

Tualatin

Ballot Measure 34-282

Westside Economic Alliance

April 11, 2018



Our #1 Problem—Traffic Congestion

7800 SW Tualatin-Sherwood Rd
Tualatin, Oregon
Google, Inc.
Street View - Sep 2017



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Most Congested Streets

Tualatin-Sherwood Road!

Boones Ferry

Martinazzi

Sagert

Nyberg



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Congestion Problem Getting Worse

Portland is the nation's 40th largest – but **#12 most congested metro area** (of 297 metro cities)

Source: INRIX Global Traffic Scorecard, February 2018

#5 most congested U.S. city

Source: WAZE Driver Satisfaction Index, December 2017

Residents commuting to work

+6.3% 2014-2016

Spend more than one hour commuting

+35.4% 2014-2016

Source: American Community Survey, U.S. Census Bureau, 2017

Another Problem—Safety



Council Vision 2030



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Funding Options for Council Consideration

- State and County funding: +\$10 million over 10 years
- Street utility fee: currently dedicated to road maintenance
- Transportation bond measure in 2018

Opinion Research

Stakeholder Interviews:
November/December

Focus Groups:
December 9

Telephone Survey:
December 14 - 18



Result: *Convergence!*



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Stakeholder Advice

1. **Near-unanimous support** for funding measure in 2018.
2. **Be specific** about projects.
3. Explain how congestion will be addressed.
4. Seek a broad coalition of support.
5. The City of Tualatin is well managed and highly credible.
6. Reaching voters is a challenge.

Focus Groups

- Voters are satisfied with the community and City government
- Part of Tualatin's traditional appeal has been access – but traffic congestion is now a serious threat to livability
- Congestion and cut-through traffic are impacting neighborhood safety



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Focus Groups

- **Most popular projects:** improving intersections on T-S Road, and pedestrian crossings with beacons
- **Local solutions** can help lessen regional traffic congestion
- **Strong majority favors a funding measure** - \$100/year or a higher amount

Fist pumps and applause!

- Keys to success with voters: be specific; “**Fix it now!**”



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“These are improvements that need to happen.”

“Your life is worth more than sitting in traffic.”

“Neighborhood safety is something the City can do something about.”

“Discourage drivers from using neighborhood streets as short cuts.”

“The funding will be more likely with a specific plan and solution.”

“Have a strong data-backed plan.”

“Provide specific language on what the City wants to accomplish.”

“Fix it now!”

Focus Group Advice



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Telephone Survey

Methodology

- n=300, Tualatin voters
- Sample chosen to resemble likely voters
- Home and cell phones
- 12 minutes
- Split sample (150/150) to test two funding amounts
- Bond measure tested twice

Topics

- Severity of problem
- Support for bond
\$100/year or
\$200/year
- Favorite projects
- Reasons to support/oppose

Telephone Survey Results

How serious are...

Traffic congestion
problems?

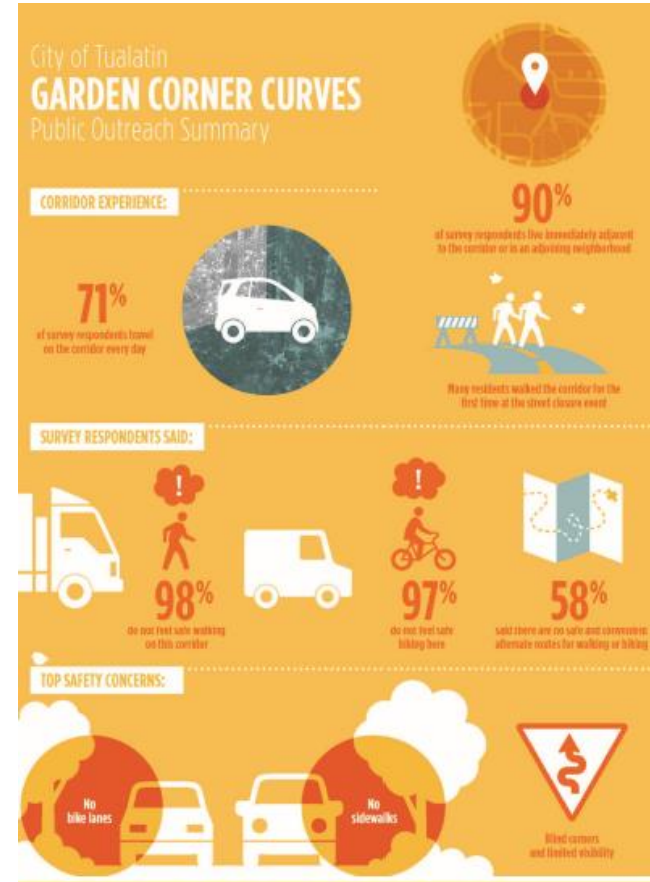
91% very serious/serious

Neighborhood traffic
safety problems?

55% very serious/serious



Voters link congestion and neighborhood traffic safety problems / solutions



Projects Tested/**Priorities**

Congestion

Reconfigure Tualatin-Sherwood intersections

Synchronized signals

Pullout lanes for buses

Leverage County/State funds

Roundabouts

Neighborhood

Safety

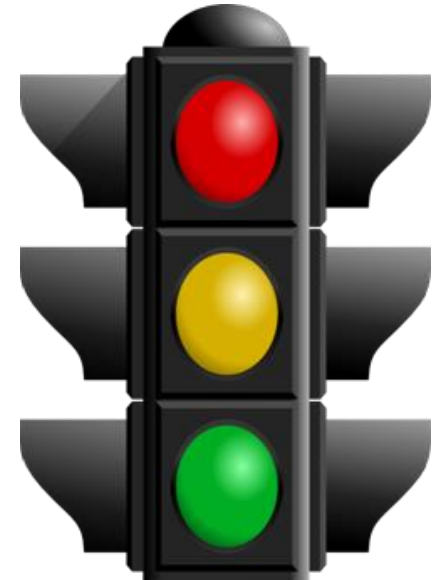
Safe routes to schools

Crosswalks with flashing beacons

Wider sidewalks

Bike lanes

Speed controls



Priority Projects—Congestion



Improved traffic flow

Priority Projects—Neighborhood Safety



Pedestrian safety and safe access to schools



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If voters turn out – support is likely

Telephone Survey - Results

	<u>Support*</u>	<u>Oppose</u>
1st Test		
\$100/year	65%	26%
\$200/year	71%	21%
2nd Test		
\$100/year	66%	29%
\$200/year	62%	35%

*Majority support in all demographic groups



Reminder: Voter turnout is crucial May vs. November Elections*

2014

May	32%
November	69%

2016

May	50%
November	81%

*Washington County turnout



Council Direction

- \$20 million G.O. bond for 3 project categories
- 10-year payback
- May 2018 election



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Messages

- Bond funds dedicated to:
 - Congestion relief
 - Neighborhood traffic safety
 - Safe access to schools
- Specific projects are identified in all parts of Tualatin
- All projects would be completed in 3 to 5 years
- Cost is \$150 per year for a typical Tualatin homeowner

Election Calendar

January 22

City Council Work Session

February 12

Council Adopted Ballot Title

February 23

Ballot Title Submitted to 2 Counties

February - May

Public Education

May 15

Election Day



Public Education Update

- ✓ Website www.TualatinMeasure34-282.org
- ✓ Public information materials
- ✓ Direct mail to registered voters
- ✓ Speakers bureau
- ✓ Social media
- ✓ News coverage

Questions?

Tualatin

BALLOT MEASURE 34-282 TRAFFIC FLOW - NEIGHBORHOOD SAFETY

The Tualatin City Council is referring a \$20 million General Obligation bond measure for voters to consider on the May 2018 ballot. If approved, Measure 34-282 would fund projects to reduce traffic congestion, improve neighborhood traffic safety and provide safe access to schools.

Funding would provide the following traffic projects citywide.



Congestion Relief

New signals and added travel lanes and turning lanes on Tualatin-Sherwood Road and other streets



Neighborhood Safety

New pedestrian crossings with signals and driver feedback signs that display speed



Safe Access to Schools

New crosswalks, speed controls and sidewalks to/from schools

REMEMBER, VOTE BY MAIL ENDS TUESDAY, MAY 15



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