




CITY OF PORTLAND, OREGON
BUREAU OF
Planning

 **PORT OF PORTLAND**
Possibility. In every direction.

Public Survey Process and Results

PAG Meeting #3
December 18, 2007



AIRPORT FUTURES

CHARTING A COURSE FOR PDX

Presentation Outline

- Context – Scott Drumm, Port of Portland
 - Introduction
 - Purpose
 - Process
- Results – Mike Riley & John Campbell, Riley Research Associates
 - Survey design
 - Sample size, geography, stratification
 - Key findings

Purpose

Solicit input on Airport Futures planning process from a broad-based, stratified sample of the public in the Portland-Vancouver area, both close in to the airport and further out.

Goals

- Statistically significant and reliable data
- Independent, objective third-party data collection
- Provide meaningful data to inform decisions

Role of Online Survey

- Short, non-scientific survey
 - Facilitate immediate and on-going input
 - Identify issues and concerns as they arise

Process

- Riley Research Associates chosen as vendor by Port and City staff through public bidding process
- Some questions guided by other recent community surveys
- Staff, consulting team developed draft survey
- Public Involvement Subcommittee provided additional input into survey and question design
 - Tom Gerharter (Horizon)
 - Hector Roche (Multnomah Co)
 - Eric Meyer (AIR)
 - John Mohlis (Bldg Trades)
 - Fred Stovel (Neighborhoods)
 - Linda Robinson (Citizen)

Accessing Results

- Riley Research Associates handout
- Airport Futures website (www.pdxairportfutures.com)
 - Final project report
 - Detailed crosstabulations

Airport Futures Survey Results 2007



Introduction



- **The goal of the research was to gain insight into:**
 - **Current satisfaction with the Airport**
 - **Airport usage and behaviors**
 - **Sustainability attitudes**
 - **Quality of life choices**

Methodology



- **Scientific Telephone Survey**
 - **Fielded Oct 22nd – Nov 24th, 2007**
 - **Fielded by in-house professional interviewers**
 - **Weekdays 5pm - 9pm**
 - **Saturdays 10am - 2pm**

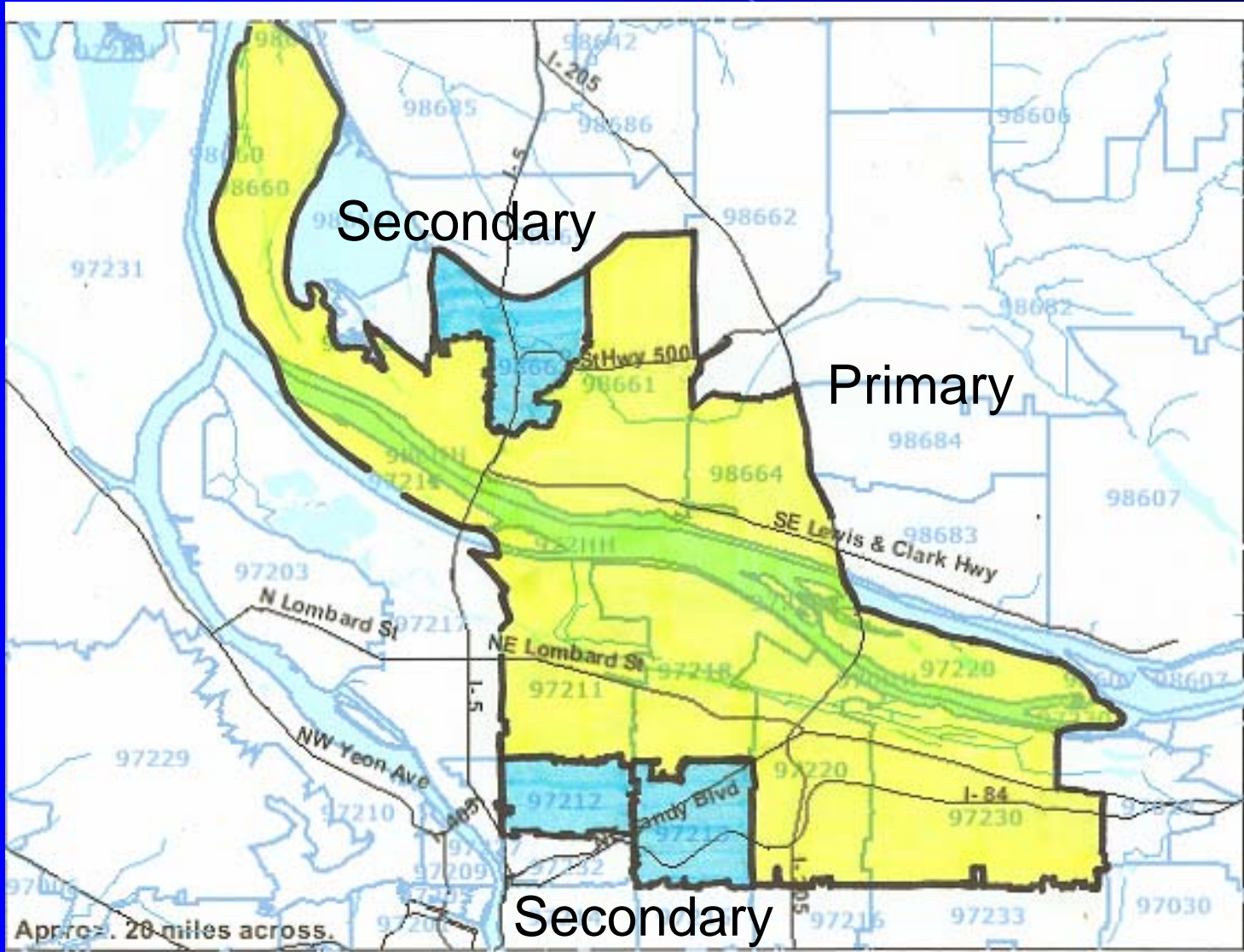
Methodology



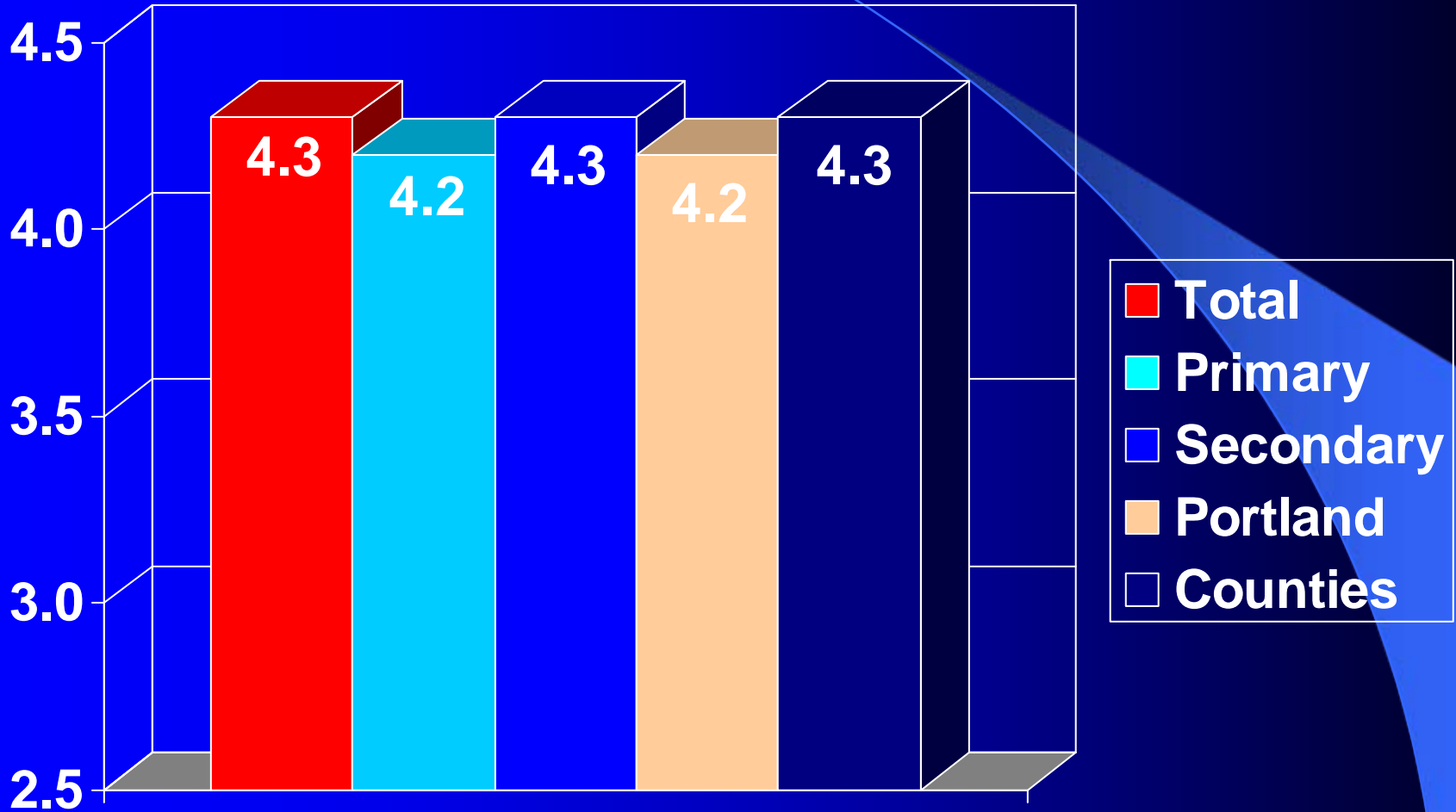
- **Stratified Random Sample**

Audience	Sample Size	Margin of Error
Primary Impact Area	302	+/-5.64%
Secondary Impact Area	102	+/-9.70%
Outside of Impact Areas	804	+/-3.46%
City of Portland	556	+/-4.16%
Total	1208	+/-2.82%

Impact Areas



Airport Satisfaction



1-Extremely Dissatisfied, 5-Extremely Satisfied

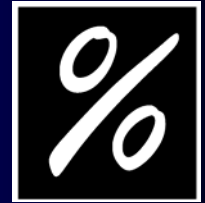
Perceptions



1 – Strongly disagree, 5 – Strongly agree

Statement	1-5 Scale
The Airport is important to the region's economy	4.7
PDX is among the best airports in the US	4.4
Flights allow me to easily travel where and when I want to go	4.3

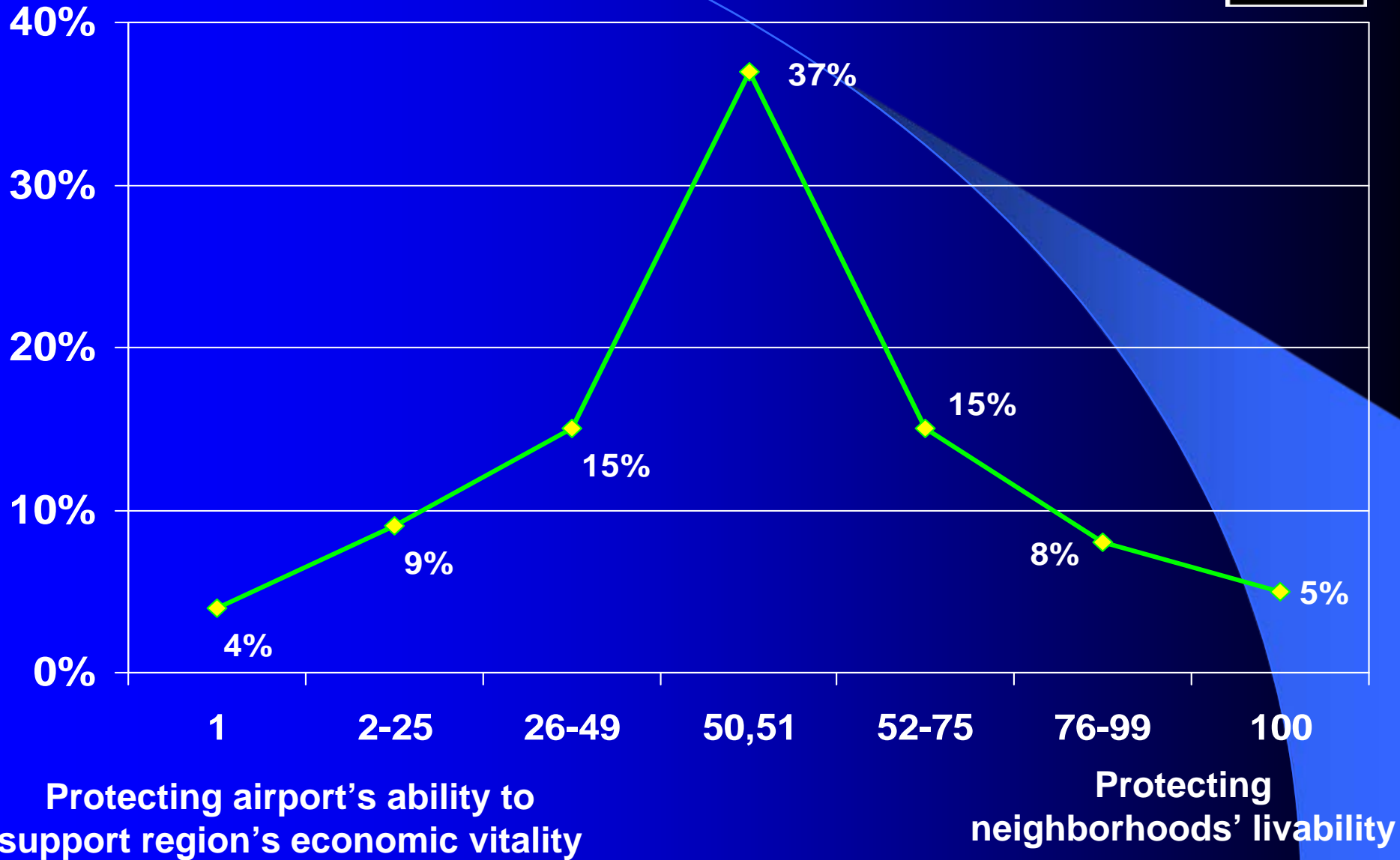
Perceptions



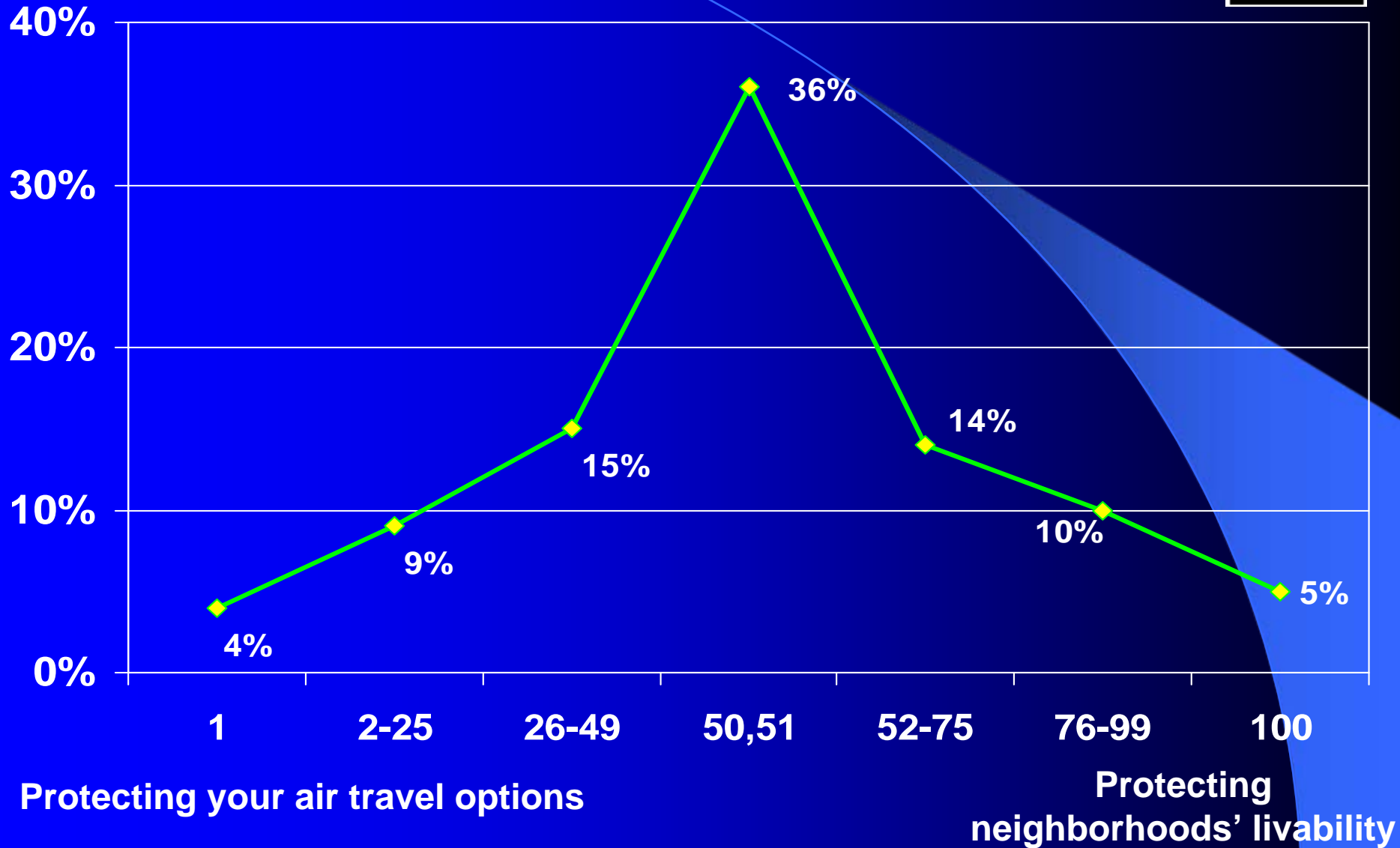
1 – Strongly disagree, 5 – Strongly agree

Statement	1-5 Scale
Airport should do more to protect the environment	3.8
Protecting natural environment more important than accommodating Airport growth	3.5
MAX is convenient to travel to and from the Airport	3.0
Airplane noise reduces quality of life in my neighborhood	1.9

Trade-Offs



Trade-Offs



Sustainability Options



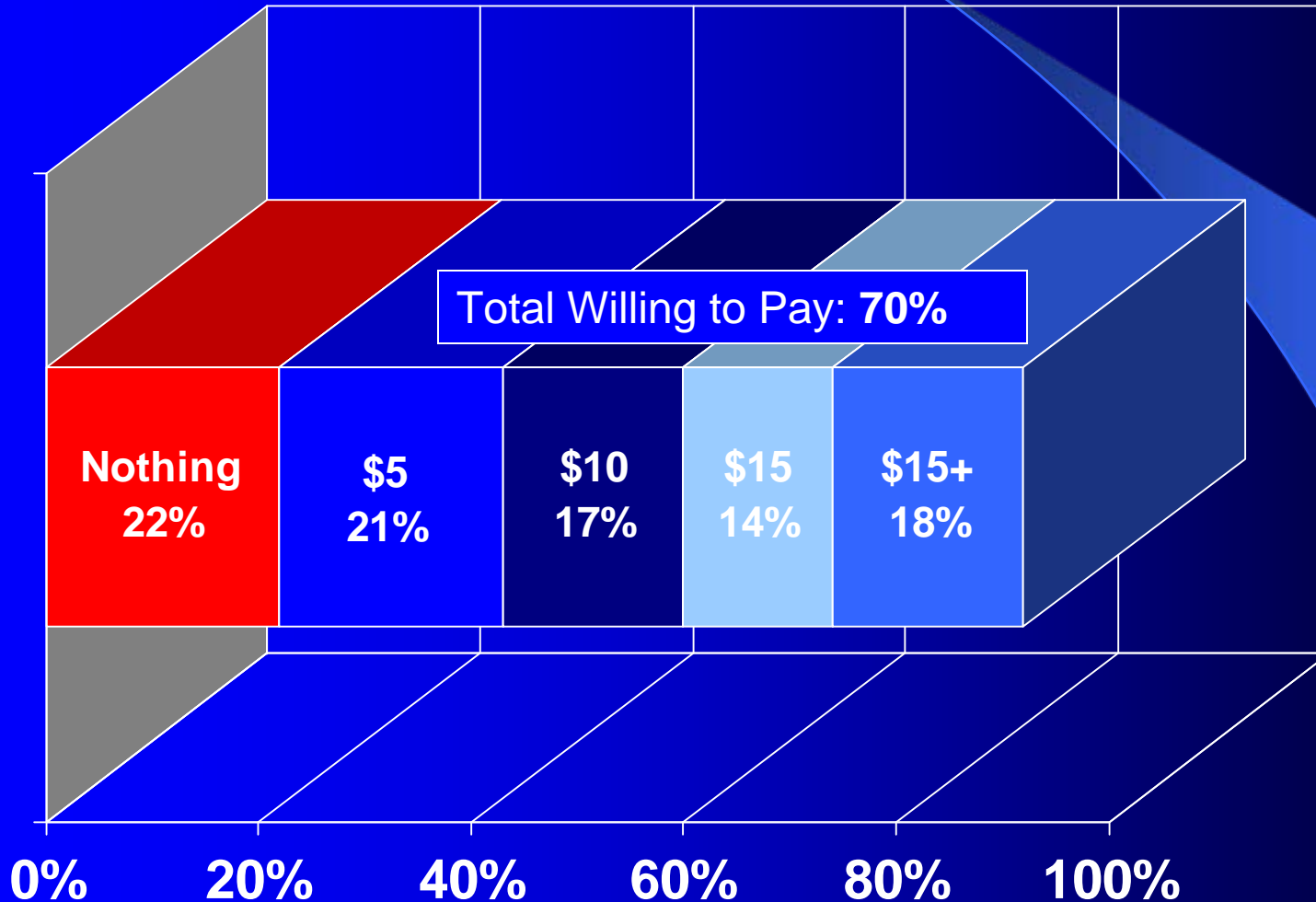
1 – Oppose, 5 – Favor

Option	1-5 Scale
Increasing recycling volumes	4.4
Port fleet vehicles, taxis, rental cars to be hybrids, high gas mileage or alternative fuel by 2020	4.0
Enhance public transit to Airport	4.0
Require future terminal construction to be environmentally friendly	3.9
Reduce pick up and drop off by encouraging mass transit, on-site parking	3.7
Pay surcharge to fly at peak times	2.8

Sustainability Options



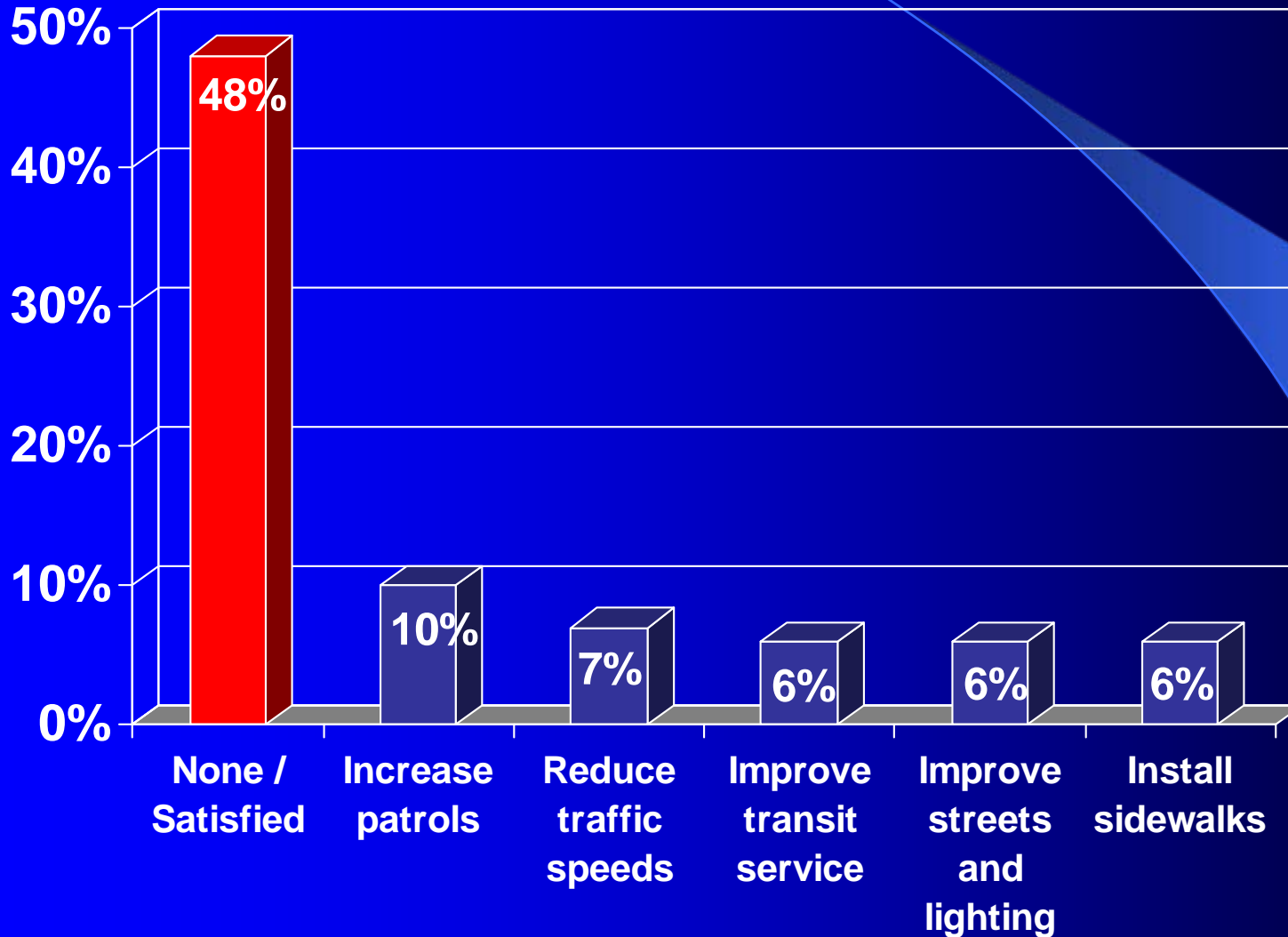
Dollar amount willing to pay per round trip ticket to reduce environmental and carbon impact of their flight



Neighborhood Issues



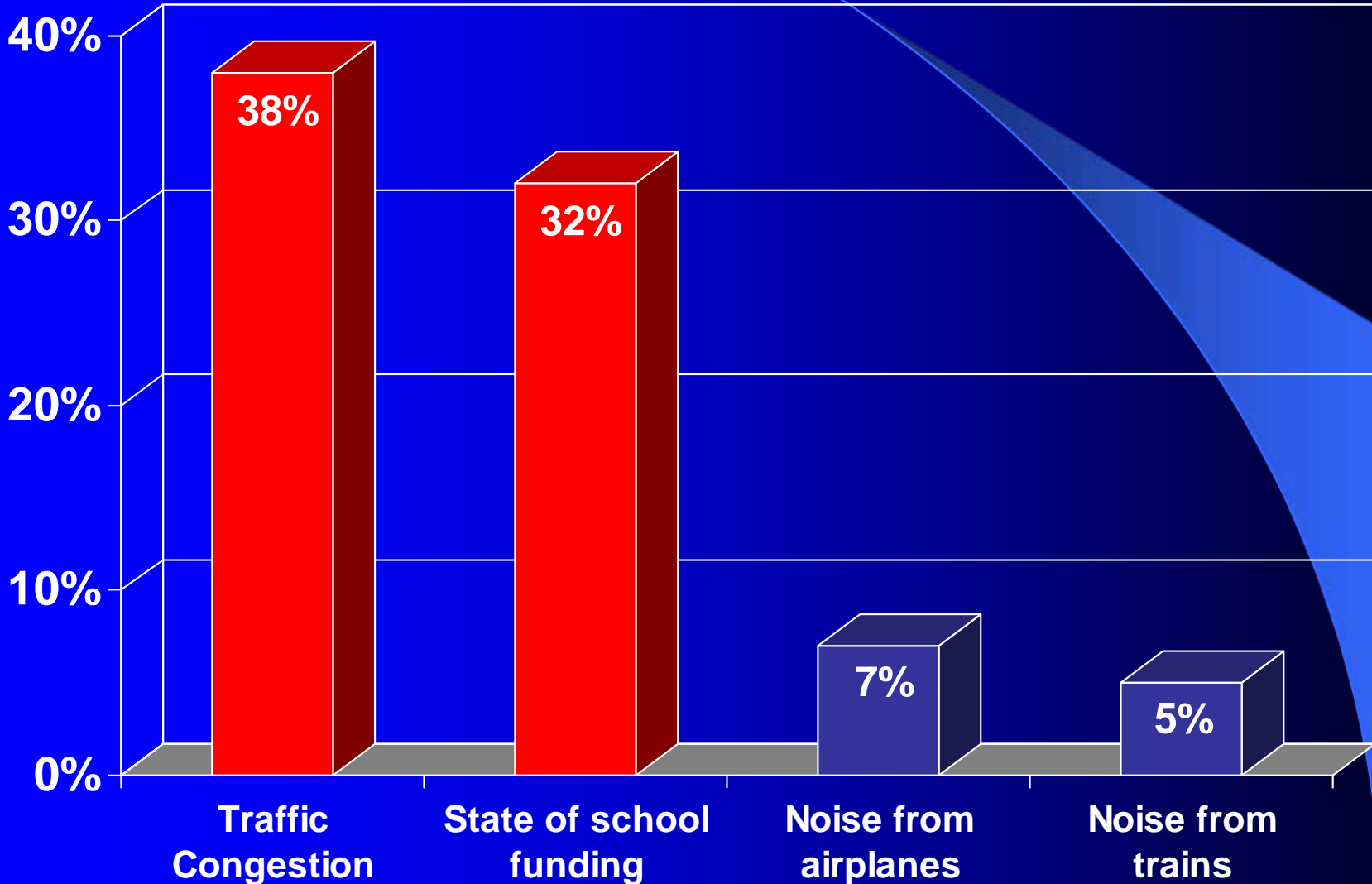
Open-ended, unaided



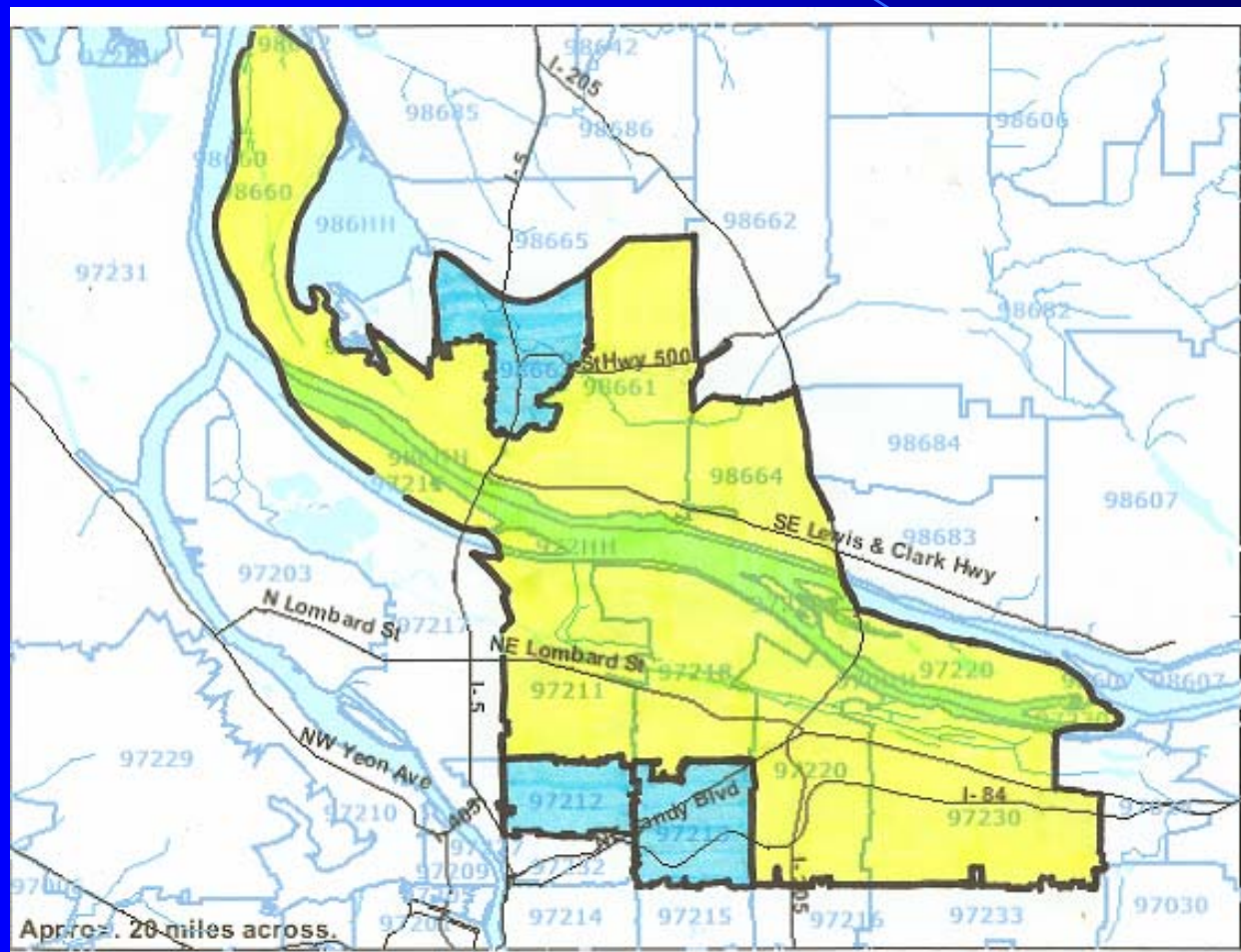
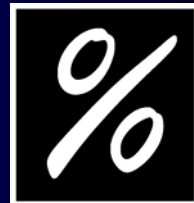
Neighborhood Issues



Bothered a "great deal"



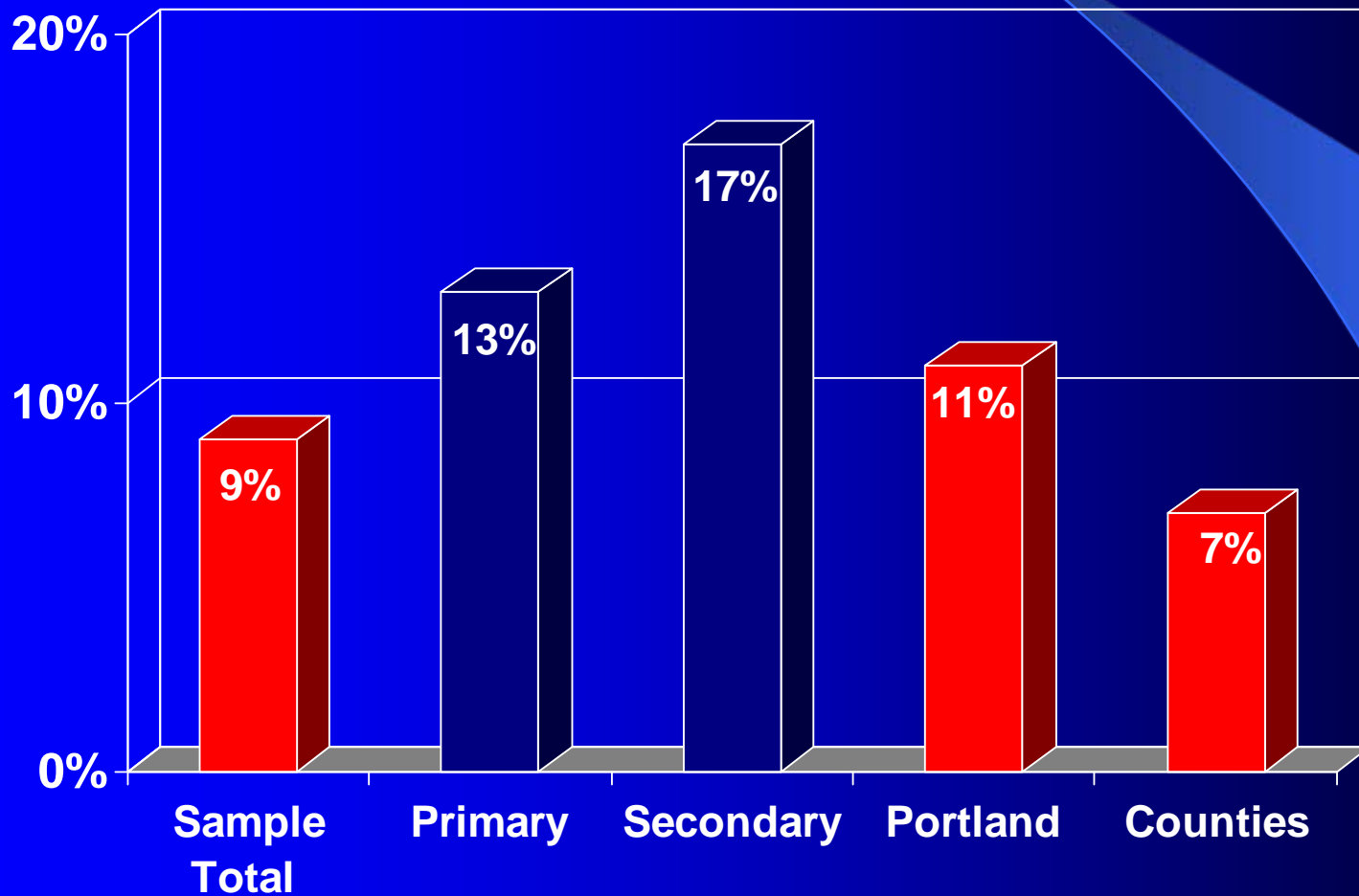
Geographic Differences



Perceptions



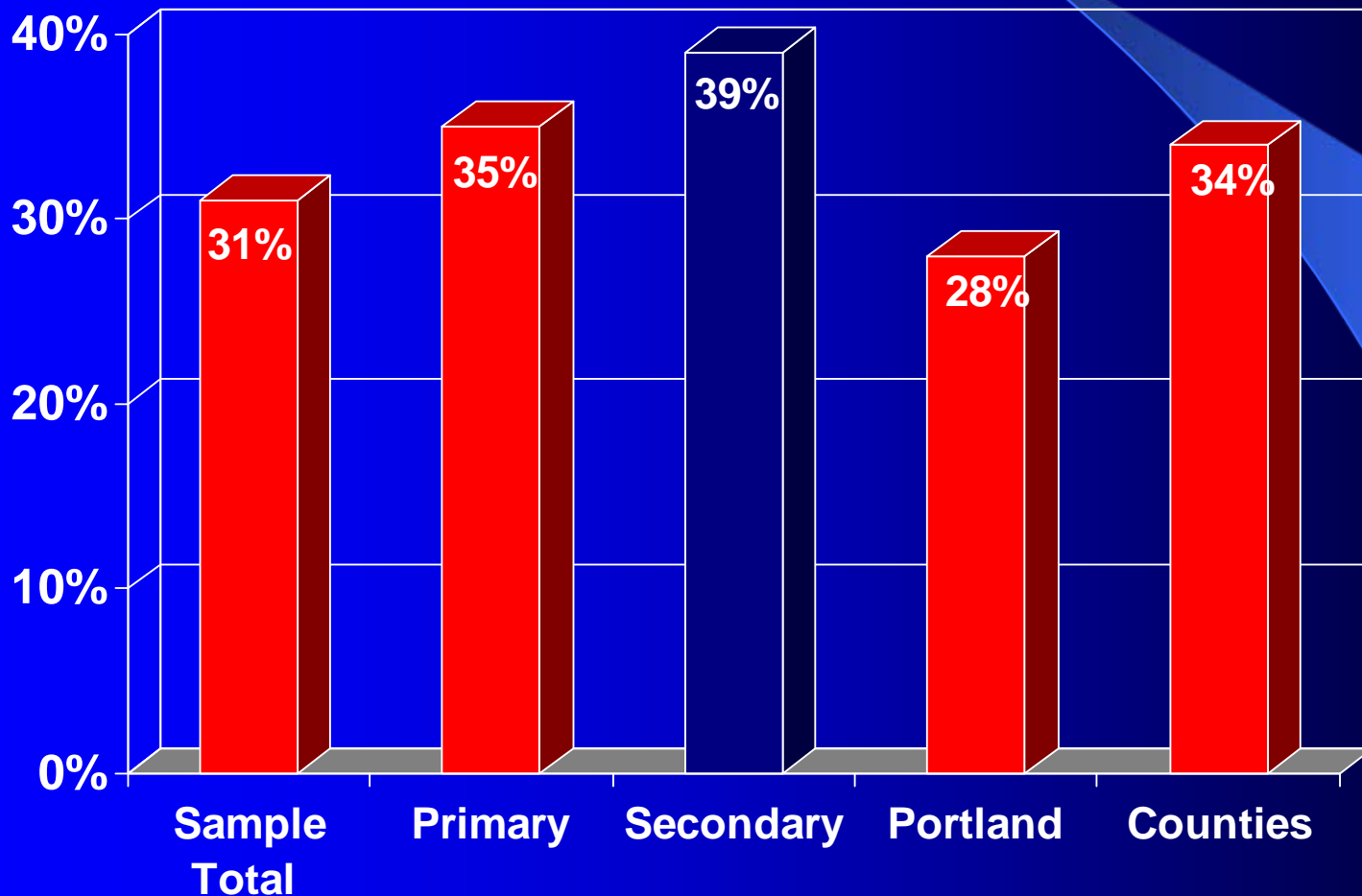
“Strongly Agree:” Airplane noise reduces quality of life in my neighborhood



Perceptions



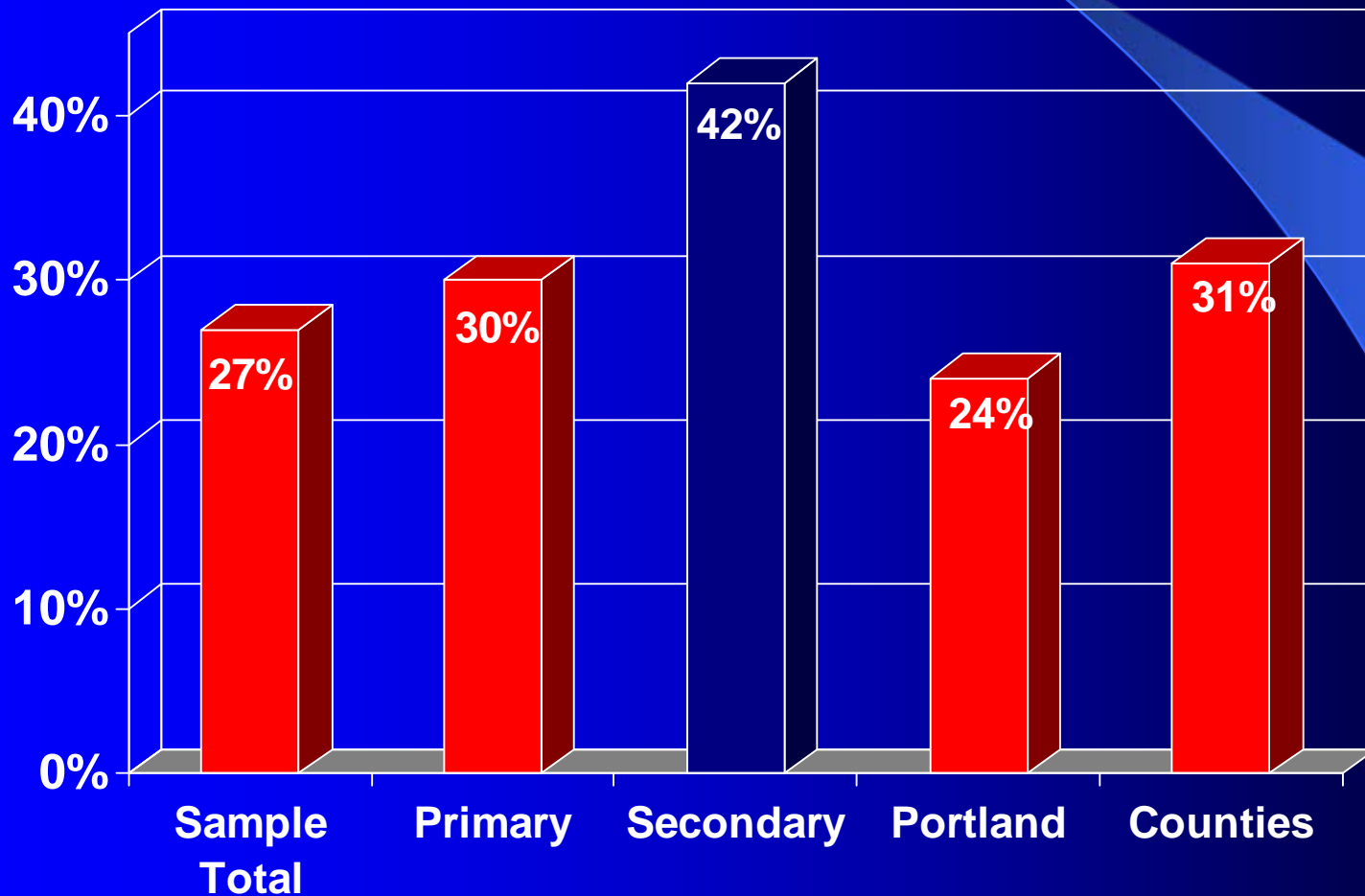
“Strongly Agree:” Airport should do more to protect the environment



Perceptions



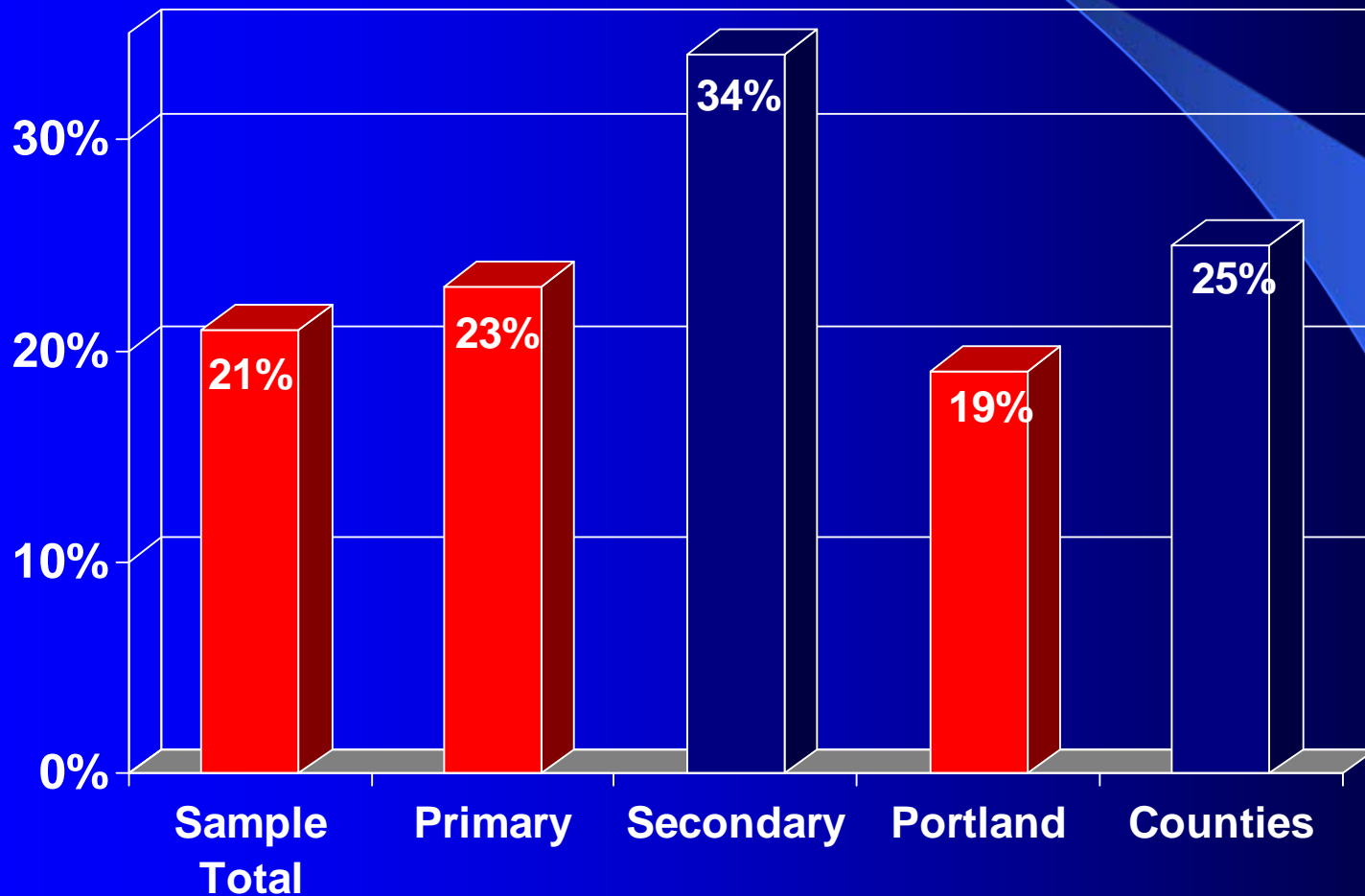
“Strongly Agree:” Protecting natural environment is more important than accommodating airport growth



Behaviors



“Very willing:” Decrease travel to reduce overall demand for travel and environmental impact



Conclusions



- ✓ Residents are currently very satisfied with the Airport
- ✓ Residents are looking for a balance in protecting neighborhood livability and airport's ability to support region's economic vitality; air travel options
- ✓ Residents appear willing to pay surcharge to offset environmental and carbon impact of their flights
- ✓ Residents are in support of most sustainability options, except surcharge to fly at peak times
- ✓ Most residents appear satisfied with issues in their neighborhoods

Questions?

