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Research for Marketing, Public Relations, and Planning



***OAK GROVE – LAKE OSWEGO
PEDESTRIAN-BIKE BRIDGE
SURVEY***

**SUMMARY REPORT
SEPTEMBER 30, 2019**

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RESEARCH | INSIGHT | KNOWLEDGE

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EXECUTIVE OVERVIEW

Some 400 residents in Milwaukie, Oak Grove, and Lake Oswego areas were surveyed for their opinions regarding a proposed pedestrian-bike bridge between Oak Grove and Lake Oswego.

Area residents on both sides of the river strongly supported having Clackamas County continue to explore the possibility of the pedestrian-bike bridge with 63% in favor of the idea, 9% unsure, and 28% opposed.

The highest level support was among voters on the east side of the Willamette River, with 71% in support, compared to 55% support on the west side.

Reasons for supporting the bridge most often included the connectivity the bridge would bring (15%) and transit connections specifically (6%), as well as encouraging low-impact transportation (8%), and opportunities for exercise (6%).

Concerns included cost (19%) and tax implications (13%), followed by traffic/parking/noise (17%), and security/safety issues (12%). Security was cited by 18% of Lake Oswego residents, but only 7% of east-siders.

More than half of the people surveyed (52%) said they were more likely to support the proposal, knowing it will be paid for by grants, or regional and state dollars.

A majority of respondents said they would use the bridge at least once (53%), although the vast majority of seniors (those age 65+) said they would never use the bridge (72%). Most residents would likely walk, bike or take transit to access the bridge (70%), but 50% also said they may drive to one side or the other.



INTRODUCTION

Riley Research Associates (RRA) was asked to conduct a scientific poll to determine perceptions about the exploration of a proposed pedestrian and bicycle bridge over the Willamette River between Lake Oswego and Oak Grove.

Riley Research surveyed a representative sample of registered voters in the cities of Lake Oswego, Milwaukie, and the precincts that make up the area known as Oak Grove on the east side of the Willamette River.



METHODOLOGY

RRA conducted a scientific telephone survey among 400 voters proportional to the voting population in the three areas surveyed. The purpose of using a voter sample was to ensure that participants were from the specific geographic areas of interest. A sample of 400 produces information considered accurate to within a margin of error of +/-5%, at a 95% level of confidence.

The questionnaire (in the appendix) included eight questions about the issues, as well as demographics. The sample was monitored to ensure that it was proportionally representative of the geographic areas of Oak Grove, Lake Oswego, and Milwaukie, Oregon.

The study sample is representative of registered voters in terms of gender, although has slightly more seniors, and slightly fewer non-affiliated voters, in terms of political parties. The demographics section is at the end of this report and details the voter list versus sample proportions.

The following is a question-by-question summary of the findings, with in-depth analysis by demographics and attention called to those questions where significant differences exist.



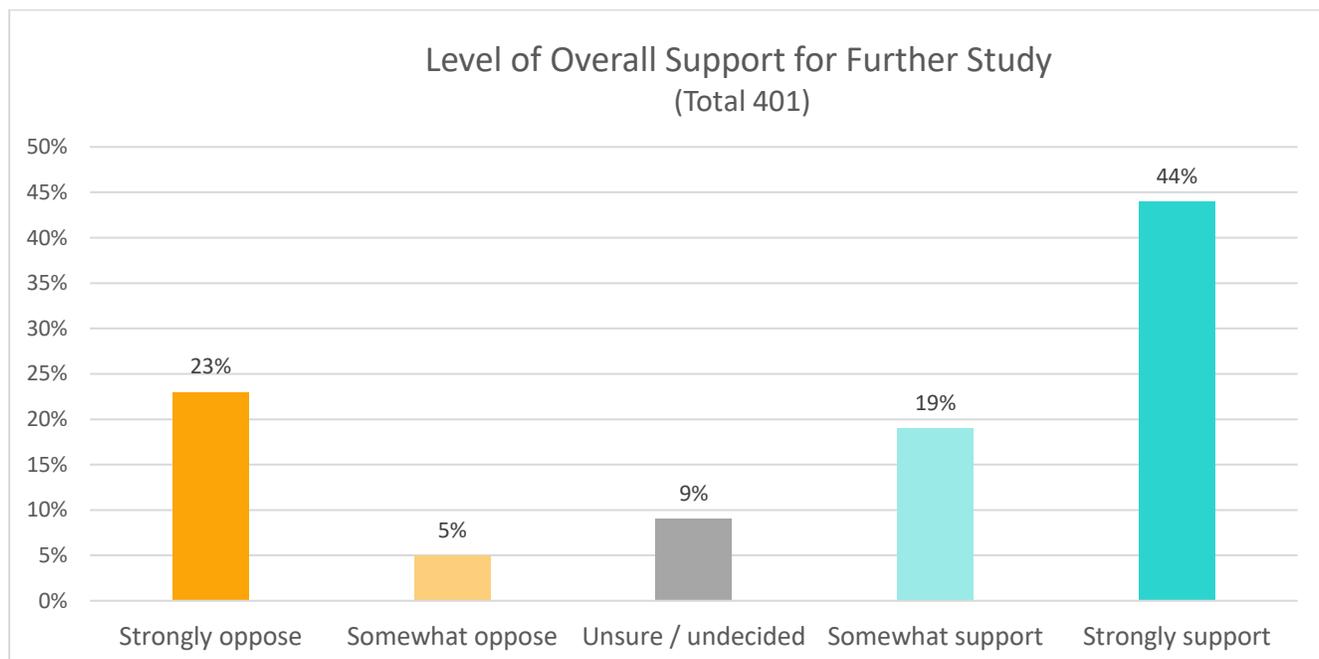
RESULTS

(This statement was read to respondents) To give you a bit of background, the Clackamas County Transportation Department would like to determine whether or not there is enough interest among local residents to continue to explore the possibility of the pedestrian and bicycle bridge. The current feasibility study is being funded by Metro. The cities of Lake Oswego and Milwaukie, as well as the North Clackamas Parks & Recreation District, are partners in this project.

The idea for this new project was raised in part because there is currently no way for the public to cross the Willamette River for a nine-mile stretch between the Oregon City Bridge and the Sellwood Bridge. The bridge would accommodate pedestrians and bicycles, would be accessible for those with disabilities, and would allow access for emergency vehicles. It would connect to current and planned bicycle and pedestrian paths on both sides of the river.

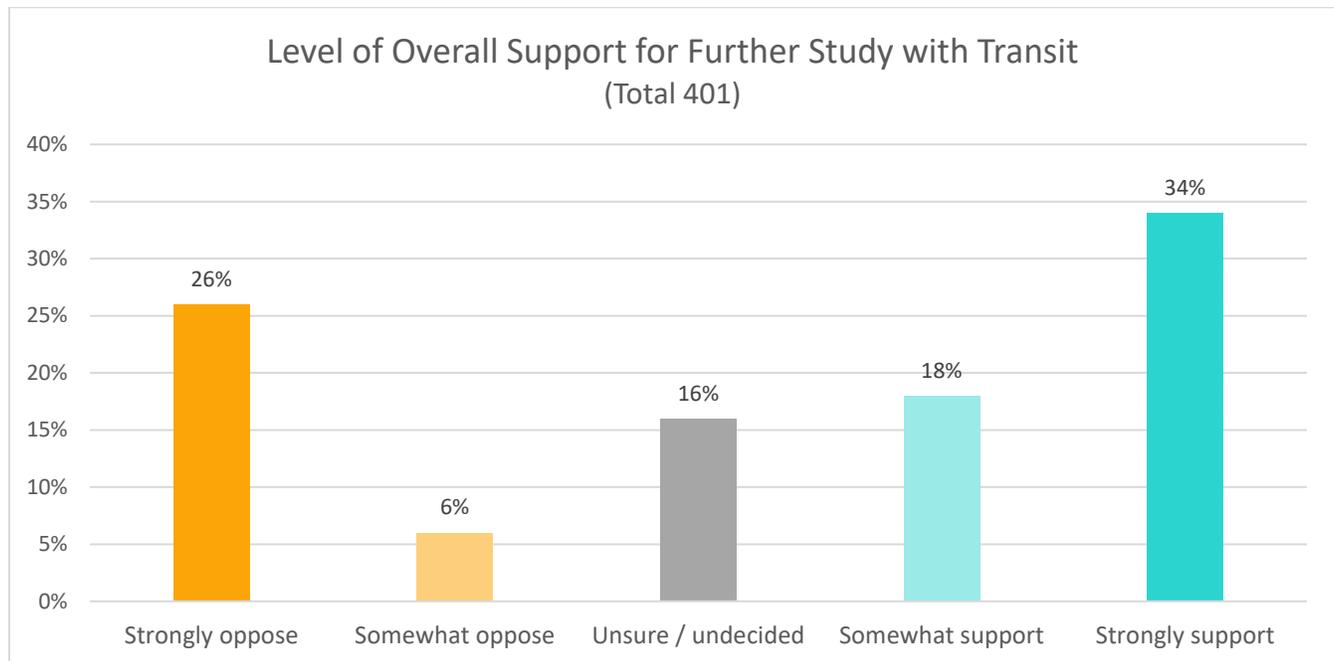
Q1. If the project were to move forward, the county would seek funding – NOT from property taxes – but from sources that could include grants, or funds from local cities, Metro, and the State. Based on this description, would you support or oppose having Clackamas County continue to explore this idea? (Probe) Strongly or somewhat?

Residents on both sides of the river strongly support having Clackamas County continue to explore the viability of the pedestrian-bike bridge with a total of 63% in favor of the idea and 9% unsure. A total of 28% oppose the idea. The highest support was on the east side of the Willamette River, with 71% support compared to 55% support on the west side.



Q2. Would you support or oppose the county continuing to explore this idea if the bridge was built to also allow small transit vehicles on the bridge to transport people from the Park Avenue light rail station to the Lake Oswego Transit station?

The proposal to add small transit vehicles to the proposal dropped support from 63% to 52%. Those unsure increased from 9% to 16% and those opposed increased from 28% to 32%. Support among west-siders decreased from 55% to 46%.



Q3. What thoughts, benefits, or possible concerns does the idea of this bridge raise? (Coded verbatim responses – Multiple responses allowed)

Comments were 55% negative, 33% positive, and 26% neutral, with the largest single issue being the cost (19%) and tax implications (13%), followed by traffic/parking/noise (17%), and security/safety issues (12%). Security was cited by 18% of those on the west side, but only 7% of east-siders.

Among the positive responses, the top mention was connectivity (15%) and transit connections (6%), plus encouraging low-impact transportation (8%), and encouraging exercise (6%).

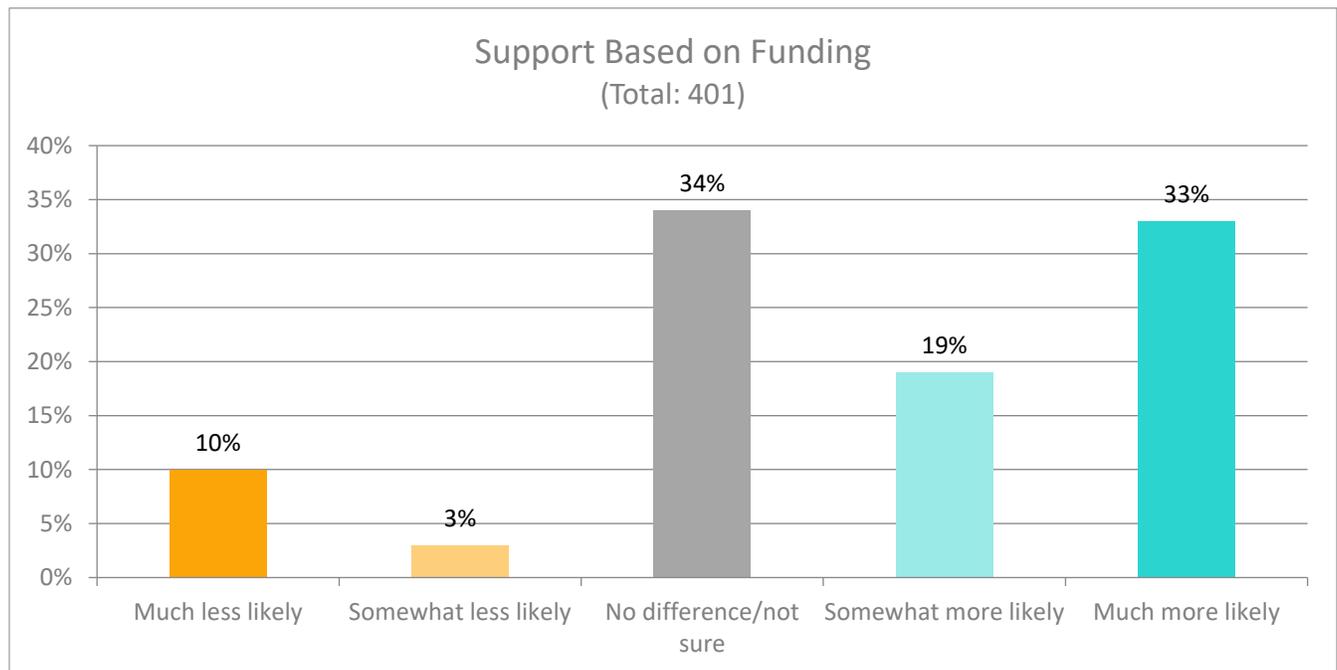
	Total
Negative Comments	55%
Cost / other priorities / not needed	19%
Traffic / parking / noise	17%
Cost tax implications	13%
Security / safety / vandalism / crime / homeless	12%
Environmental costs / burdens	4%
Impact to property owners / existing housing	3%
Appearance / negative aesthetics	1%
Miscellaneous negative	7%

	Total
Positive Comments	33%
Need the connectivity	15%
Encourages low impact ped-bike transport	8%
Opportunity for transit connection	6%
Encourages exercise	6%
Saves travel time	4%
River access	3%
Environmental benefit	2%

	Total
Neutral Comments	26%
No thoughts or concerns	17%
Need more information	3%
Neutral - access	3%
Connection to other trails	1%
Other neutral	3%

Q4. Are you more or less likely to support this idea, knowing that it will be paid for by grants, or regional and state dollars? (Probe) Much more so, or somewhat?

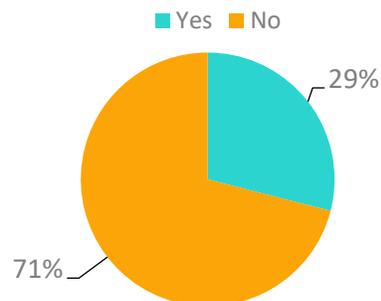
More than half of the people surveyed (52%) said this information made them more likely to support the bridge proposal.



Q5. Do you have children age 18 or younger living in your household?

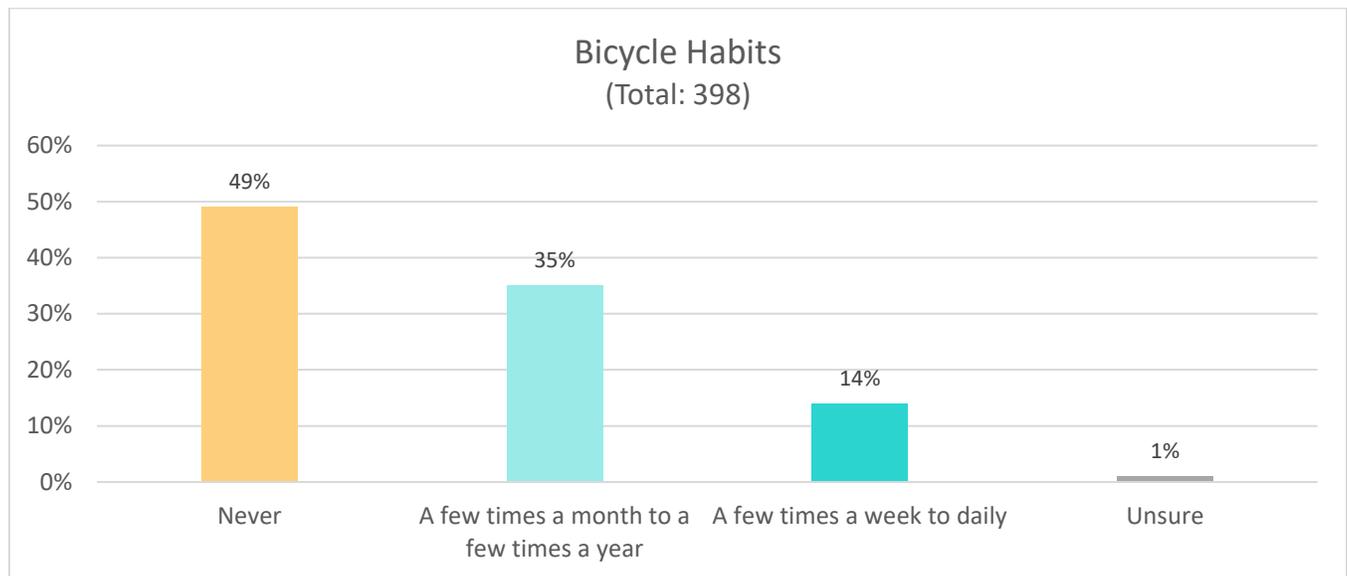
Three in 10 households have children

Households with Children
(Total: 401)



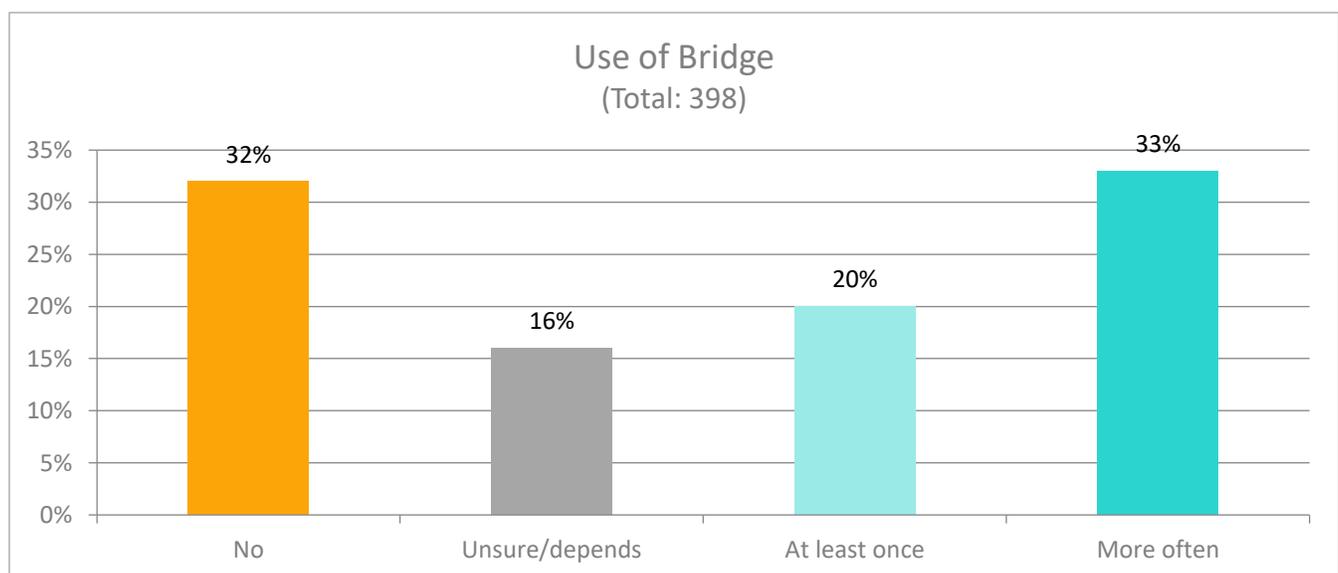
Q6. How often do you ride a bicycle for recreation and/or transportation purposes?

About half of respondents ride a bicycle at least once in a while (49%), while half never do (49%).



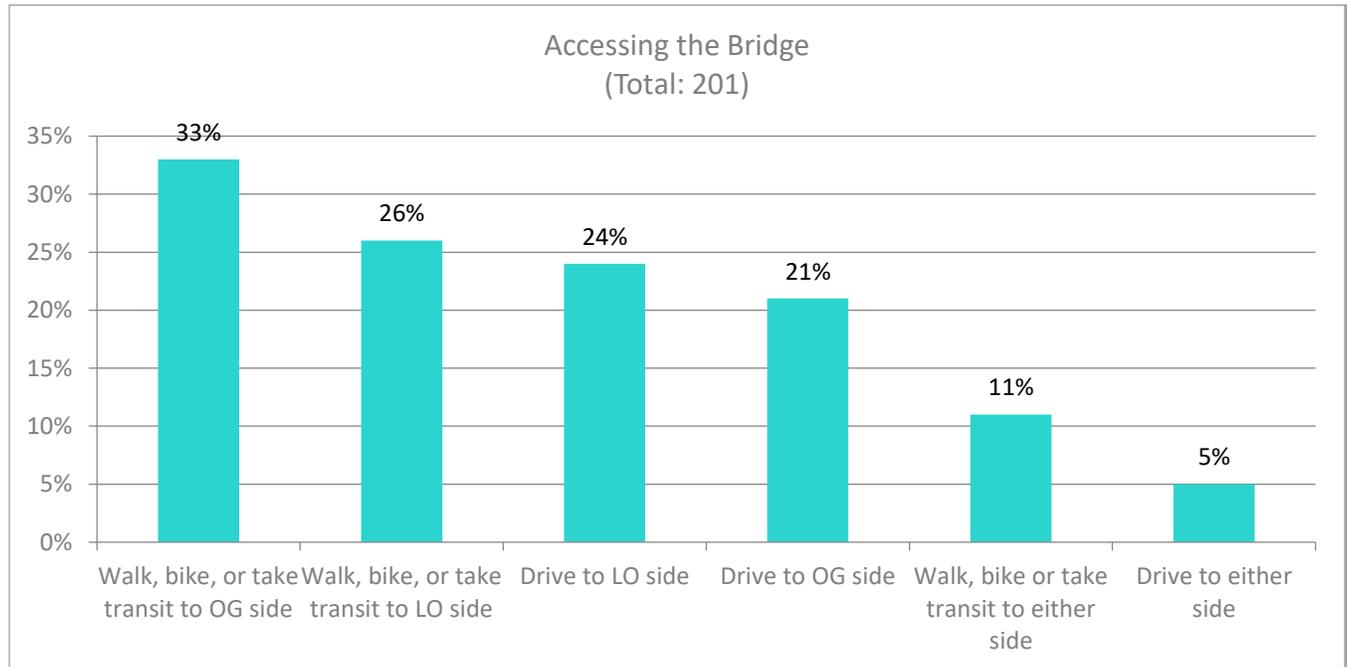
Q7. And if built, do you think you or your family members might use this bridge?

A majority of respondents would use the bridge at least once (53%), but the vast majority of those age 65+ would never use the bridge (72%).



Q8. (Of those who would use the bridge at least once) How would you or your family members most likely access the bridge? (Multiple responses allowed)

Most residents would likely walk, bike or take transit to access the bridge (70%), but 50% also said they may drive to one side or the other.





Demographics

Sample Analysis

RRA conducted this scientific telephone survey among 400 voters proportional to the voting population in the three areas surveyed. The purpose of using a voter sample was to ensure that participants were from the specific geographic areas of interest. A sample of 400 produces information considered accurate to within a margin of error of +/-5%, at a 95% level of confidence.

Q9. Party

	Sample	List
	401	12,000
Democrat	45%	47%
Republican	27%	26%
Independent	12%	5%
Non-affiliated	10%	20%
Libertarian	1%	1%
Other	4%	1%

Q10. Gender

	Sample	List
	401	11,488
Male	48%	45%
Female	52	55%

Q11. Age

	Sample	List
	401	11,988
18-24	1%	4%
25-34	5	8%
35-44	15	16%
45-54	20	17%
55-64	18	21%
65+	41	34%



APPENDIX: QUESTIONNAIRE

Clackamas County Transportation

Oak Grove – Lake Oswego Pedestrian/Bicycle Bridge Poll

Questionnaire Ver 3.1 9-6-2019

Introduction

Hello, Clackamas County has asked us to poll local residents to hear your thoughts about a proposed pedestrian and bicycle bridge over the Willamette River between Lake Oswego and Oak Grove. (If necessary) The poll will take less than five minutes. I'm looking at a voter list for your area, is this (first name)?

S1) According to Oregon voter files, your residence is in the (see list) area; is that still the case?

1	Lake Oswego (~50%)
2	Milwaukie (~30%)
3	Oak Grove (~20%)
4	Other – DISCONTINUE (if not one of these areas)

Questions

Q1) To give you a bit of background, the Clackamas County Transportation Department would like to determine whether or not there is enough interest among local residents to continue to explore the possibility of the pedestrian and bicycle bridge. The current feasibility study is being funded by Metro. The cities of Lake Oswego and Milwaukie, as well as the North Clackamas Parks & Recreation District, are partners in this project.

The idea for this new project was raised in part because there is currently no way for the public to cross the Willamette River for a nine-mile stretch between the Oregon City Bridge and the Sellwood Bridge. The bridge would accommodate pedestrians and bicycles, would be accessible for those with disabilities, and would allow access for emergency vehicles. It would connect to current and planned bicycle and pedestrian paths on both sides of the river.

If the project were to move forward, the county would seek funding – NOT from property taxes – but from sources that could include grants, or funds from local cities, Metro, and the State. Based on this description, would you support or oppose having Clackamas County continue to explore this idea? Strongly or somewhat?

1	Support strongly	5
2	Support somewhat	4
3	Unsure / Undecided	3
4	Oppose somewhat	2
5	Oppose strongly	1

Q2) Would you support or oppose the county continuing to explore this idea if the bridge was built to also allow small transit vehicles on the bridge to transport people from the Park Avenue light rail station to the Lake Oswego Transit station?

1	Support strongly	5
2	Support somewhat	4
3	Unsure / Undecided	3
4	Oppose somewhat	2
5	Oppose strongly	1

Q3) What thoughts, benefits, or possible concerns does the idea of this bridge raise?
(Ask open ended – else code responses as below)

VERBATIM Codes

	Negatives
1	Cost / Other Priorities / Not needed
2	Cost / Tax implications
3	Environmental costs / burdens
4	Security / Safety / Vandalism / Crime / Homeless
5	Traffic / Parking / Noise
6	Aesthetics – appearance / View
7	Impact to property owners / existing housing
9	Miscellaneous negative: list
	Neutral
10	Where would it be? How access?
11	Need more information
12	When would it happen?
13	How connected to other trails?
19	Miscellaneous neutral: list
	Positives
20	Needed transportation connectivity
21	Encourages low-impact (ped/bike) transportation
22	Encourages recreation / Exercise
23	Saves travel time
24	Environmental benefit / Saves energy
25	River access
26	Opportunity for transit connection
29	Miscellaneous positive: list
30	None

Q4) Are you more or less likely to support this idea, knowing that it will be paid for by grants, or regional and state dollars? (Much more so, or somewhat?)

1	Much more likely	5
2	Somewhat more likely	4
3	No difference / Not sure	3
4	Somewhat less likely	2
5	Much less likely	1

Demographics

Q5) To finish up, do you have children age 18 or younger living in your household?

1	Yes
2	No

Q6) How often do you ride a bicycle for recreation and/or transportation purposes? (Read list)

1	Daily	5
2	A few times a week	4
3	A few times a month	3
4	A few times a year	2
5	Never	1
6	Not sure	9

Q7) And if built, do you think you or your family members might use this bridge? (Read list)

1	At least once	2	
2	More often	3	
3	No	1	Do not ask Q8
4	Not sure - depends	9	Do not ask Q8

Q8) (If planning to use the bridge at least once) How would you or your family members most likely access the bridge? Select all that apply. (Read list)

1	Drive to bridge on Lake Oswego side
2	Drive to the Oak Grove side
3	Walk, bike or take transit to the bridge on Lake Oswego side
4	Walk, bike or take transit to the Oak Grove side
5	Drive to either side
6	Walk, bike or take transit to either side

Those are all of our questions, thank you for taking the time to share your thoughts!

From Voter List

Q9) Indicate Party (proportional)

1	Democrat
2	Republican
3	Non-affiliated
4	Libertarian Party
5	Pacific Green Party
6	Constitution Party
7	Working Families
8	Independent Party
9	Other

Q10) Indicate Gender (proportional – 55/45)

1	Male
2	Female

Q11) Indicate Age Category (proportional to list – with limit on 65+)

1	18-24
2	25-34
3	35-44
4	45-54
5	55-64
6	65+
