

**OREGONIANS' VALUES AND BELIEFS ABOUT SUSTAINABILITY, INFRASTRUCTURE, AND OTHER PLANNING ISSUES**

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May 2010

Prepared for:  
American Planning Association  
Oregon Chapter

**DHM** Davis, Hibbitts & Midghall Inc. | Opinion Research and Consultation www.dhmresearch.com



**FIRST, A LITTLE ABOUT YOUR MESSENGER**

**Beware of a luncheon speaker who . . .**

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**FIRST, A LITTLE ABOUT YOUR MESSENGER**

- **Asks the audience to work while eating**
- **Brings props**

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**DHM: SURVEY AND FOCUS GROUP RESEARCH**



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**PRESENTATION TOPICS**

- **Public Opinion Climate**
- **Sustainability**
- **Infrastructure**
- **Other Planning Issues**
- **Effective Communications With The Public**

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**PUBLIC OPINION CLIMATE**

**Sustainability, Infrastructure, and Other Planning Issues In Context:**

**The Public Opinion Climate In Oregon Around Government and Politics**

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## THE DISH CALLED PUBLIC OPINION IN OREGON

### INGREDIENTS

- **Negativity towards government and politics**

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## NEGATIVITY

### A COMPLEX INGREDIENT

- Waste and inefficiency
- Not getting anything done
- Wrong priorities
- Not innovative/creative
- Not comprehensive/long-range
- Toothless laws/regulations
- Reduction of government services
- Public vs. private employee compensation
- Negative Campaign Advertising

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## NEGATIVITY



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## THE DISH CALLED PUBLIC OPINION IN OREGON

### INGREDIENTS

- Negativity towards government and politics
- **Low awareness and knowledge**

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## LOW AWARENESS AND KNOWLEDGE

**ABC's of politics, government, and public finance**

**Public sector's contribution to quality of life**

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## THE DISH CALLED PUBLIC OPINION IN OREGON

### INGREDIENTS

- Negativity towards government and politics
- Low awareness and knowledge
- **Anxiety related to the economy**

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## ANXIETY RELATED TO THE ECONOMY

### ANOTHER COMPLEX ONE

- Unemployment
- Underemployment
- Depreciation of home and investment value
- Credit card debt
- Uncertainty about retirement
- Affordability of education
- Affordability of health care

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## THE DISH CALLED PUBLIC OPINION IN OREGON

### INGREDIENTS

- Negativity towards government and politics
- Low awareness and knowledge
- Anxiety related to the economy
- **Anxiety about other problems**

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## ANXIETY ABOUT OTHER PROBLEMS

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## ANXIETY ABOUT OTHER PROBLEMS

### STATE AND LOCAL – SPECIAL MENTION

- Public Employee Retirement System
- Federal stimulus reduction
- Federal timber receipts
- Kicker Law
- Initiative and referendum process
- Closed primary system

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## THE DISH CALLED PUBLIC OPINION IN OREGON

### INGREDIENTS

- Negativity towards government and politics
- Low awareness and knowledge
- Anxiety related to the economy
- Anxiety about other problems
- **Media changes and other communications issues**
- **Changing demographics**

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## PUBLIC OPINION CLIMATE

**Ingredients**

Negativity + Low Awareness and Knowledge + Anxiety Related To The Economy + Anxiety About Other Problems + Media Changes And Other Communications Issues + Changing Demographics =

**The Dish**

- Less Civic Engagement
- Less Informed Participation in the Electoral Process
- Control of Politics, Government, and Public Sector Planning, and Policy Making by Special Interests and the Polarized Ends of the Public Opinion Spectrum
- !@%\$#@! Less Civility
- No Appetite For Tax Increase
- A state much on its way to becoming the next California

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**THE DISH CALLED PUBLIC OPINION IN OREGON**



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**SUSTAINABILITY**

**“Sustainability” Semantics and Imagery**



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**SUSTAINABILITY**

**Free Association**

*“An economy that can thrive with the resources that are available.”*

*“An environmental ploy, truthfully.”*

*“Keeping home and the environment healthy.”*

*“Everyone having jobs with decent wages.”*

*“Considering the welfare of future generations in planning and policy making.”*

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**SUSTAINABILITY**

**Free Association (cont.)**

*“Just a catch phrase.”*

*“Renewable resources available for future use.”*

*“An economy or development that can be sustained without government help.”*

*“Taking care of itself.”*

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**SUSTAINABILITY**

**Support Level – High and Broad**



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**SUSTAINABILITY**

**Underlying Motivations Vary**



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### “Infrastructure” Semantics and Imagery



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### Free Association

- “Scaffolding.”*
- “Government limits.”*
- “Buildings.”*
- “Excessive cost overruns.”*
- “Building plans.”*
- “Building, transportation services.”*
- “Inside security stability.”*
- “Households.”*
- “Government, set-up, red tape.”*

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### Kinds Of Infrastructure

- “Government; neighborhood watch.”*
- “Physical things like reservoirs; water pipes.”*
- “Corporate.”*
- “Bike lanes.”*
- “Building blocks – all levels of government.”*
- “City council; neighborhood coalitions.”*
- “Bridges; public transportation.”*
- “Steel beams.”*
- “Your job.”*
- “Roads, surface signs.”*
- “Justice system.”*

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### Generally, Different Meanings

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### Priorities – Infrastructure vs. Other

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### Infrastructure Priorities

- Regional
- Community and Neighborhood

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**INFRASTRUCTURE**

**Maintenance vs. New**



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**OTHER PLANNING ISSUES**

- **Attitudes About Planning**

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**OTHER PLANNING ISSUES**

**Planning**

- **General Support**
- **Different Motivations**
- **Accountability and Transparency**
  - **Third Party Review**
  - **Accessibility and Reviewable**
- **Public Involvement**
  - **Old Approach Not Working**
  - **Speak English, Not Planning**
  - **Address Low Awareness and Knowledge Levels**

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**OTHER PLANNING ISSUES**

- **Attitudes About Planning**
- **Urban Growth Boundary**

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**OTHER PLANNING ISSUES**

**Urban Growth Boundary**

- **Support For Controlling Urban Sprawl**
- **Qualified Support For Higher Density and Transit Oriented Development**
- **Different Motivations**
- **Newcomers Supportive**

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**OTHER PLANNING ISSUES**

- **Attitudes About Planning**
- **Urban Growth Boundary**
- **Highways, Public Transit, and Active Transportation**

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**OTHER PLANNING ISSUES**

**Highways, Public Transit, and Active Transportation**

- Alternative Transportation No Longer Ugly Stepsister
- Different Motivations
  - Environment
  - Economic
  - Foreign Policy
  - Active Living
- Accountability and Transparency
- Low Awareness/Knowledge Related To Freight Mobility

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**EFFECTIVE COMMUNICATIONS WITH THE PUBLIC**

- **Link to value and beliefs**

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**EFFECTIVE COMMUNICATIONS WITH THE PUBLIC**

**Core Values, Beliefs, Attitudes and Behavior**

- Personal safety
- Sense of community/neighborliness
- Maintaining good health
- Financial security
- Having control over essential needs
- Having time/saving time
- Importance of children
- Importance of helping people in need
- Intergenerational responsibility
- Expression of values

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**EFFECTIVE COMMUNICATIONS WITH THE PUBLIC**

- **Link to value and beliefs**
- **Link to concerns and issues**

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**EFFECTIVE COMMUNICATIONS WITH THE PUBLIC**

**Specific Concerns and Issues**

- Minimizing urban sprawl
- Conserving farm and forest land
- Developing alternative modes of transportation
- Developing alternative energy sources
- Promoting economic development/jobs
- Government waste

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**EFFECTIVE COMMUNICATIONS WITH THE PUBLIC**

- **Link to value and beliefs**
- **Link to concerns and issues**
- **Show public involvement**
- **Show accountability and transparency**
- **Show partnerships**
- **Use effective messengers**
- **Use multiple communication sources**

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