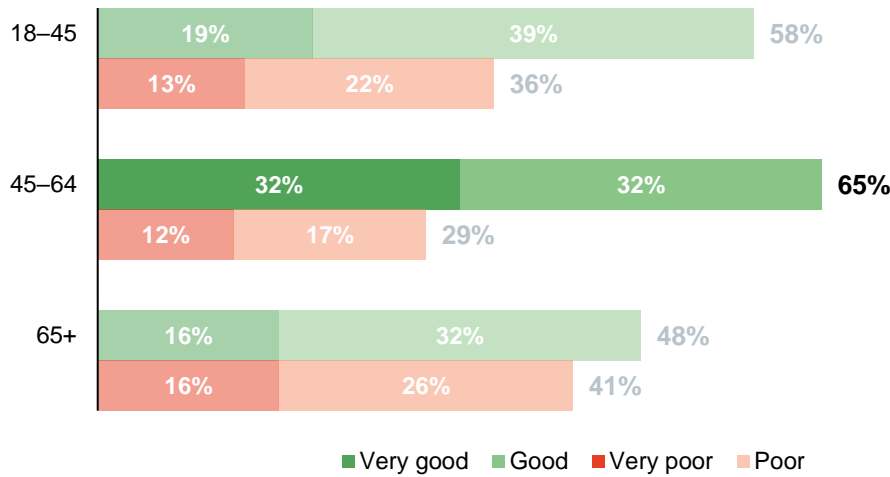
Voters found the *need to take care of the roads we have* most compelling (62% very good/good). This was followed by *city government has enough money* and *tourists should pay more* (57%) and *I just cannot afford any more taxes* (55%).

Voters did not find two reasons compelling justifications for opposing a new tax or fee. *Building new streets and expanding existing roads will inspire expansion* was rated overall poor by most voters (35%), as was *it would be better to spend new funding on other priorities* (32%).



DHM RESEARCH | MAY 2019 | CHART 23

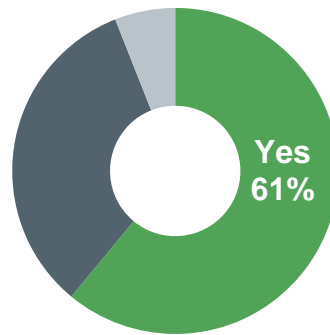
Given the financial nature of *I just cannot afford any more taxes*, it's worthwhile to consider how different income brackets responded. In this case, a majority of those with household incomes less than \$100,000 said that this is good reason to oppose a new funding measure (51-59%), while most upper-income earners said that this is a poor reason (55%).



DHM RESEARCH | MAY 2019 | CHART 24

Returning to our consideration of voters age 45–64, these individuals were more likely to find *city government has enough money* to be a good reason (65%) than every other age group. Other voters were no more likely to find this reason good or poor.

Voters are open to pay more to fund both traffic congestion projects and neighborhood street safety projects.



DHM RESEARCH | MAY 2019 | CHART 25

Six in ten (61%) of voters indicated that they would be willing to pay any additional amount of taxes or fees or some increase in taxes or fees fund projects to both reduce traffic congestion and improve the safety of neighborhood streets in Bend.³

Voter subgroups—like age groups, political parties, and income levels—offered similar levels of willingness to pay. The one major exception was length of residency. Newcomers to Bend are more

³ For clarity, the previous questions asked respondents if they would support the “City of Bend asking voters to increase local taxes or fees” to address traffic congestion and neighborhood traffic safety. That is, whether they would support the City taking the issue to voters. The question analyzed in this section asked if the respondents would “willing to pay any additional amount in local taxes or fees to fund projects to both reduce traffic congestion and improve the safety of neighborhood streets in Bend.”

willing than their peers to pay more in taxes and fees. 71% of new residents (less than 10 years) are willing to pay additional taxes or fees, compared to 56-58% of residents who have lived in Bend for 11 or more years. Also of note, voters in the southwest are more likely to say they're willing to pay than voters in the northwest or southeast.

**City of Bend Transportation Survey
May 15–21, 2019**

**Bend Registered Voters
N=303; margin of error: +/-5.6%
12 minutes**

**DHM Research
Project #00853**

Hello, I'm _____ from DHM Research, a public opinion firm in Oregon. I am not selling anything. We're conducting a survey about community issues that concern voters in Bend.

May I speak to _____? **[SPEAK TO NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALL BACK]**

WARM UP AND GENERAL ISSUES

1. All in all, would you say that things in Bend are headed in the right direction, or off on the wrong track?

Response category	n=303
Right direction	59%
Wrong track	32%
(DON'T READ) Don't know	9%

2. What is the most important issue in the City of Bend that you would like to see your local leaders do something about? **(OPEN)**

Response category	n=303
Transportation (Net)	43%
Roads and congestion (Subnet)	39%
<i>Traffic congestion</i>	23%
<i>Road maintenance and repair</i>	14%
Public transportation (Subnet)	3%
Social issues (Net)	25%
<i>Housing, affordable housing</i>	17%
<i>Homelessness, hunger</i>	6%
Growth, overdevelopment (Net)	9%
Manage growth	5%
School issues (Net)	6%
Fund schools, education	5%
Economy, jobs	4%
Government taxes	4%
Crime, public safety	3%
None, nothing	1%
All other responses	2% or less
Don't know	1%

TRAFFIC CONGESTION AND SAFETY

This survey is about transportation issues in Bend. The City of Bend is considering making investments to reduce traffic congestion and improve the safety of neighborhood streets. These improvements could require an increase in local taxes or fees. Nothing has been decided yet and there will be many opportunities to engage in community discussions about these issues in the coming months. This survey is to ensure that Bend’s leaders hear from a representative group of Bend residents.

Let’s get started.

3. How much of a problem do you think traffic congestion is in Bend these days: A very big problem, somewhat of a problem, not much of a problem, or not a problem at all?

Response category	n=303
Very big problem	44%
Somewhat of a problem	44%
Not much of a problem	9%
Not at problem at	3%
(DON’T READ) Don’t know	1%

4. The following is a list of methods that have been used to reduce traffic congestion and the time it takes to get around Bend. Which do you think would be the most effective? **(Randomize)**

Response category	n=303
Widen roads and add more lanes to improve traffic flow	29%
Fix intersection bottlenecks to improve traffic flow	24%
Realign or extend existing roads to make better connections	18%
Install or improve roundabouts to improve traffic flow	16%
Build new bike and pedestrian pathways to reduce traffic congestion	8%
(DON’T READ) Don’t know	6%

5. Would you support or oppose the City of Bend asking voters to increase local taxes or fees if you were certain the money would fund projects that reduce traffic congestion in Bend? **(Wait and ask strongly/somewhat)**

Response category	n=303
Support strongly	35%
Support somewhat	34%
Oppose somewhat	9%
Oppose strongly	17%
(DON’T READ) Don’t know	5%

6. How much of a problem do you think the safety of neighborhood streets is in Bend these days: a very big problem, somewhat of a problem, not much of a problem, or not a problem at all?

Response category	n=303
Very big problem	15%
Somewhat of a problem	43%
Not too of a problem	30%
Not a problem at all	11%
(DON’T READ) Don’t know	1%

7. The following is a list of methods that have been used to improve the safety of neighborhood streets in Bend. Which do you think would be the most effective? **(Randomize)**

Response category	n=303
Reduce congestion on major streets so people don't cut through neighborhoods	31%
Create safe routes to schools, such as adding sidewalks, bike lanes, and improving crosswalks in areas where students walk or bike to school	31%
Install sidewalk and crosswalk improvements to ensure that they meet the Americans with Disabilities Act standards	13%
Complete off-street biking and walking trails citywide	10%
Add more bike lanes or separated bike routes on existing streets	9%
(DON'T READ) Don't know	6%

8. Would you support or oppose the City of Bend asking voters to increase local taxes or fees if you were certain the money would fund projects that improve the safety of neighborhood streets in Bend? **(Wait and ask strongly/somewhat)**

Response category	n=303
Support strongly	35%
Support somewhat	37%
Oppose somewhat	7%
Oppose strongly	16%
(DON'T READ) Don't know	5%

FUNDING MEASURE

The City of Bend is considering asking voters to increase local taxes or fees to pay for projects to reduce traffic congestion and improve neighborhood traffic safety.

For the next set of questions, I will read you reasons that some people give to both support and oppose increasing local taxes or fees and ask you what you think about them.

First:

(Rotate support and oppose sections)

SUPPORT

I will read you some reasons people have given to support increasing local taxes or fees. For each reason, please tell me if you think it is a very good, good, poor, or very poor reason to support increasing local taxes or fees.

(Randomize Q9-Q14)

Response category	Very good	Good	Poor	Very poor	Don't know
9. Traffic congestion in Bend is getting worse. We need to improve our roads now so we don't waste even more time sitting in our cars.	33%	39%	14%	10%	4%
10. Because of traffic congestion on the main roads, cars are cutting through neighborhood side streets. We need to address congestion on these main roads so our neighborhood streets are quiet and safe.	35%	41%	11%	9%	4%
11. Our local economy depends on businesses moving products and employees getting to work on time. Improving the roads in Bend and reducing traffic congestion is needed for a strong local economy and jobs.	28%	43%	14%	11%	4%
12. The local taxes or fees would pay for pedestrian and bike networks to help residents get around town safely.	30%	39%	13%	13%	5%
13. The projects would support safe travel for students to and from school.	38%	42%	11%	7%	3%
14. The projects would help Bend prepare for future growth.	33%	42%	11%	10%	4%

OPPOSE

I will read to you some reasons people have given to oppose increasing local taxes or fees. For each reason, please tell me if you think it is a very good, good, poor, or very poor reason to oppose increasing local taxes or fees. **(Randomize Q15-Q20)**

Response category	Very good	Good	Poor	Very poor	Don't know
15. I just cannot afford any more taxes.	26%	29%	28%	15%	3%
16. Building new streets and expanding existing roads will only encourage more population growth.	14%	21%	33%	26%	6%
17. Tourists should pay more for transportation improvements before increasing local taxes or fees that residents pay.	26%	31%	23%	15%	5%

Response category	Very good	Good	Poor	Very poor	Don't know
18. It would be better to spend that money on other priorities in Bend.	14%	18%	36%	24%	8%
19. City government has enough money. Funds should be reallocated to pay for priority transportation projects.	22%	35%	22%	13%	7%
20. We need to take care of the roads we have first before we spend money on new roads.	31%	31%	24%	11%	2%

21. As of now, would you be willing to pay any additional amount in local taxes or fees to fund projects to both reduce traffic congestion and improve the safety of neighborhood streets in Bend?

Response category	n=303
Yes	61%
No	33%
(DON'T READ) Don't know	7%

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.

22. Do you describe your gender as: **(PHONE ASK)**

Response category	n=303
Male	49%
Female	50%
Non-binary or gender non-conforming	1%
(DON'T READ) Refused/Missing	n=1

23. Age **(FROM SAMPLE)**

Response category	n=303
18–29	17%
30–44	28%
45–64	31%
65+	23%

24. Political party **(FROM SAMPLE)**

Response category	n=303
Democrat	34%
Republican	24%
Non-affiliated/something else	41%

25. Area of the city **(FROM SAMPLE)**

Response category	n=303
Northwest	14%
Southwest	27%
Northeast	31%
Southeast	28%

26. Do you own or rent your home?

Response category	n=303
Own	69%
Rent	27%
Other (specify)	3%
Refused	1%

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

Response category	n=303
Less than high school	1%
High school diploma	11%
Some college / 2-year degree	29%
College degree / 4-year degree	39%
Graduate/professional school	20%
(DON'T READ) Refused/Missing	1%

28. What was your total household income in 2018?

Response category	n=303
Less than \$25,000	7%
\$25,000 to less than \$50,000	13%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	20%
\$100,000 to less than \$150,000	15%
\$150,000 or more	9%
(DON'T READ) Refused/Missing	18%

29. How many years have you lived in Bend?

Response category	n=303
Less than 5	10%
5–10	18%
11–20	33%
21+	37%
(DON'T READ) Refused/Missing	2%

30. Which of the following best describes your race or ethnicity? **(allow for multiple responses)**

Response category	n=303
African American/Black	1%
Asian/Pacific Islander	1%
Hispanic/Latino	4%
Native American/American Indian	1%
White/Caucasian	89%
Other	3%
(DON'T READ) Don't know	1%
(DON'T READ) Refused/Missing	1%