



40 Years of Land Use Planning

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About DHM Research

- **30+ years of measure Oregonians attitudes, values and beliefs**
- **Independent, non-partisan**
- **Quantitative and qualitative**
- **Specialty areas include land use planning, transportation, natural resources, ballot measures and other voter issues**
- **Clients: Cities and counties across Oregon, Metro, TriMet, Salem Keizer Transit, ODOT, ORFI, O&C Counties, League of Oregon Cities, Port of Portland...**

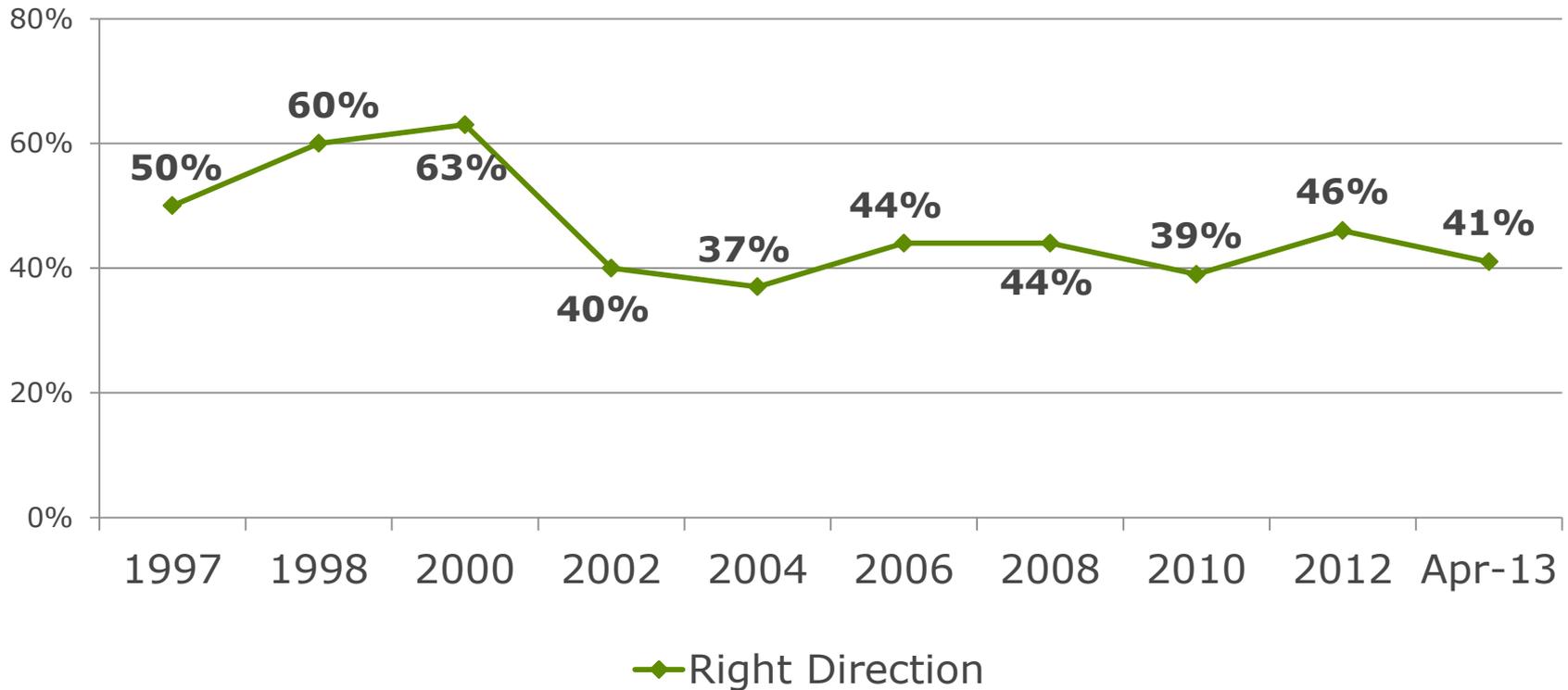
**WHAT IS THE PUBLIC OPINION
CLIMATE LIKE RIGHT NOW?**

Gloomy, and temperamental



Oregonians decade of dissatisfaction

Right Direction/Wrong Track

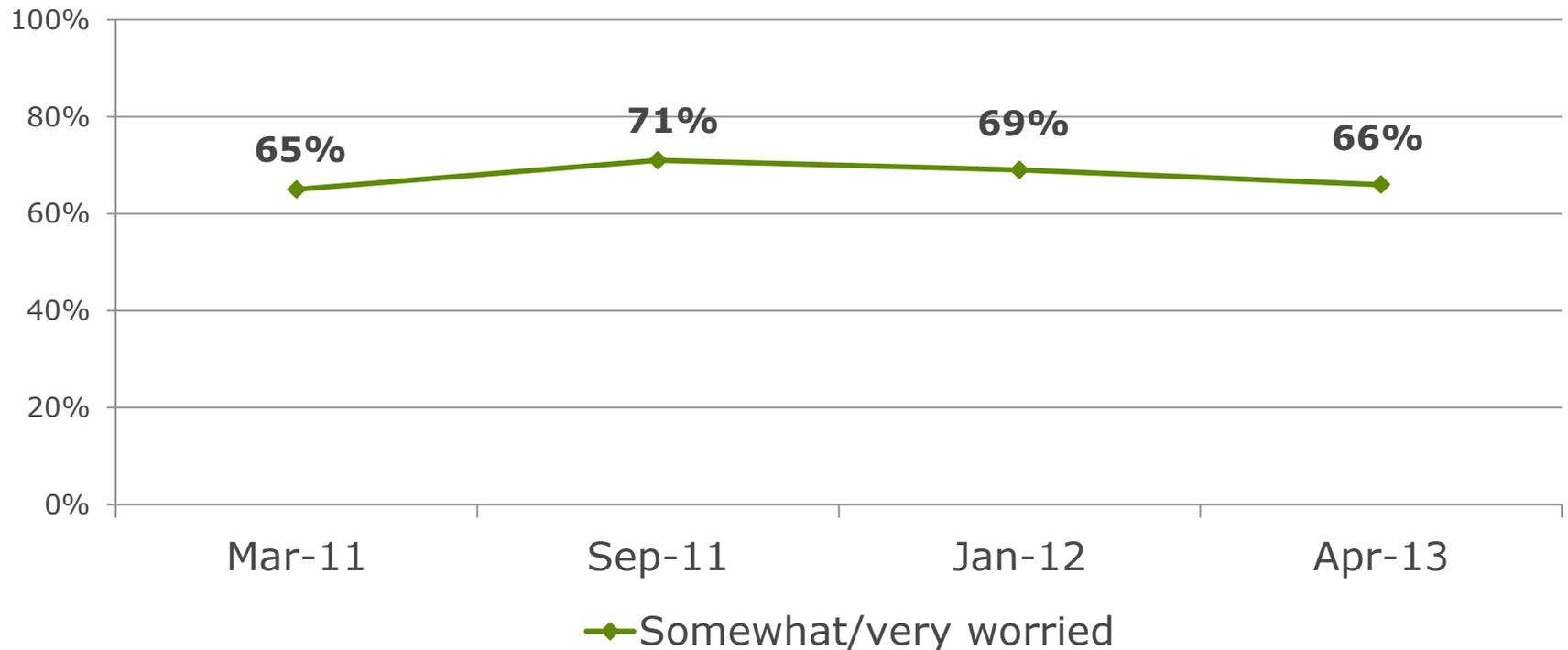


Anxiety about the economy

- Adjusted for inflation, median household incomes in Oregon have declined 9.1% from 2007-2010 (most recent data)
- Nationally, personal wealth declined 35% from 2005 – 2010 (most recent data)
- At 7.5% Oregon's unemployment rate is falling, but the public is still worried about their personal finances

Anxiety about the economy

How worried are you about your personal financial situation



Negativity and skepticism

Issues:

- **Not getting anything done – partisan gridlock**
- **Wrong priorities**
- **Not innovative/creative**
- **Not comprehensive/long-range**
- **Toothless laws/regulations**
- **Reduction of services**
- **Negative campaign advertising**
- **Waste and inefficiency**

Government waste

How many cents out of every dollar the state spends do you feel is **wasted**?

\$0.44

How many cents out of every dollar the state spends do you feel **benefits your daily life**?

\$0.30

Lack of knowledge about the ABC's of government

- 49% of Oregonians do not know how many US Senators represent the state
- 51% cannot name the three branches of government
- Oregonians are more likely to say that property taxes pay for *state* services than income taxes

Communication noise



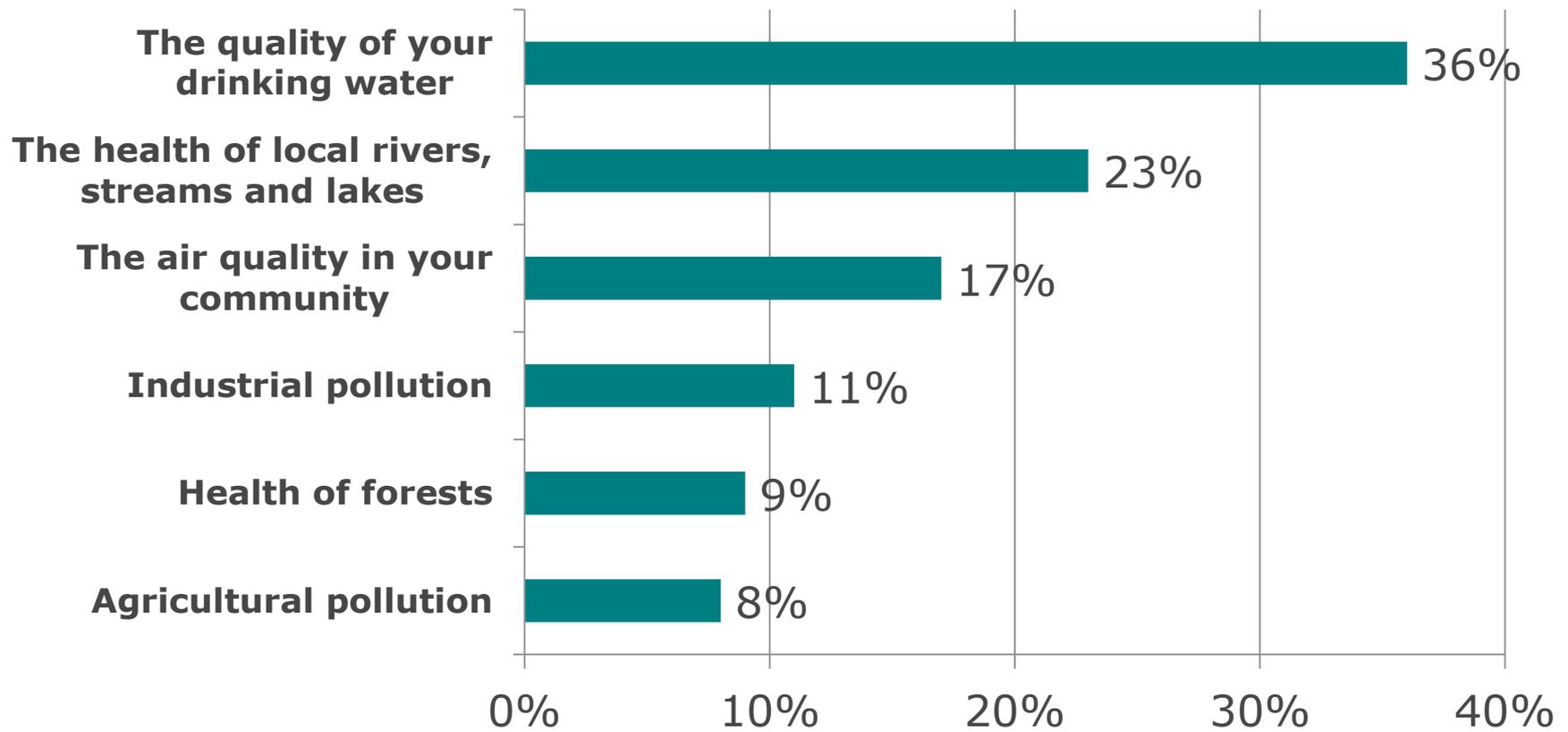
What we most value about living in Oregon

- Outdoor recreation opportunities –proximity and variety
- Natural beauty including open space, farmland, and forests
- Climate
- Water and air quality
- Sense of community/neighborliness

Oregonian's 10-year priorities

| OUTCOMES | Urgent + High Ranking | Likelihood |
|--|-----------------------|------------|
| ECONOMY + JOBS: Diverse and dynamic economy that provides quality jobs | 80% | 38% |
| GOOD GOVERNMENT: Oregon State Government is trustworthy, responsive, and solve problems in a financially responsible way | 78% | 23% |
| SAFETY: People feel safe where they live, work, and play | 71% | 47% |
| HEALTHY ENVIRONMENT: Natural resources are managed sustainably in support of a healthy economy and environment | 58% | 54% |
| HEALTHY PEOPLE: People are physically and mentally healthy | 57% | 38% |
| LIVABLE COMMUNITIES: Neighborhoods are safe, vibrant, and healthy, promote civic and business engagement, and community resources are accessible to all regardless of age, race, or ethnic status | 54% | 50% |

Environmental issues Oregonians are most worried about



Land Use in Oregon Today

LCDC Survey

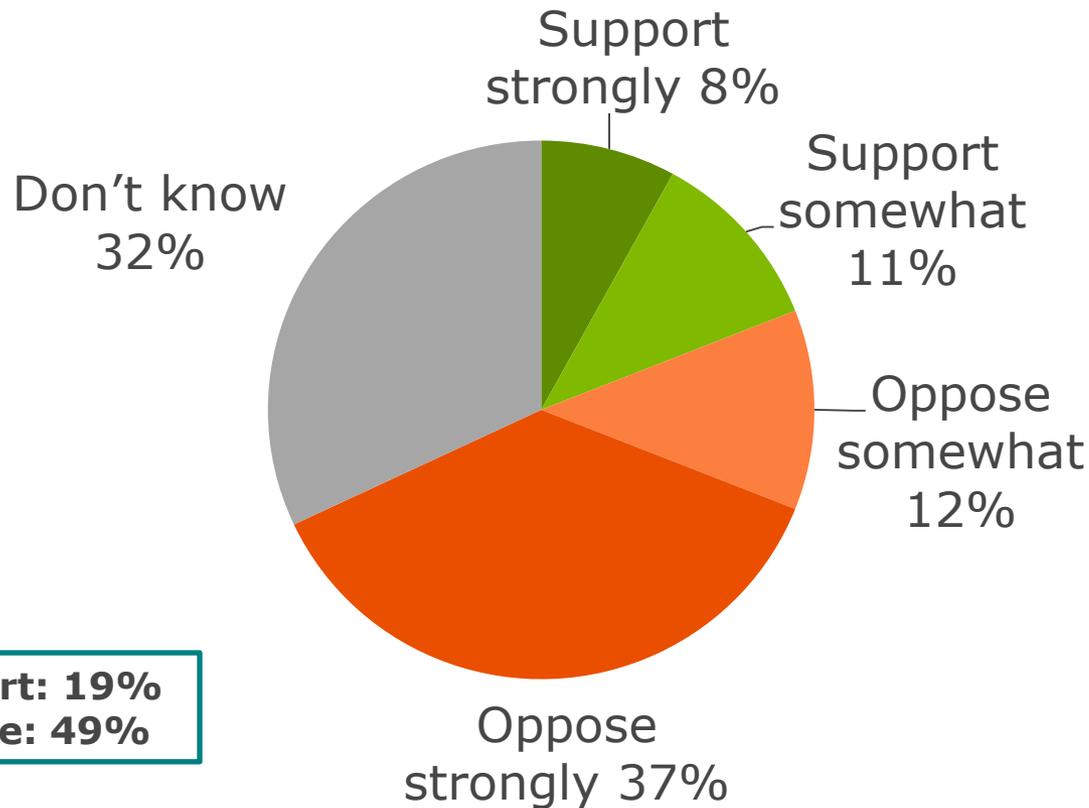
- DHM Panel survey
- Participants recruited randomly across the state
- Conducted May 17-20, 2013
- N=276, MoE $\pm 5.9\%$

Measure 10 (1976)

Proposed Measure: Repeals Oregon statutes adopting state coordination and control of land use planning, statewide land use goals and guidelines, and state agency review of local comprehensive plans and land use decisions; repeals statutes creating the Land Conservation and Development Commission (LCDC) and the Department of Land Conservation and Development.

Defeated 39% to 61%

Oregonians still oppose repealing Oregon's land use laws



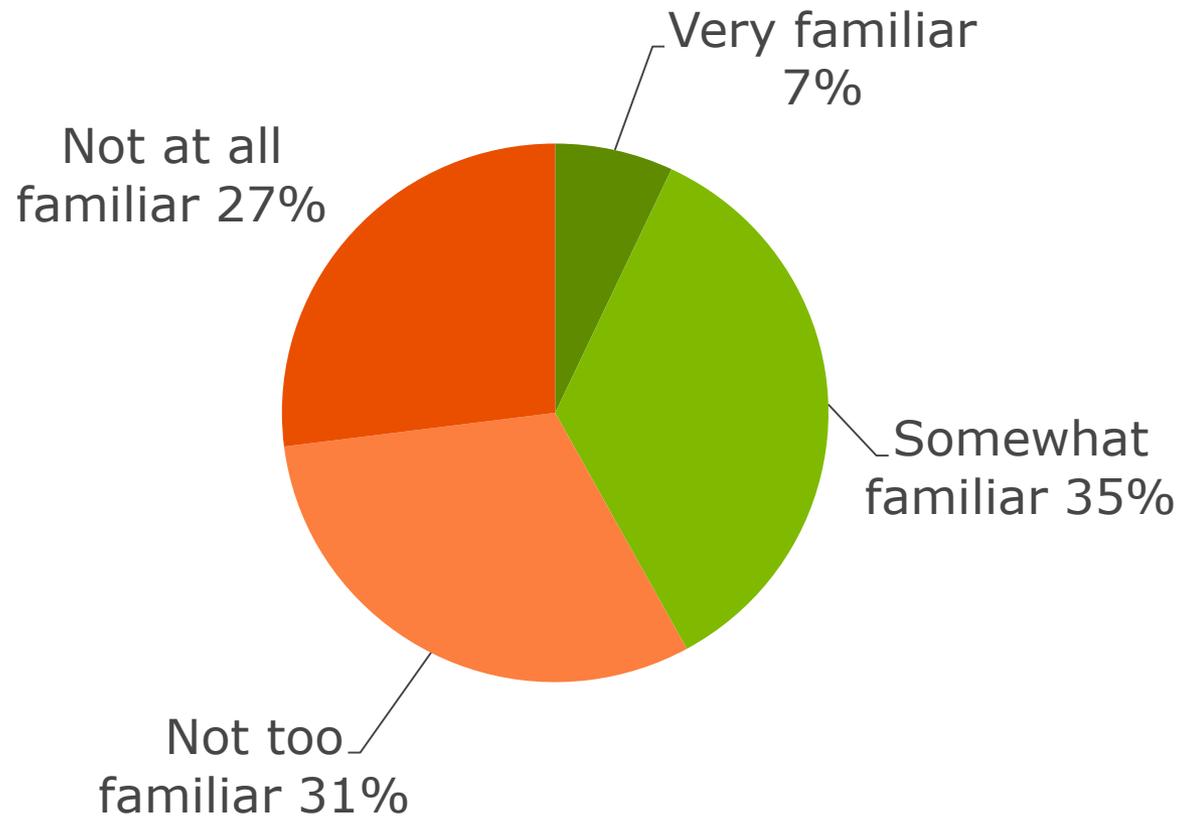
Reasons for opposing repeal

- *"Such trashing of Oregon's land use values and the legacy passed onto us from generations of work, planning, forethought, and sacrifice would make a few developers shamefully wealthy while leave the rest of us and future Oregonians immensely impoverished."*
- *"Repealing these agencies would allow land use to be decided by special interests, in the interest of profit, rather than balancing what's best for communities and the environment."*
- *"Houston."*

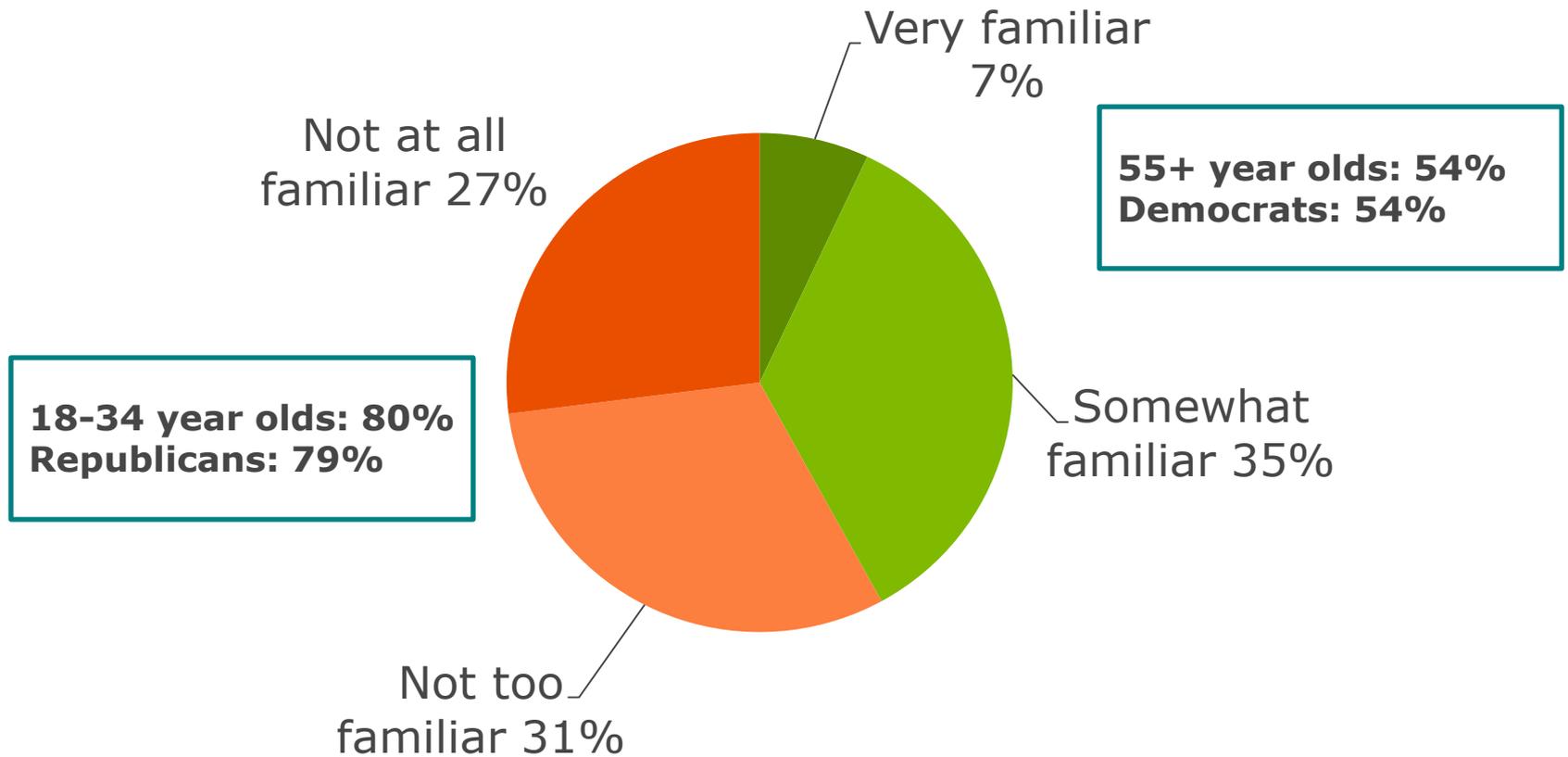
Reasons for supporting repeal

- *"Current system places too much power in the hands of too few people in Salem. Smaller communities are stressed trying to comply with stupid rules that many times do not work for their community. All of which cause heavy financial burdens and inflate land values."*
- *"I believe that government is abusing their regulatory ability to impose land use regulations. It appears that in some instances small groups can lobby for special interest development while the rest of the state can forget having a chance to develop."*
- *"The county and state have been interfering with my family's attempts to build on my parents' 37 acre farm land, despite the fact that we want to build on the property to preserve it as forest and farmland."*

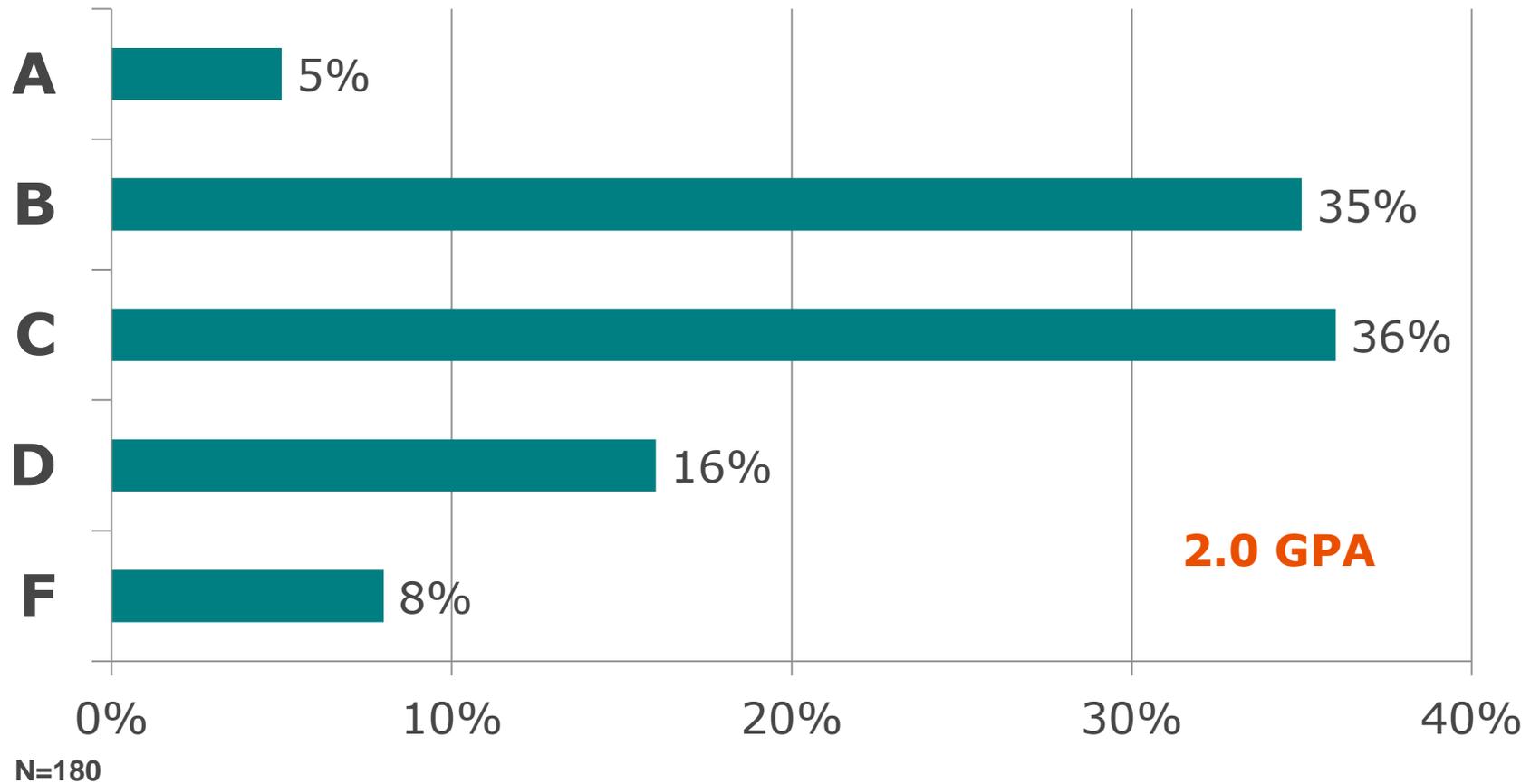
Familiarity with LCDC



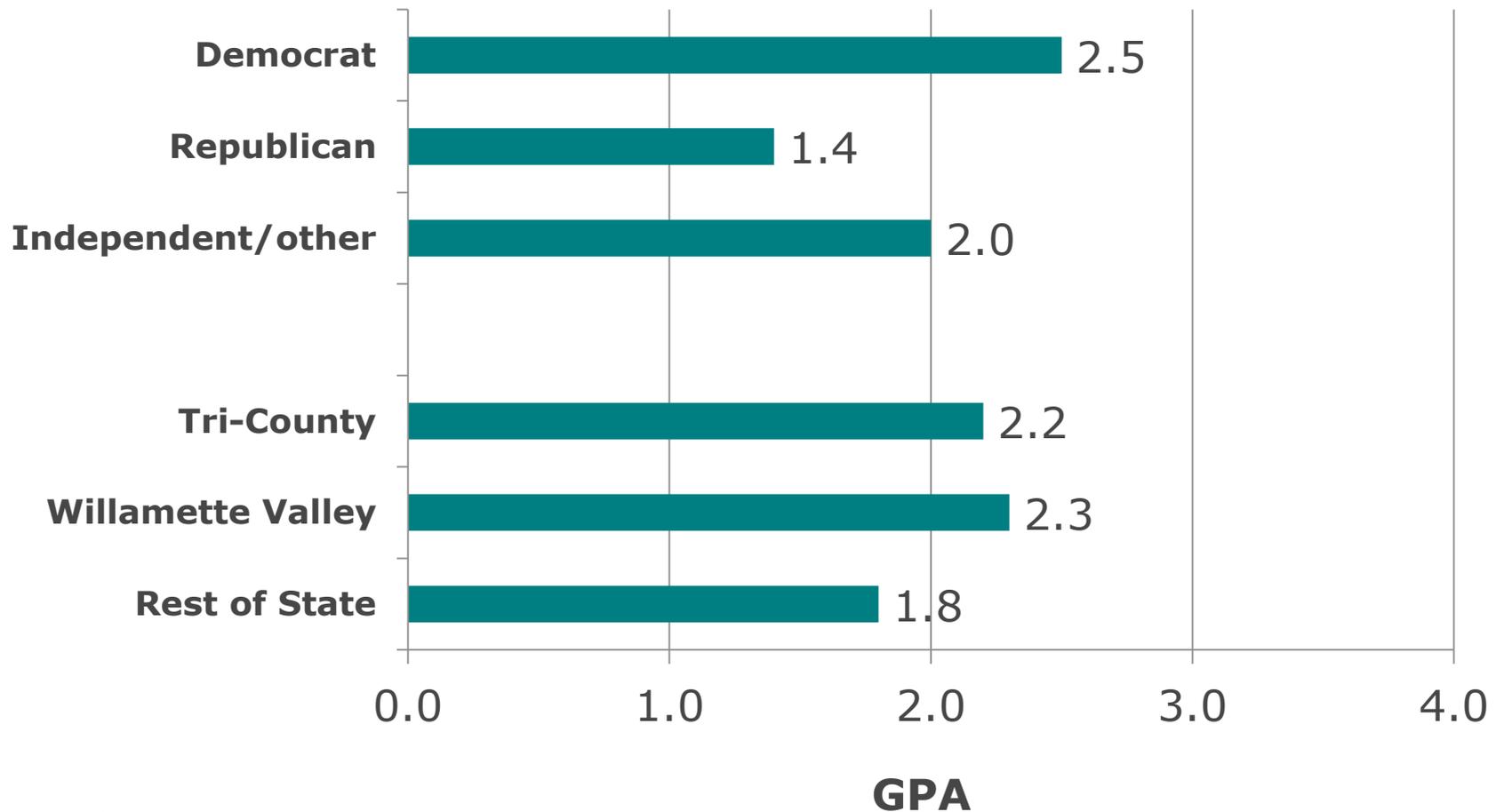
Familiarity with LCDC



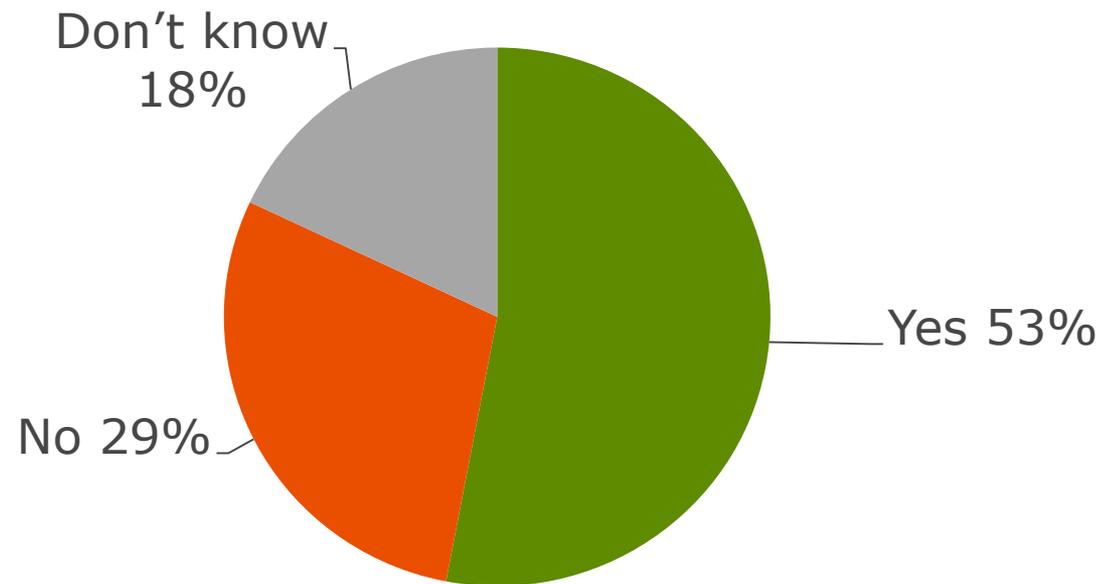
Grading the LCDC



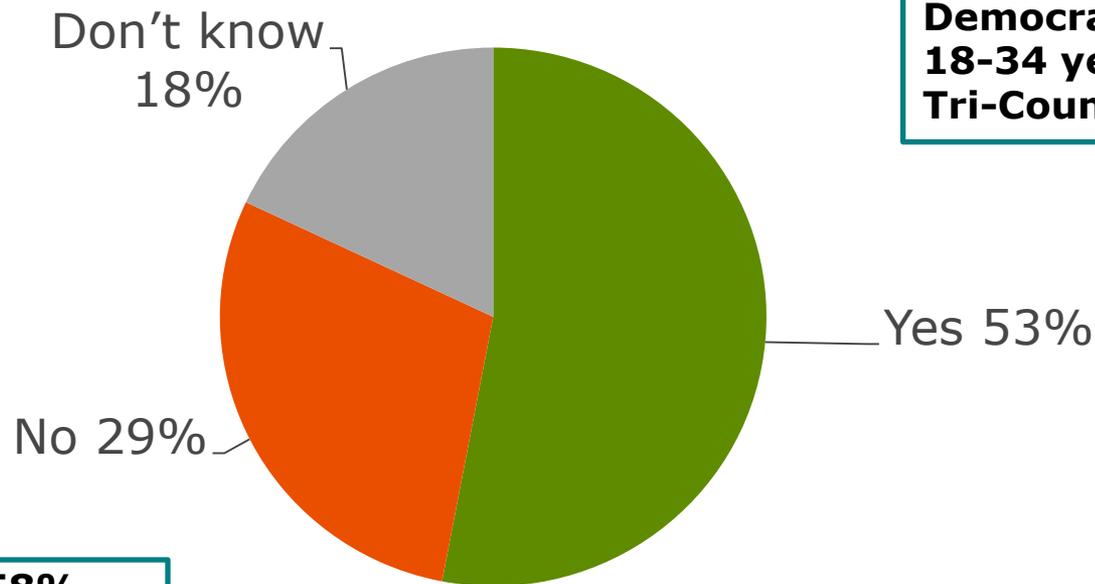
Grading the LCDC



Support for additional protections for natural areas



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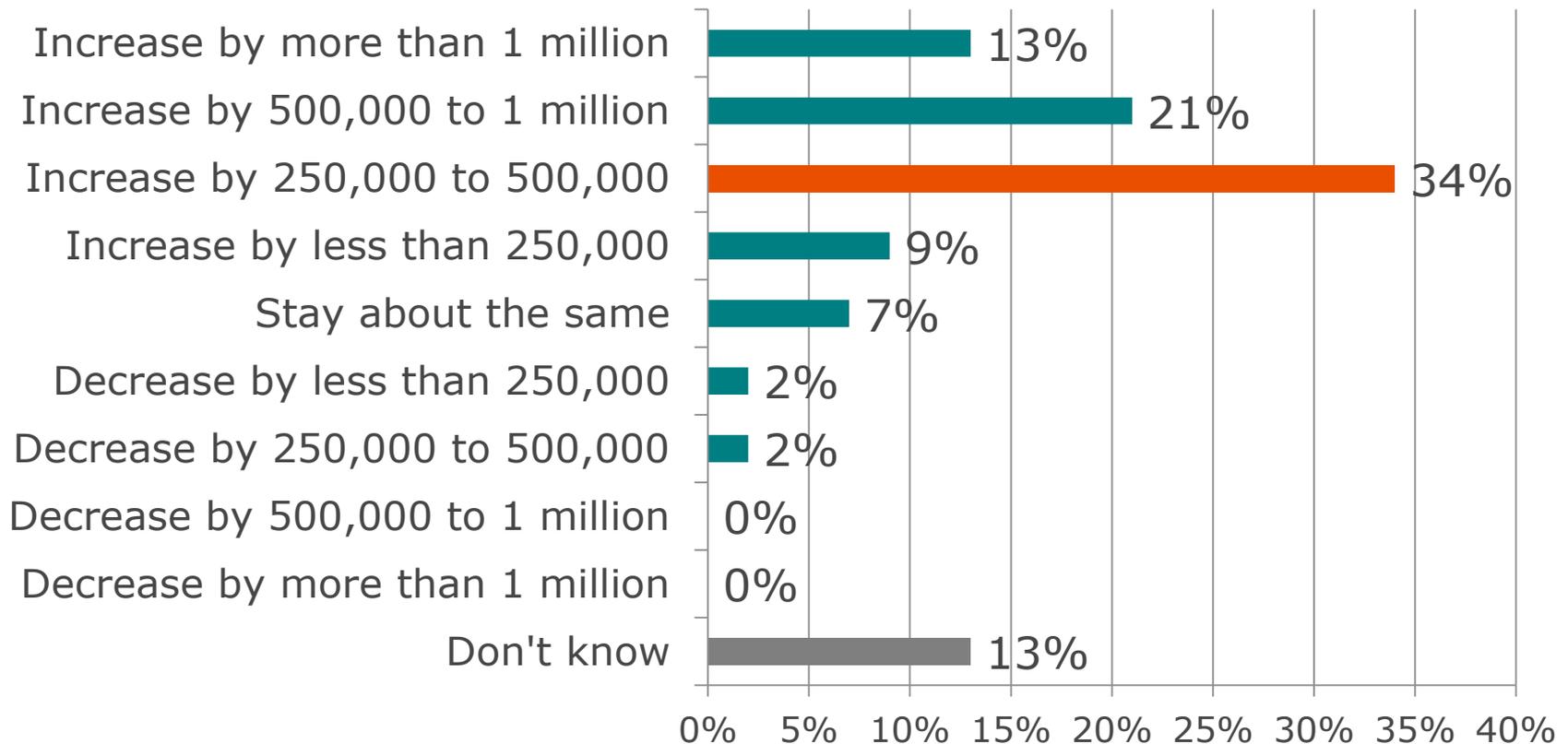


Democrats: 75%
18-34 year olds: 73%
Tri-County: 60%

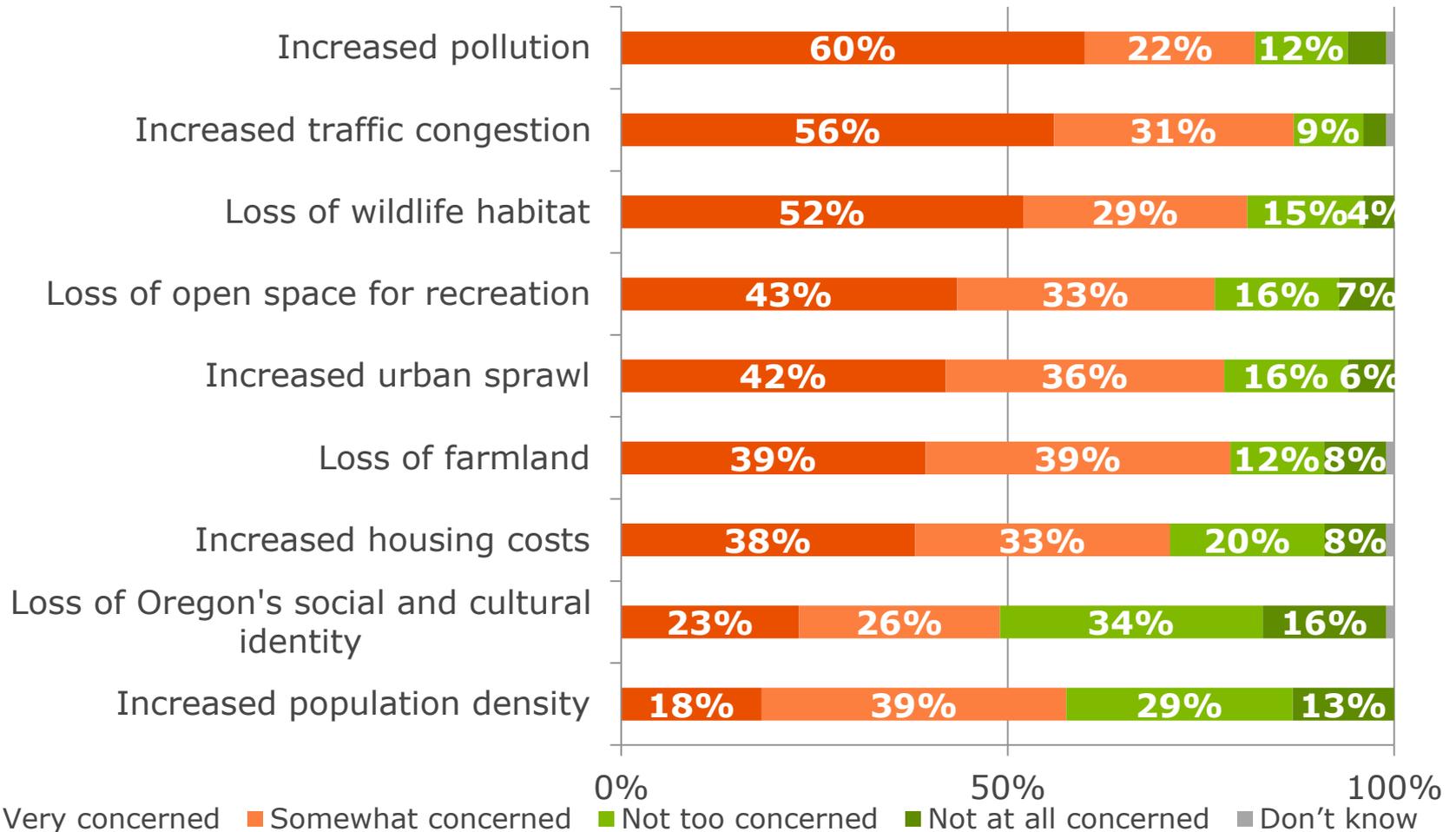
Republicans: 58%
55+ years old: 40%

Expect the states population to...

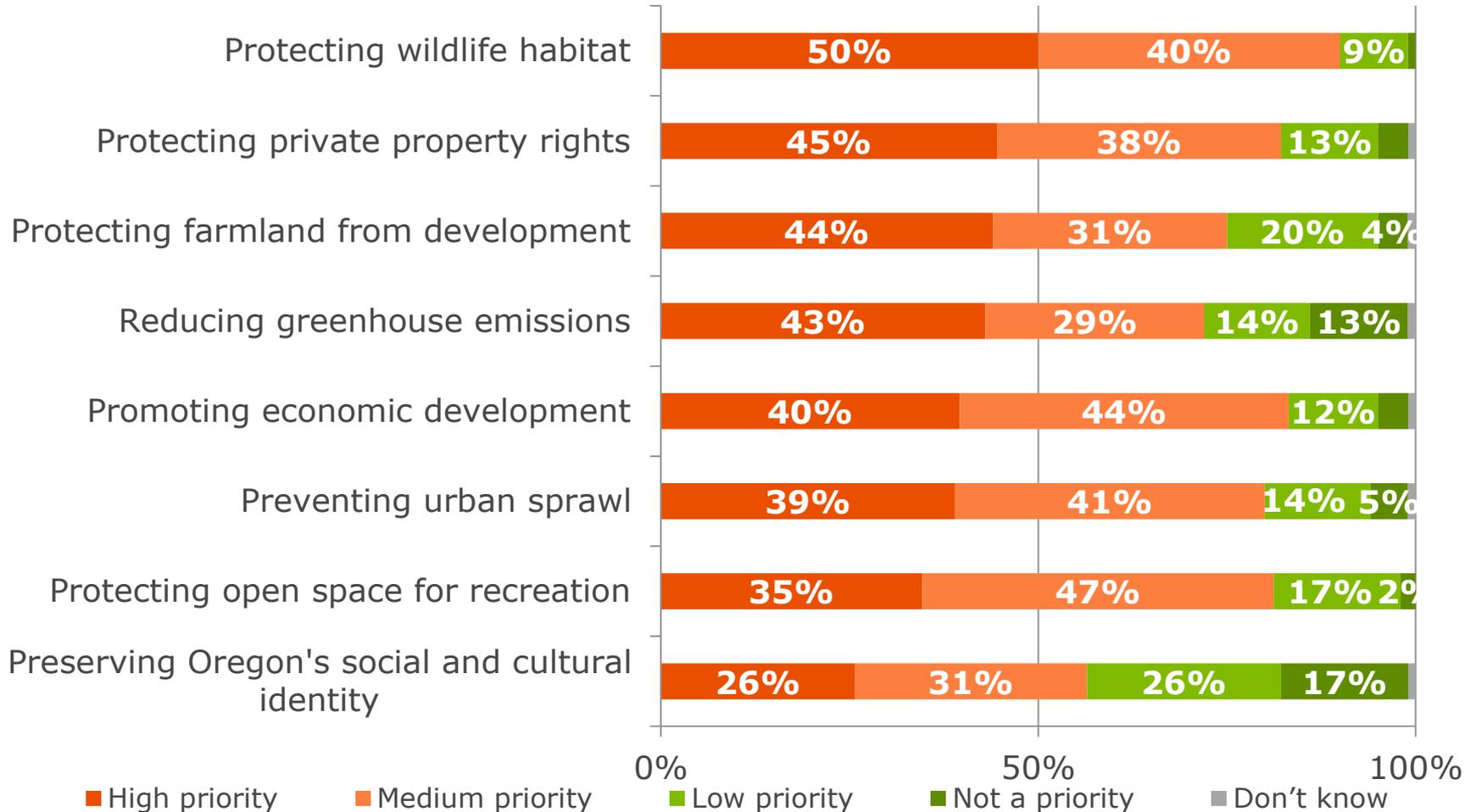
20 year population expectations



Concerns about population growth



Priorities for land use planning



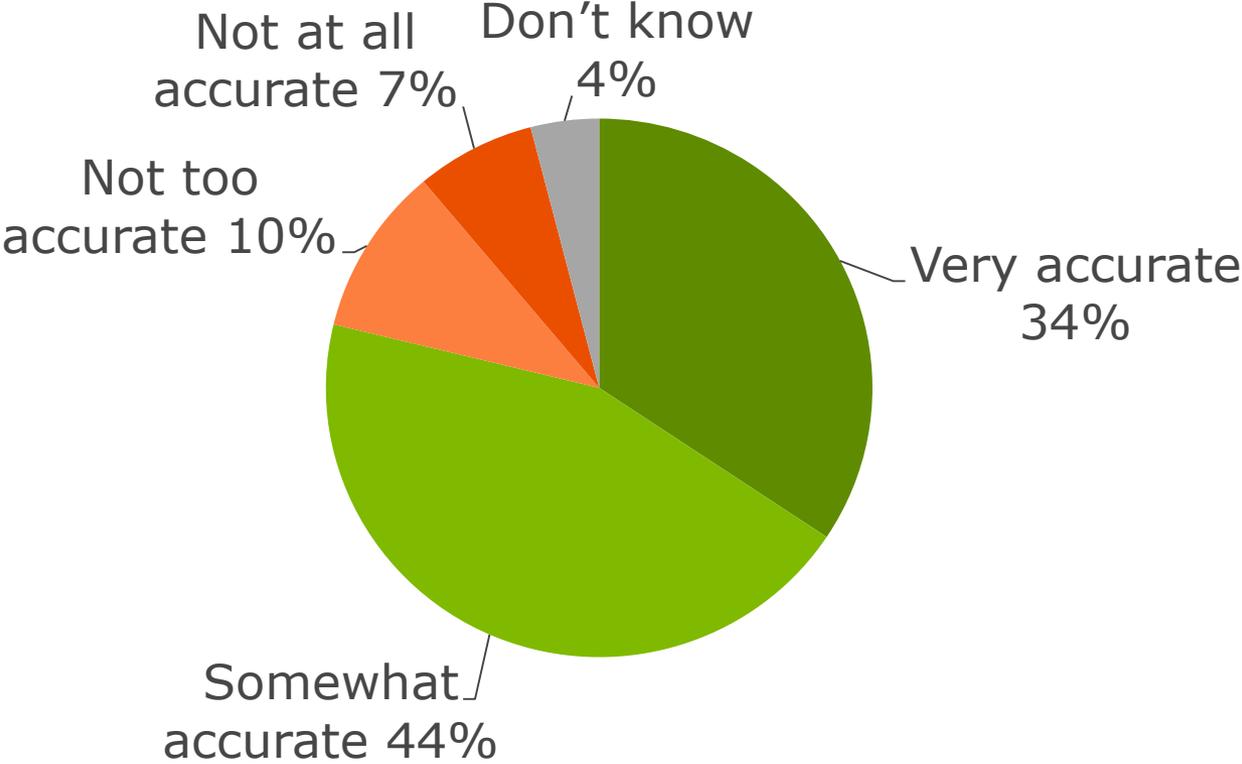
In the words of Gov. McCall...

There is a shameless threat to our environment and to the whole quality of life -- unfettered despoiling of the land. Sagebrush subdivision, coastal "condomania" and the ravenous rampage of suburbia in the Willamette Valley all threaten to mock Oregon's status as the environmental model for the nation. We are dismayed that we have not stopped misuse of the land, our most valuable finite natural resource.

Umbrage at blatant disrespect for sound planning is not taken only at Salem. Less than a month ago the Jefferson County commissioners appealed to me for a moratorium on a subdivision because the speculators had out-run local capacity for rational control.

We are in dire need of a state land-use policy, new subdivision laws, and new standards for planning and zoning by cities and counties. The interests of Oregon for today and in the future must be protected from grasping wastrels of the land. We must respect another truism: that unlimited and unregulated growth leads inexorably to a lowered quality of life.

Oregonians still agree with Gov. McCall



Final thoughts...

- *"The threats McCall described remain; and are largely held off by the Oregon land use planning structure and a array of environmental policies and regulations ...To the negative manifestations of poor land use, I would now add production of greenhouse gasses."*
- *"Gov. McCall expresses the situation very eloquently and persuasively. After 40 years Oregon is doing quite well with land use planning. However it would not hurt to review the statutes to determine if they have done what we originally wanted them to do."*
- *"The purple prose aside, I believe the measures advocated by Tom McCall have succeeded exactly in doing what he hoped - curbed irresponsible development. It may, in some senses, have gone a bit too far in that direction, but balance will evolve over time."*



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