

# Portland/Vancouver Area Residents Discuss the I-5 Trade Corridor



A public opinion  
research project for the  
Oregon and Washington  
Departments of  
Transportation  
*September, 2000*

# Research areas

- ▶ **Transportation vs. other problems**
- ▶ **Traffic congestion general imagery**
- ▶ **I-5 Trade Corridor transportation problems**
- ▶ **Options for dealing with problems**
- ▶ **Transit options**
- ▶ **Freeway lane options**
- ▶ **Funding**

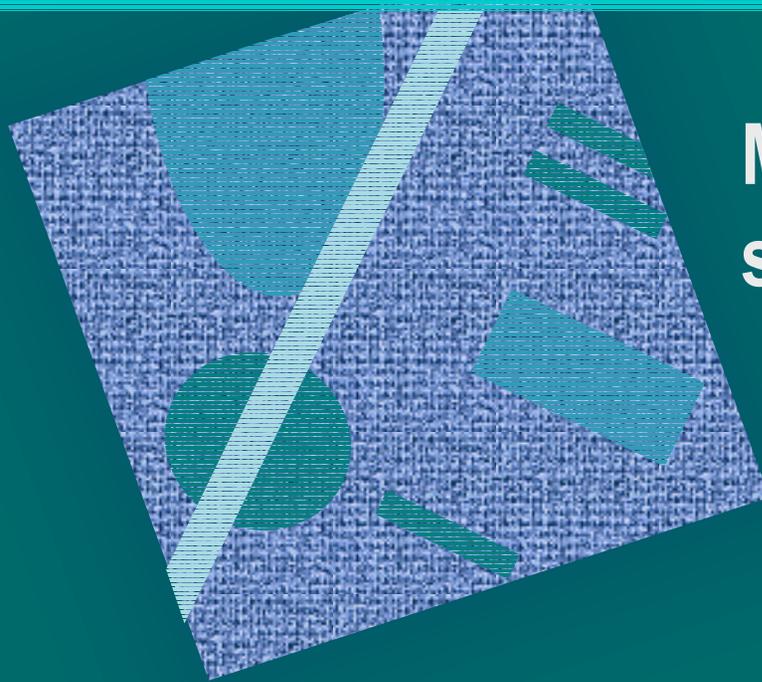
# Methodology

- ▶ **Two surveys**
  - ▶ 300 in region
  - ▶ 600 in Corridor
- ▶ **Four sets of tables**
- ▶ **Random Digit Dialing (RDD)**
- ▶ **General population, not just registered voters**

# Research Design Qualifications

- ▶ Questionnaire did not include cost estimates or information on environmental, economic, or neighborhood impacts of proposed solutions

# Part 1: Transportation vs. Other Problems



Major findings and  
supporting data

# Transportation vs. Other Problems

**Residents are concerned about transportation problems, but at a level similar for other problems**

# Transportation vs. Other Problems

(Q.1)

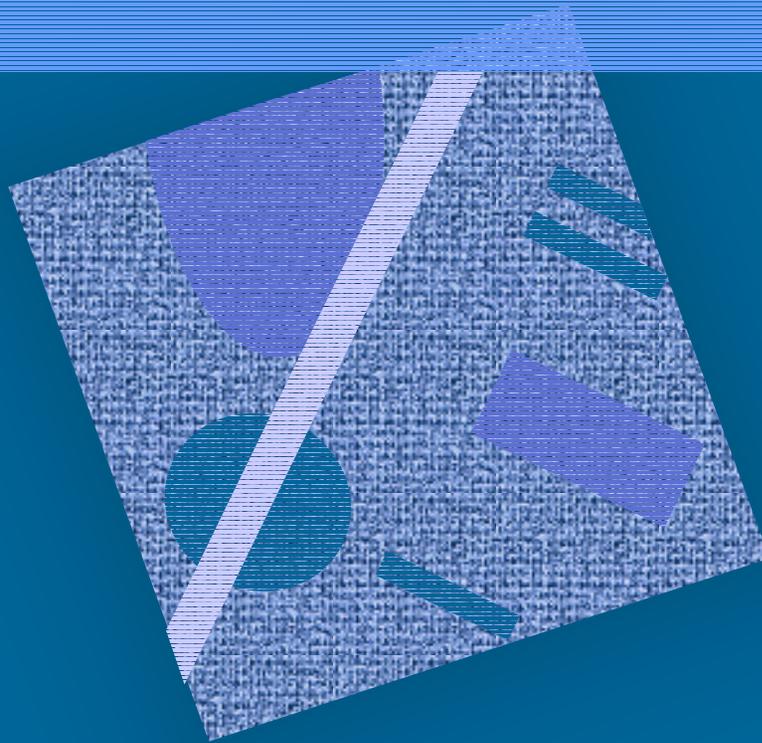
How concerned are you about the following problems in the Portland/Vancouver area: not at all concerned, not very concerned, neutral, somewhat concerned, or very concerned?

# Transportation vs. Other Problems

(Q1)

Problem	Percent Combined Very or Somewhat Concerned <i>(Very concerned in parentheses)</i>			
	Regiona 1	Corridor	W A. Corridor	OR. Corridor
Quality of K-12 public education	75% (47%)	72% (46%)	67% (45%)	75% (46%)
Urban sprawl onto forest/farmland	75% (41%)	71% (37%)	69% (35%)	73% (38%)
Transportation problems	73% (39%)	68% (33%)	67% (39%)	69% (29%)
K-12 public school funding	71% (40%)	67% (38%)	63% (37%)	70% (39%)
Crime	70% (37%)	72% (34%)	70% (38%)	74% (30%)
Lack of family wage jobs	59% (33%)	67% (34%)	61% (39%)	72% (31%)

# Part two: Traffic Congestion



**Major findings and  
supporting data**

# Traffic Congestion General / Imagery

**Residents say I-5 is the  
most congested,  
overcrowded segment of  
the area's freeway  
system**

# Traffic Congestion General / Imagery

(Q1)

**Thinking about the entire  
Portland/Vancouver area, what,  
in your opinion, is the most  
congested/overcrowded segment  
of the area's freeway system?**

# Traffic Congestion General / Imagery

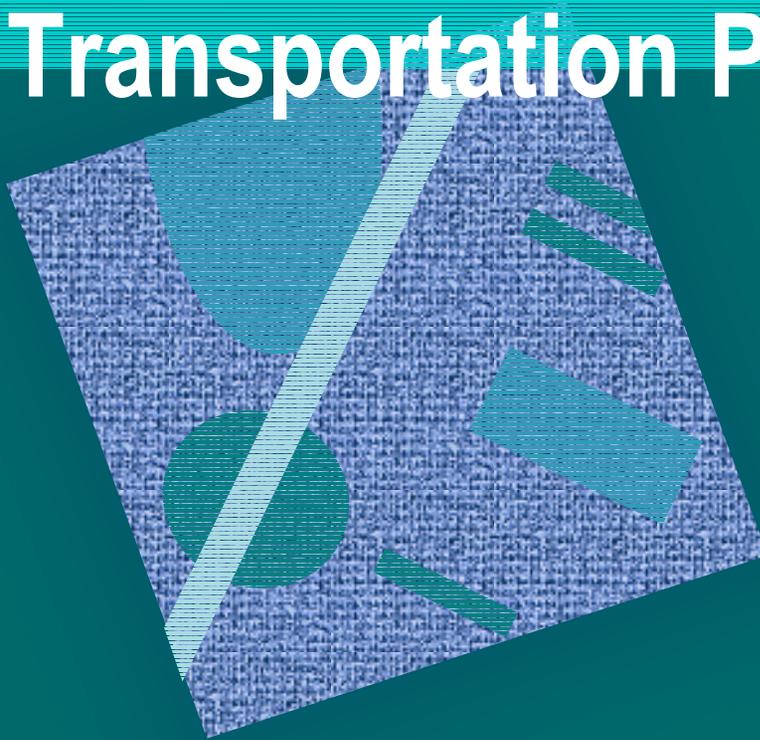
(Q1)

**Most congested/crowded segment  
Of area's freeway system (Grouped into broader categories)**

	Region	Corridor	WA. COR.	OR. COR.
<b>I-5 general mention</b>	<b>23% (3)</b>	<b>27% (2)</b>	<b>31% (2)</b>	<b>24% (2)</b>
<b>I-5 corridor segment/interchange</b>	<b>26% (2)</b>	<b>45% (1)</b>	<b>42% (1)</b>	<b>47% (1)</b>
<b>I-5 non-corridor</b>	<b>6% (4)</b>	<b>---</b>	<b>---</b>	<b>---</b>
<b>Other freeways/highways interchanges</b>	<b>27% (1)</b>	<b>10% (3)</b>	<b>4% (3)</b>	<b>12% (3)</b>

# Part three: I-5 Trade Corridor Transportation Problems

Major findings and  
supporting data



# Corridor Transportation Problems

**Eighty-seven percent (87%)  
of area residents know the  
name or number of freeway  
that runs through  
downtown Portland, across  
Interstate Bridge and  
through downtown  
Vancouver**

# Corridor Transportation Problems

**Residents feel that transportation problems in the corridor are serious.**

# Corridor Transportation Problems

(Q2)

Some people in the Portland/Vancouver area feel there are transportation problems in the I-5 corridor between downtown Portland and Vancouver. I-5 is the freeway that runs through downtown Portland, across the Interstate Bridge, and through downtown Vancouver. It is not I-205 which crosses the river further east near the Portland airport. How serious are the transportation problems in the I-5 corridor between Portland and Vancouver: not at all serious, not too serious, somewhat serious, or very serious?

# Corridor Transportation Problems (Q2)

**How serious are the  
Transportation problems in the I-5 Corridor?**

	Region	Corridor	WA COR.	OR COR.
<b>Very serious/Somewhat Serious Combined</b>	<b>85%</b>	<b>84%</b>	<b>83%</b>	<b>84%</b>
<b>Very serious</b>	<b>53%</b>	<b>55%</b>	<b>56%</b>	<b>55%</b>

# Corridor Transportation Problems

**Residents acknowledge the importance to the economy of freight movement and trade in the corridor.**

# Corridor Transportation Problems

(Q9f, 9i)

Economy-Related I-5 Transportation Problems	Regional Agree/Disagree/Neutral	Corridor Agree/Disagree/Neutral
(9f) Freight movement and trade in the corridor is important to the economy	88% / 5% / 5%	85% / 7% / 5%
(9i) Eventually our economy will be hurt if we don't reduce traffic congestion in the Corridor	60% / 25% / 11%	55% / 28% / 12%

# Corridor Transportation Problems

**Generally, residents disagreed that finding a solution to transportation problems in the corridor will negatively impact quality of life.**

# Corridor Transportation Problems

(Q 9a, 9h, 9l)

I-5 Transportation Problems/ Quality of Life Related	Regional Agree/Disagree/Neutral	Corridor Agree/Disagree/Neutral
(9a) Improving the transportation problems in the corridor will just encourage more population growth in the region	36% / 49% / 13%	36% / 50% / 12%
(9h) Finding a solution for the transportation problems in the corridor will hurt nearby neighborhoods	33% / 48% / 12%	34% / 50% / 13%
(9l) Finding a solution for the transportation problems in the corridor will hurt the Environment	22% / 64% / 12%	20% / 65% / 11%

# Corridor Transportation Problems

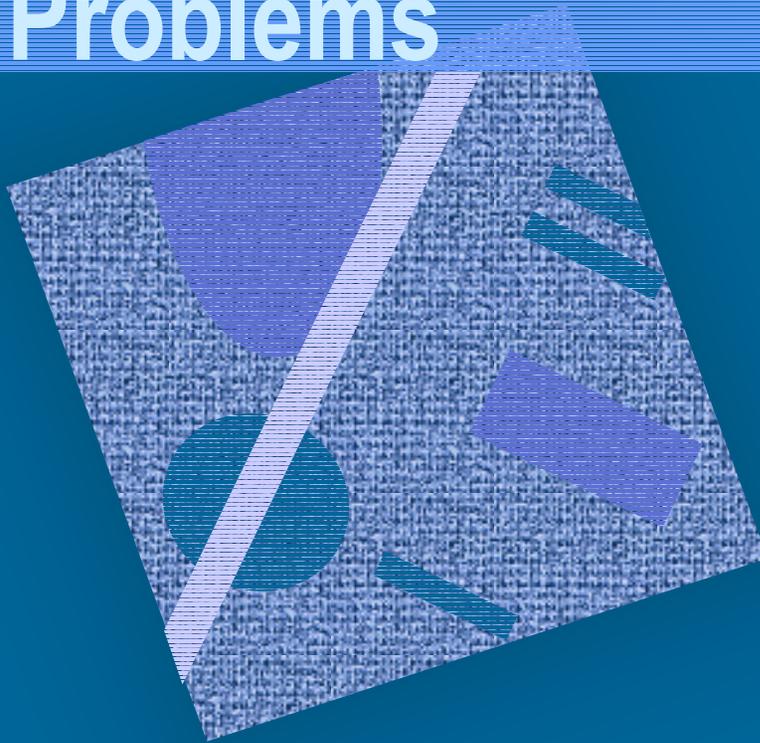
**Residents are split on feeling that problems personally impact them and that there are other transportation problems as important or more important**

# Corridor Transportation Problems

(Q 9b, 9j)

<b>I-5 Transportation Problems Personal Impact/Other Problems</b>	<b>Regional Agree/Disagree/Neutral</b>	<b>Corridor Agree/Disagree/Neutral</b>
<b>(9b) The transportation problems in the corridor don't impact me.</b>	<b>45% / 47% / 7%</b>	<b>37% / 56% / 6%</b>
<b>(9j) There are other transportation problems that are as important or more important to fix than those in the corridor.</b>	<b>45% / 29% / 20%</b>	<b>38% / 43% / 13%</b>

# Part 4: Options for Dealing with Problems



**Major findings and supporting data**

# Options

**There was general agreement as to the best options for dealing with transportation problems in the corridor, both in aided and unaided questions**

# Options

**Adding a third lane and public transit are the highest rated and highest ranked options for dealing with transportation problems in the corridor.**

# Options

(Q 3) What should be done about the transportation problems in the I-5 Corridor?

What should be done? (Grp'd into broader categories)	Region	Corridor	WA COR	OR COR
Widen highway/more lanes Including on bridges/widen Corridor/fix bottlenecks/3 lanes	25% (1)	25% (1)	29% (1)	23% (2)
Light rail/MAX extension & addition	23% (2)	22% (2)	15% (4)	28% (1)
Mass transit/public transportation/ Bus system improvements	18% (3)	14% (4)	16% (3)	11% (4)
Build more bridges	13% (4)	17% (3)	21% (2)	13% (3)
Add HOV/carpool lanes/carpool more	5% (5)	5% (5)	6% (5)	3% (6)
Build more highways/alternate routes/ make new routes	4% (6)	5% (5)	4% (6)	6% (5)

# Options

## (Q4) Support for Transportation Solutions Combined Support/Strongly Support

Problem	Region	Corridor	WA COR	OR COR
Fix the freeway bottlenecks by adding a third lane, etc.	78%/47%	83%/53%	89%/60%	77%/47%
Add more transit service between Portland and Vancouver	71%/46%	73%/46%	70%/41%	75%/49%
Build a new freeway and third bridge across the Columbia	47%/29%	55%/32%	61%/40%	50%/26%
Add a fourth travel lane in each direction	59%/29%	59%/32%	66%/36%	54%/29%

# Options

## (Q4 con't.) Support for Transportation Solutions Combined Support/Strongly Support

Problem	Region	Corridor	WA COR	OR COR
Make a combination of freeway and transit improvements in the I-5 corridor	76%/37%	76%/46%	81%/48%	72%/45%
Provide incentives for businesses to reduce rush hour traffic by offering flex hours, etc.	74%/46%	76%/46%	78%/44%	74%/48%
Use congestion pricing to encourage people to drive on I-5 at times other than rush hour	36%/17%	41%/18%	42%/17%	39%/18%
Widen or replace the Interstate Bridge across the Columbia River	53%/23%	57%/30%	61%/31%	55%/30%

# Options

(Q5, 6) Best and second best options

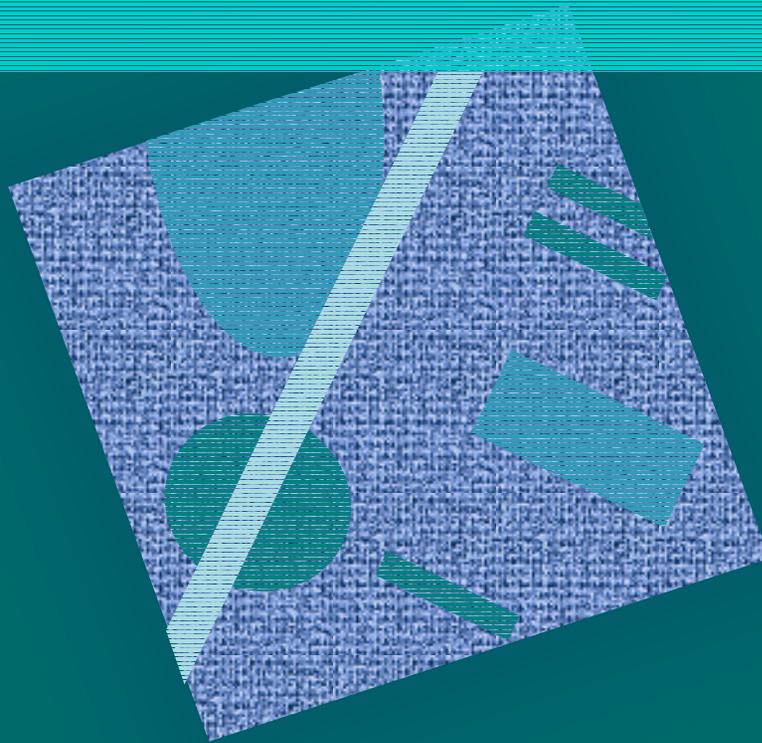
Options	Regional		Corridor	
	Best	Combined	Best	Combined
Fix the freeway bottlenecks by adding a third lane	25% (1)	43% (1)	24% (1)	38% (1)
Add more transit service between Portland and Vancouver	19% (2)	34% (2)	15% (3)	32% (2)
Build a new freeway and third bridge across the Columbia River	13% (3)	24% (3)	21% (2)	31% (3)
Make a combination of freeway and transit improvements in the I-5 corridor	12% (4)	21% (6)	13% (4)	23% (5)

# Options

(Q5, 6) Best and second best options

Options	Regional		Corridor	
	Best	Combined	Best	Combined
Add a fourth travel lane in each direction	10% (5)	24% (3)	10% (5)	26% (4)
Provide incentives for businesses to reduce rush hour traffic	9% (6)	23% (5)	7% (3)	19% (6)
Widen or replace the Interstate Bridge	7% (7)	16% (7)	8% (6)	17% (7)
Use congestion pricing to encourage people to drive on I-5 at other times	1% (8)	3% (8)	1% (8)	3% (8)

# Part 5: Transit Options



**Major findings and  
supporting data**

# Transit Options

**Less than 10% of residents feel no expansion of public transit of any kind should be done in the corridor**

# Transit Options

## (Q 7) Best transit option in I-5 Corridor

Best transit option	Region	Corridor	WA COR	OR COR
The planned North Portland light rail Line should be extended to Vancouver	50%	51%	52%	51%
The planned North Portland light rail should not be extended to Vancouver, but good bus service between light rail and Vancouver should be provided	21%	18%	20%	16%
More express bus service on the freeway should be added between Portland and Vancouver	16%	18%	14%	20%
No expansion of public transit of any kind should be done on the corridor	6%	6%	5%	7%

## Part 6: Freeway Lane Options



**Major findings and  
supporting data**

# Freeway Lane Options

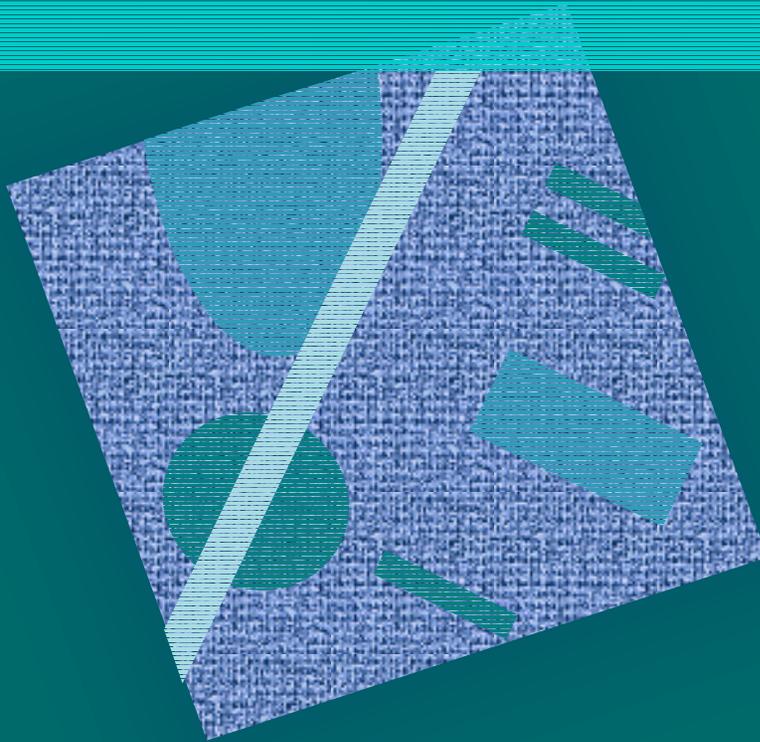
**If a new lane is added to the freeway, there is no consensus on who should be able to use it**

# Freeway Lane Options

## (Q8) Best freeway lane option in I-5 Corridor

Best freeway lane option	Region	Corridor	WA COR	OR COR
If a new lane is added to the freeway, it should be open for use by all vehicles 24 hours a day	39%	39%	38%	40%
If a new lane is added to the freeway, it should be a High Occupancy Vehicle lane for carpools and buses during the rush hour	38%	31%	32%	31%
If a new lane is added to the freeway, it should be for trucks to be able to move goods more efficiently	12%	17%	20%	14%
A new lane should not be added to the freeway	8%	8%	4%	10%

# Part 7: Funding



**Major findings and  
supporting data**

# Funding

(Q9c, 9e, 9g, 9k)

I-5 Transportation Problems/ Funding Options	Regional Agree/Disagree/Neutral	Corridor Agree/Disagree/Neutral
(9c) OR. And WA. already have enough money to pay for improving transportation problems in the corridor. We don't need to raise taxes to do this	49% / 22% / 16%	54% / 25% / 12%
(9e) We should just get used to more traffic congestion in the corridor rather than increasing taxes to fund a solution to the transportation problems in the corridor	20% / 64% / 13%	26% / 62% / 9%

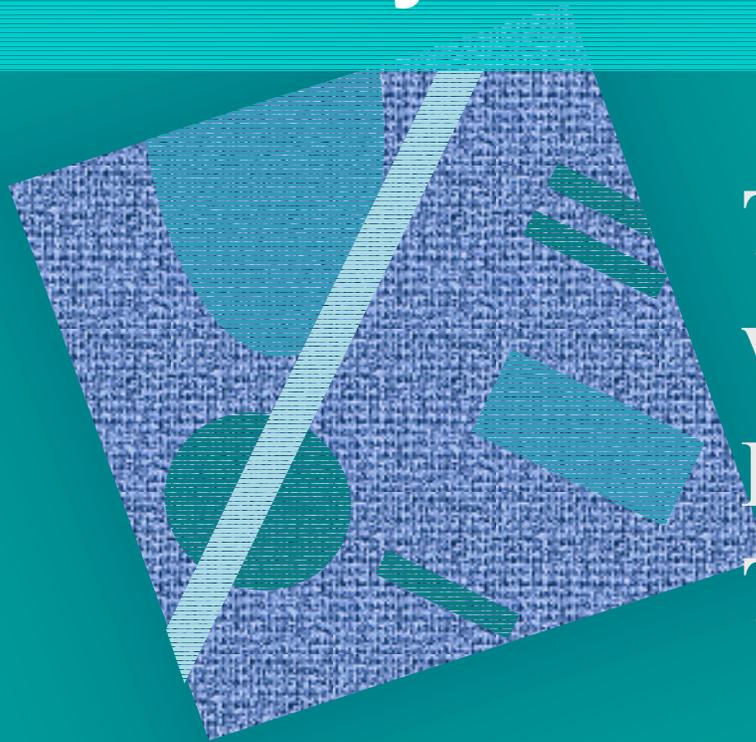
# Funding

(Q9c, 9e, 9g, 9k con't)

<b>I-5 Transportation Problems/ Funding Options</b>	<b>Regional Agree/Disagree/Neutral</b>	<b>Corridor Agree/Disagree/Neutral</b>
<b>(9g) New funding will be needed to pay for a solution to the transportation problems in the corridor</b>	<b>61% / 23% / 12%</b>	<b>60% / 22% / 12%</b>
<b>(9k) If a new Interstate Bridge is built across the Columbia River, it should be paid for by the users of the bridge</b>	<b>54% / 34% / 10%</b>	<b>57% / 33% / 9%</b>

DHI

Presented by Davis & Hibbitts, Inc.



To the Oregon &  
Washington  
Departments of  
Transportation

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