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# Banfield Light Rail Project Theme Study

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BANFIELD LIGHT RAIL PROJECT  
THEME STUDY

2/84



530 S.W. Harrison • Portland, Oregon 97201

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BANFIELD LIGHT RAIL PROJECT  
THEME STUDY

2/84

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## BANFIELD LIGHT RAIL PROJECT THEME STUDY

FEBRUARY, 1984

In February of 1984 Tri-Met commissioned Columbia Research Center to conduct a survey of Portland metropolitan area residents to determine the degree of awareness of the Banfield Light Rail Project and to test their reaction to three different themes which may be used to promote the project.

Four hundred residents were randomly selected for the telephone survey which was conducted between 5:00 pm and 9:00 pm during weekday evenings. The sample of 400 results in an error margin of +/- 5 percent on a dichotomous question with an approximate 50-50% response split.

The purpose of this report is to summarize the findings of this study. Results are presented for respondents living in Multnomah County, which is the area directly impacted by the project, and those living elsewhere in the metropolitan area.

## AWARENESS OF THE PROJECT

Two thirds of the respondents were able to give some reason for the major construction project being completed along the Banfield Freeway and Burnside Street east of Interstate 205. Within Multnomah County, 70 percent felt they could give some explanation of the project, compared to 61 percent of the respondents living outside of that area.

In reality, 59.6 percent were able to actually provide a description of the project without prompting, and a portion of those responses were incorrect (see Appendix A). There was very little difference between the two groups in their ability to provide an unaided description of the project.

Those who could not describe the project were asked whether they remembered seeing or hearing anything about the Banfield Light Rail Project. Given this extra prompting, only 11 percent still indicated that they were not aware of the project. Again, those living in Multnomah County were more aware of the project (91.8 percent compared to 86.2 percent).

About one third of the respondents correctly stated that Tri-Met was responsible for the Light Rail project, and 24 percent said they didn't know who was responsible. The relatively large numbers of "other" responses (9%) included comments such as a group effort by several governments,

politicians, taxpayers, the construction companies, Multnomah County, Amtrak, some non-union company, the Urban Mass Transit Administration, Portland residents, and the ex-mayor. The breakdown for the remaining responses included City of Portland (12%), State of Oregon (6%), Federal Government (3%), and Metro (3%). The respondents who had never heard of the project were not asked this question.

## ATTITUDE TOWARD THE PROJECT

Respondents living nearer the area affected by the project were slightly less likely to voice approval of it, and much more likely to disapprove. About one third of the population surveyed said they felt neutral about the project, with most of these responses coming from outside of Multnomah County.

### APPROVAL RATING OF THE LIGHT RAIL PROJECT

	Strongly Approve	Approve	Neutral	Dis- approve	Strongly Disapprove
Multnomah County	11%	37%	29%	12%	10%
Remainder of Metro Area	13%	39%	38%	7%	3%
TOTAL	12%	38%	32%	10%	7%

### RATING OF CONSTRUCTION PROGRESS

	Very Well	Well	So-so	Poorly	Very Poorly	Don't Know
Multnomah County	12%	21%	31%	12%	8%	15%
Remainder of Metro Area	6%	32%	29%	7%	2%	24%
TOTAL	10%	25%	30%	10%	6%	19%

Over one third of the respondents felt that construction was proceeding well or very well. A similar geographic pattern emerges as on the project approval question: respondents living in the impacted area are more likely to be critical of



the construction progress than those who are less affected by it.

## LIGHT RAIL PROJECT THEME

The primary purpose of this survey was to determine the public's reaction to three potential themes which could be used to promote the Light Rail Project. The three themes tested were:

- On The Right Track
- Partner in Portland's Progress
- Tri-Rail

"On The Right Track" was favored by 38 percent of the respondents, followed by "Tri-Rail" with 30 percent. The third theme, "Partner in Portland's Progress" was preferred by only 16 percent. Fourteen percent did not like any of the three themes, and one percent had no preference.

The validity of this question was tested by asking the opposite question to determine which theme respondents liked the least, and the results were consistent. Forty eight percent said they liked the "Partner..." theme the least, and 26 percent disliked the "Tri-Rail" theme. Only 16 percent thought the "Right Track..." option was the worst of the three. The remaining 9 percent had no opinion or liked all the themes.

This indicates that the theme "On The Right Track" is undoubtedly the most preferred (and least disliked) of the

three themes that were tested here.

## APPENDIX

APPENDIX A

OPEN ENDED RESPONSES TO QUESTION 2  
 "WHY IS THE BANFIELD/E. BURNSIDE AREA UNDER CONSTRUCTION?"

ZIPCODE:	COMMENT:
-----	-----
97004	N.A.
97004	FOR THE LIGHT RAIL
97005	LIGHT RAIL PROJECT
97005	LIGHT RAIL THING
97005	LIGHT RAIL PROJECT
97005	THAT LIGHT RAIL THING
97005	REMOVE RAMPS
97005	
97005	HEAVILY TRAVELLED & NEED MORE SPACE/LIGHT RAIL
97005	
97005	N.A.
97005	TO PROVIDE MASS TRANSIT SO WE DON'T NEED AS MANY CARS
97005	LIGHT RAIL SYSTEM
97005	FOR THE LIGHT RAIL SYSTEM I THINK
97005	FOR A MASS TRANSIT SYSTEM FROM GRESHAM
97005	
97005	TO TAKE SOME OF THE TRAFFIC OFF THE ROADS
97005	IT'S THE LIGHT RAIL
97005	N.A.
97005	N.A.
97006	LIGHT RAIL
97006	
97006	
97006	LIGHT RAIL
97006	LIGHT RAIL
97006	IT IS FOR THE LIGHT RAIL SYSTEM
97006	N.A.
97006	FOR BETTER MOVING OF TRAFFIC I GUESS
97006	N.A.
97006	N.A.
97006	FOR THE LIGHT RAIL
97007	FOR THE LIGHT RAIL
97007	N.A.
97007	N.A.
97007	IT IS FOR THE LIGHT RAIL AND THEY ARE RE-BUILDING THE HIGHWAY, TOO
97007	N.A.
97007	THE LIGHT RAIL
97007	FOR THE LIGHT RAIL
97009	N.A.
97009	FOR THE LIGHT RAIL TO MAKE TRANSPORTATION QUICKER FROM GRESHAM ON IN
97009	THE LIGHT RAIL
97015	LIGHT RAIL PROJECT
97015	
97015	TO IMPROVE THE FREEWAY AND FOR THE OTHER BUSSING SYSTEM
97015	N.A.

97022 STUPID BURNSIDE PROJECT TROLLEY CAR  
97023 N.A.  
97023 N.A.  
97023 FOR THE LIGHT RAIL-- I DON'T KNOW MUCH ABOUT IT  
97027 N.A.  
97027 N.A.  
97027 TO MOVE PEOPLE,GIVE 'EM A RIDE,KEEP CARS OFF THE ROAD  
97030 LIGHT RAIL  
97030 FOR LIGHT RAIL  
97030 IT HAS SOMETHING TO DO WITH THE LIGHT RAIL.  
NON-UNION WORKERS.  
97030 TO MAKE ROOM FOR THE LIGHT RAIL  
97030 I'M SUPPLYING PART OF THE ROCK TO THAT JOB  
97030 LIGHT RAIL- I GUESS - I DON'T KNOW  
97030 N.A.  
97030 BECAUSE PUTTING IN THE LIGHT RAIL  
97030 BUNCH OF FOOLS BOUGHT SOME STUPID IDEA TO GET SOME  
FEDERAL MONTH FOR THE LIGHT RAIL PROJECT WHICH....  
97030 LIGHT RAIL AND BECAUSE PEOPLE LIKE TO MAKE A MESS  
OF THE ROADS  
97030 FOR THE LIGHT RAIL THAT TRI-MET IS CONSTRUCTING  
97030 FOR THE LIGHT RAIL  
97030 IT'S FOR THE LIGHT RAIL  
97034 N.A.  
97034  
97034 IT'S THE LIGHT RAIL PROJECT ISN'T IT?  
97034 N.A.  
97034 TO PUT IN THAT RAIL SYSTEM I GUESS  
97034 N.A.  
97034 IT IS THE LIGHT RAIL BY TRI-MET  
97034 THE PORTLAND ELECTRIC FREEWAY  
97034 FOR THE RAPID TRANSIT SYSTEM  
97034 N.A.  
97034 LIGHT RAIL TRANSIT  
97034 FOR LIGHT RAIL  
97034 LIGHT RAIL PROJECT PUTTING IN A MASS TRAIN  
97034 N.A.  
97036 N.A.  
97045 TRANSIT MALL THING  
97045 BUILD THE LIGHT RAIL AND THE BANFIELD FREEWAY  
97045  
97045  
97045 STRAIGHTEN THE BANFIELD  
97045  
97045  
97045 N.A.  
97045 LIGHT RAIL OBVIOUSLY TO MOVE PEOPLE FROM ONE PLACE  
TO ANOTHER  
97045 FOR THE LIGHT RAIL LINE  
97045 FOR THE LIGHT RAIL  
97045 FOR THE LIGHT RAIL SYSTEM  
97045 FOR THE LIGHT RAIL  
97055 DAMN FOOLISHNESS  
97055 N.A.

97055 LIGHT RAIL COULD HAVE ROUTED ON POWELL-BANNING-ESTACADA  
& MADE LOOP-OLD MT HOOD FWY IT WAS  
97060 LIGHT RAIL-WE REALLY NEED IT-THEY NEED LESS CARS  
ON THE FREEWAY. I DON'T USE IT ANYMORE.  
97060 FOR LIGHT RAIL  
97060 N.A.  
97060 N.A.  
97060 BECAUSE OF THE TRAIN, AN ELECTRIC TRAIN  
97062 N.A.  
97068 WIDENING THE BANFIELD?  
97068 LIGHT RAIL  
97068  
97068 FOR THE NEW RAIL SYSTEM INVOLVING OVER PASSES/STATIONS  
97068 N.A.  
97068 N.A.  
97070 THE LIGHT RAIL, RIGHT?  
97070 \*\*\*  
97073 TO KEEP PEOPLE WORKING  
97113  
97113 ISN'T IF THE LIGHT RAIL--YES IT IS!  
97116 N.A.  
97116 N.A.  
97116 N.A.  
97116 IT IS FOR THE LIGHT RAIL  
97116 N.A.  
97116 N.A.  
97116 N.A.  
97123 LIGHT RAIL PROJECT  
97123 FOR THE LIGHT RAIL SYSTEM PRIMARILY  
97123 FOR THE FAST TRANSIT TRAIN  
97123 THEY ARE SUPPOSEDLY IMPROVING THE MASS TRANSIT SYSTEM  
97123  
97123 BECAUSE OF THE LIGHT RAIL SYSTEM  
97123  
97123  
97123  
97123  
97124 SOMETHING ABOUT HELPING THE TRAFFIC WITH AN ELECTRIC  
TROLLEY CAR  
97124 FOR THE LIGHT RAIL SYSTEM  
97124 LIGHT RAIL  
97140 N.A.  
97201 FOR COMMUTER IN GRESHAM TO COME INTO PORTLAND,  
A LIGHT RAIL SYSTEM  
97201 MARGARET  
97201 TO EXPAND THE ROAD SURFACE AND THE LIGHT RAIL PROJECT  
97201 FOR THE LIGHT RAIL  
97201 WELL IT'S FOR THE LIGHT RAIL  
97201 FOR THE RAIL I WOULD THINK THE MONORAIL OR SOMETHING  
97201 FOR THE LIGHT RAIL  
97201 N.A.  
97201 N.A.  
97201 N.A.  
97202 N.A.

97202 LIGHT RAIL OUT TO GRESHAM  
97202 FOR THE LIGHT RAIL  
97202 N.A.  
97202 FOR LIGHT RAIL  
97202 N.A.  
97202 N.A.  
97202 IT'S THE LIGHT RAIL AIN'T IT?  
97202 N.A.  
97202 N.A.  
97202  
97202 THEY WANT TO PUT A LIGHT RAIL BETWEEN GRESHAM  
& PORTLAND  
97202 THE LIGHT RAIL  
97202 IT'S FOR THE LIGHT RAIL PROJECT  
97202 THE LIGHT RAIL?  
97202 N.A.  
97203 LIGHT RAIL LINE  
97203  
97203 FOR THE LIGHT RAIL  
97203 N.A.  
97203 N.A.  
97203 BECAUSE THEY'RE GOING TO BUILD A COMMUTER-TYPE  
TRAIN, AREN'T THEY?  
97203 BECAUSE THE LIGHT RAIL  
97203 N.A.  
97203 N.A.  
97203 FOR A RAILWAY OR WHATEVER  
97203 N.A.  
97204 N.A.  
97205 TO ALLEVIATE THE TRAFFIC PROBLEM  
97205 THE LIGHT RAIL SYSTEM OF COURSE  
97205 ROAD IS REAL BAD--THE HIGHWAY IS AWFUL  
97205 THE LIGHT RAIL  
97205 LIGHT RAIL  
97205 N.A.  
97206 N.A.  
97206 N.A.  
97206 CAUSE THEY ARE PUTTING IN A NEW LIGHT RAIL SYSTEM  
TO DOWNTOWN  
97206  
97206 TO ENLARGE THE FREEWAY  
97206 N.A.  
97206 SO THEY CAN BUILD THE LIGHT RAIL FOR TRANSPORTATION  
97206 N.A.  
97206 FOR THE LIGHT RAIL WHICH I THINK IS A WASTE OF  
TIME AND MONEY  
97206 BECAUSE IT'S THE LIGHT RAIL AND IT WOULD HELP  
TRANSPORTATION NEEDS  
97206 IT'S THE LIGHT RAIL  
97206 MORE PEOPLE COULD GO TO WORK FASTER AND EASIER.  
97206 FOR BETTER TRANSPORTATION TO CARRY MORE PEOPLE  
TO THEIR DESTINATION FASTER  
97206 THEY'RE WIDENING IT, FIXING IT UP LIGHT RAIL  
97206 TRI-MET WANTS TO BUILD A TRACK ALONG THERE TO WIDEN



THE HIGHWAY  
97206 N.A.  
97206 THEY THINK THAT WOULD WORK BETTER THAN BUSES GOING  
TO GRESHAM  
97206 FOR LIGHT RAIL FOR TRI-MET  
97206 N.A.  
97206 N.A.  
97206 LIGHT RAIL, RAPID WAY TO CITY, CUT DOWN ON TRAFFIC  
97206 FOR LIGHT RAIL PROJECT FOR BUSES TO GO THROUGH  
NEW OVERPASSES  
97206 THE LIGHT RAIL--THERE'S ONLY SERVICE FROM GRESHAM TO  
DOWNTOWN, WHAT ABOUT BEAVERTON AND THE SW?  
97209 ISN'T THAT THE LIGHT RAIL?  
97209 FOR THE LIGHT RAIL ISN'T IT?  
97209 THE LIGHT RAIL  
97209 N.A.  
97210 N.A.  
97210 FOR THE LIGHT RAIL  
97210 THEY'RE BUILDING THE LIGHT RAIL  
97210 FAST TRANSIT AREA  
97211  
97211 LIGHT RAIL  
97211 FOR THE LIGHT RAIL  
97211 OH - TO SAVE MONEY - I DON'T KNOW  
97211  
97211 N.A.  
97212 FOR THE BANFIELD LIGHT RAIL  
97212 IS IT IN CONJUNCTION WITH THE LIGHT RAIL?  
97212 BECAUSE OF THE LIGHT RAIL AND THEY NEED TO EXPAND  
THE HIGHWAY  
97212 BECAUSE OF THE LIGHT RAIL  
97212  
97212 LIGHT RAIL WIDENING BANFIELD  
97212 TO GET TRAFFIC FROM GRESHAM TO PORTLAND  
97212  
97212  
97212 FOR TRANSPORTATION FOR THE PEOPLE ON THE OUTSKIRTS  
97212  
97212 N.A.  
97212 BUILDING THE NEW BUS SYSTEM--CAN'T THINK OF THE NAME  
97213 FOR THE LIGHT RAIL  
97213  
97213 FOR THE LIGHT RAIL  
97213 LIGHT RAIL DOWN THE MIDDLE WIDENING THE BANFIELD  
97213 IT'S A NEW TRANSIT DEAL  
97213 LIGHT RAIL  
97213 FOR THE FAST RAIL THE BANFIELD IS REAL DANGEROUS  
PRESENTLY WITH THE CONSTRUCTION AND CURVES  
97213 N.A.  
97213 LIGHT RAIL  
97213 LIGHT RAIL  
97213 FOR THE NEW LIGHT RAIL SYSTEM  
97213 FOR THE LIGHT RAIL  
97213 THE LIGHT RAIL

97213 N.A.  
97214 FOR THE LIGHT RAIL  
97214 IT'S THE LIGHT RAIL  
97214 THE LIGHT RAIL?  
97214 LIGHT RAIL  
97214 LIGHT RAIL  
97214 FOR THE LIGHT RAIL  
97215 OH THE LIGHT RAIL AND CLEAN UP OF 205  
97215 N.A.  
97215 SO THEY CAN HAVE A TRAIN GO UP THE MIDDLE OF THE  
FREEWAY TO GRESHAM  
97215 YOU MEAN THE LIGHT RAIL?  
97215 TO PUT IN THE LIGHT RAIL  
97215 N.A.  
97216  
97216 POLITICIAN WASTING MONEY BUILDING SOMETHING THAT  
WE DON'T NEED  
97216 LIGHT RAIL SYSTEM  
97216 N.A.  
97217  
97217  
97217 LIGHT RAIL  
97217  
97217  
97217  
97217  
97217  
97217  
97217 FOR THE LIGHT RAIL  
97217 BECAUSE OF THE LIGHT RAIL  
97217  
97217 N.A.  
97217 LIGHT RAIL  
97217 FOR THE LIGHT RAIL PROJECT  
97217 FOR THE RAILWAY THING  
97218  
97218 IS THAT THE LIGHT RAIL?  
97218 N.A.  
97218 THE LIGHT RAIL  
97219 SOMETHING ABOUT THE LIGHT RAIL CONSTRUCTION  
97219 TO IMPROVE TRANSPORTATION MORE ACCESSIBILITY  
97219 BECAUSE OF THE TRAFFIC PROBLEM CONGESTION AT RUSH HOUR  
97219 IT'S FOR THE LIGHT RAIL SYSTEM  
97219 FOR THE MASS TRANSIT. THE MONORAIL THATS IT  
97219 TO PUT IN THE LIGHT RAIL THATS THE REASON  
97219 ITS A MASS TRANSIT SYSTEM TO GET PEOPLE TO THE  
GRESHAM AREA  
97219 N.A.  
97219 N.A.  
97219 FOR THE LIGHT RAIL I THINK  
97219 BECAUSE OF THE LIGHT RAIL SYSTEM  
97219 N.A.  
97219 IT IS FOR THE LIGHT RAIL  
97219 N.A.  
97219 N.A.

97219 THE LIGHT RAIL PROJECT  
97219 SOMETHING TO DO WITH THE LIGHT RAIL  
97220 WIDENING THE BANFIELD & THE LIGHT RAIL PROJECT  
97220 LIGHT RAIL  
97220 LIGHT RAIL  
97220 LIGHT RAIL  
97220 LIGHT RAIL  
97220 LIGHT RAIL  
97220 THEY ARE WIDENING THE FREEWAY  
97220 WHITE ELEPHANT  
97220 FOR THE LIGHT RAIL  
97220 TO BUILD A LIGHT RAIL SYSTEM  
97220 FOR THE LIGHT RAIL, FOR EASIER TRANSPORTATION  
97220 CUTTING DOWN ON TRAFFIC AND TO GET MORE PEOPLE  
FASTER TO THEIR DESTINATION  
97220 N.A.  
97220 TRAIN SYSTEM  
97220 THAT WOULD BE THE LIGHT RAIL  
97221 TO PUT IN A TRAIN TO TRAVEL IN THE AREA FASTER  
AND EASIER  
97221 HELP WORKER GET TO WORK FASTER WITH LESS TRAFFIC  
PROBLEMS  
97221 HELP TRAFFIC PROBLEMS DECREASE  
97221 AN EFFORT TO GET DRIVERS TO RIDE ON THE LIGHT RAIL  
AND TURN IN THEIR CARS WHICH WON'T WORK  
97221 EASIER TRANSPORTATION AND LESS TRAFFIC  
97221 EASIER ACCESS TO THE EAST SIDE OF TOWN  
97221 FOR A LIGHT RAIL  
97221 LIGHT RAIL  
97222 LIGHT RAIL THING  
97222 NEW LIGHT RAIL TO GRESHAM  
97222 TRANSIT TO GRESHAM AREA  
97222 GET MORE PEOPLE OUT TOWARD BEAVERTON  
97222 BANFIELD LIGHT RAIL PROJECT  
97222 LIGHT RAIL PROJECT  
97222 N.A.  
97222 N.A.  
97222 LIGHT RAIL PROJECT  
97222 N.A.  
97222 LIGHT RAIL PROJECT  
97222  
97222 LIGHT RAIL SYSTEM  
97222 TO MAKE ROOM FOR THE TRACKS FOR THE LIGHT RAIL  
97222  
97222 TO MAKE IT WIDER FOR MORE LANES  
97222 WELL FOR THIS LIGHT RAIL PROJECT  
97222 FOR THE STREETCARS  
97222 FOR LIGHT RAIL  
97222 FOR THE LIGHT RAIL PROJECT BETWEEN PORTLAND AND GRESHAM  
97222 TO WIDEN THE FREEWAY  
97222 N.A.  
97222 THEY ARE BUILDING THAT LIGHT RAIL  
97223 ARE YOU REFERRING TO THE LIGHT RAIL FROM GRESHAM?  
97223 THE LIGHT RAIL PROJECT

97223 THAT WOULDN'T BE THE LIGHT RAIL PROJECT?  
97223 N.A.  
97223 N.A.  
97223 RAIL  
97223 LIGHT RAIL PROJECT ROAD NEEDED WIDENING AND IMPROVED  
FOR MORE TRAFFIC  
97223 FOR LIGHT RAIL PROJECT  
97223 FOR THE TRANSIT AND TO EXPAND THE ROAD TO MAKE IT WIDER  
97223 THAT IS THE NEW HIGHWAY 80 OR 84 I THINK  
97223 N.A.  
97225 TO PUT IN LIGHT RAIL  
97225 WIDEN THE ROADS AND THE LIGHT RAIL WILL RUN ON THE SIDE  
97225 WIDENING THE FREEWAY AND PUTTING IN THE LIGHT RAIL  
97225 N.A.  
97225 TO BUILD THE RAPID TRANSIT SYSTEM  
97227 IT'S FOR THE LIGHT RAIL  
97227  
97227 DON'T KNOW  
97229  
97229 LIGHT RAIL REDUCE TRAFFIC ON BANFIELD  
97229 THERE IS GOING TO BE A RAIL  
97230 THEY ARE WIDENING THE BANFIELD & PUTTING IN LIGHT  
RAIL TO GRESHAM  
97230 IS IT THE LIGHT RAIL SYSTEM?  
97230 FOR LIGHT RAIL SYSTEM  
97230 N.A.  
97230 YES, IT'S THE BANFIELD LIGHT RAIL  
97230 FOR LIGHT RAIL  
97230 N.A.  
97230 THE LIGHT RAIL  
97230 THE LIGHT RAIL  
97231 THE LIGHT RAIL SYSTEM  
97231 PUTTING IN LIGHT RAIL AND ALSO IN ORDER TO CONVEY  
MORE TRAFFIC  
97232 THEY'RE PUTTING IN THE LIGHT RAIL FROM GRESHAM  
97232 FOR THE LIGHT RAIL  
97232 SOME CLOWN IN OUR GOVERNMENT WANTED LIGHT RAIL I THINK  
IT IS BULLSHIT AND YOU CAN QUOTE ME!  
97232 THE LIGHT RAIL  
97233 TO GET THE NEW LIGHT RAIL  
97233 FOR LIGHT RAIL  
97233 N.A.  
97233 IMPROVING BANFIELD FREEWAY AND BUILDING LIGHT RAIL  
FOR MASS TRANSIT AT THE SAME TIME  
97233 THEY ARE PUTTING IN THE LIGHT RAIL  
97233 FOR THE LIGHT RAIL FOR MASS TRANSIT  
97233 SUPPOSED FOR SOME RAIL SERVICE SOME KIND OF METRO  
TRANSPORTATION SERVICE OR WIDENING OF THE FREEWAY  
BUILDING THE LIGHT RAIL SYSTEM  
97236 N.A.  
97236 LIGHT RAIL PROJECT  
97236 IT'S FOR THE LIGHT RAIL  
97236 THE LIGHT RAIL  
97236 FOR THE LIGHT RAIL BETWEEN PORTLAND AND GRESHAM

97236 MAINLY FOR THE LIGHT RAIL PROJECT  
97266 LIGHT RAIL PROJECT  
97266 LIGHT RAIL PROJECT  
97266 TRI-MET PROJECT OF SOME KIND  
97266 THEY ARE GOING TO PUT IN A LIGHT RAIL  
97266 SO GRESHAM HAS BETTER ACCESS TO PORTLAND & RELIEVES  
THE TRAFFIC DURING RUSH HOUR ON THE BANFIELD  
97266 N.A.  
97266 BECAUSE OF THE LIGHT RAIL  
97701 N.A.

APPENDIX B

BANFIELD LIGHT RAIL THEME STUDY

Q5 "OTHER" RESPONSES

A COMPANY FROM COLORADO  
A CONSTRUCTION COMPANY, I DON'T KNOW THE NAME  
R.A. HATCH CO. (7)  
MULTNOMAH COUNTY (3)  
SOME NON-UNION COMPANY  
AMTRACK  
TAXPAYERS (3)  
MT. HOOD FREEWAY  
FREEWAY ADMINISTRATION BOARD  
URBAN MASS TRANSIT ADMINISTRATION (UMTA)  
HIGHWAY COMMISSION  
COUNTY COMMISSIONERS (3)  
LOCAL AND STATE POLITICAL GROUPS  
RESIDENCES OF PORTLAND  
MAYOR GOLDSMITH (6)  
NON-UNION PEOPLE  
HART  
TRI-COUNTY  
SOME POLITIANS  
"ALL HAVE A HAND IN IT"--TRIMET, CITY OF PORTLAND,  
STATE OF OREGON, AND FEDERAL SOMBOIES.

## TABLES

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

\*\*\*\*\* C R O S S T A B U L A T I O N O F \* \*  
 V1 WHY CONSTRUCTION ON BANFIELD, BURNSIDE ST BY V9 HOW OF  
 \*\*\*\*\*

		V9						
		COUNT	I					
ROW	PCT	INONRIDER	LIGHT	RI	OCCASION	FREQUENT	REGULAR	ROW
COL	PCT	I	DER	AL	RIDER	RIDER	RIDER	TOTAL
TOT	PCT	I	1.I	2.I	3.I	4.I	5.I	
V1		-----I-----	I-----	I-----	I-----	I-----	I-----	
	1.	I 209	I 17	I 7	I 15	I 16	I 264	
YES		I 79.2	I 6.4	I 2.7	I 5.7	I 6.1	I 66.2	
		I 66.1	I 63.0	I 53.8	I 88.2	I 61.5	I	
		I 52.4	I 4.3	I 1.8	I 3.8	I 4.0	I	
		-----I-----	I-----	I-----	I-----	I-----	I-----	
	2.	I 107	I 10	I 6	I 2	I 10	I 135	
NO		I 79.3	I 7.4	I 4.4	I 1.5	I 7.4	I 33.8	
		I 33.9	I 37.0	I 46.2	I 11.8	I 38.5	I	
		I 26.8	I 2.5	I 1.5	I .5	I 2.5	I	
		-----I-----	I-----	I-----	I-----	I-----	I-----	
	COLUMN	316	27	13	17	26	399	
	TOTAL	79.2	6.8	3.3	4.3	6.5	100.0	



FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

\*\*\*\*\* C R O S S T A B U L A T I O N O F \*  
 V3 REMEMBER ANYTHING, BANFIELD LIGHT RAIL PR BY V9 HOW OF  
 \*\*\*\*\*

		V9							
		COUNT	I					ROW	
ROW	PCT	INONRIDER	LIGHT	RI	OCCASION	FREQUENT	REGULAR	TOTAL	
COL	PCT	DER	DER	AL RIDER	RIDER	RIDER	RIDER		
TOT	PCT	1.I	2.I	3.I	4.I	5.I			
V3									
	1.	92	6	7	2	10		117	
YES		78.6	5.1	6.0	1.7	8.5		29.3	
		29.1	22.2	53.8	11.8	38.5			
		23.1	1.5	1.8	.5	2.5			
	2.	22	4	0	1	3		30	
NO		73.3	13.3	.0	3.3	10.0		7.5	
		7.0	14.8	.0	5.9	11.5			
		5.5	1.0	.0	.3	.8			
	3.	14	0	0	0	0		14	
NOT SURE		100.0	.0	.0	.0	.0		3.5	
		4.4	.0	.0	.0	.0			
		3.5	.0	.0	.0	.0			
	6.	188	17	6	14	13		238	
NOT APPLICABLE		79.0	7.1	2.5	5.9	5.5		59.6	
		59.5	63.0	46.2	82.4	50.0			
		47.1	4.3	1.5	3.5	3.3			
	COLUMN	316	27	13	17	26		399	
	TOTAL	79.2	6.8	3.3	4.3	6.5		100.0	

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

\*\*\*\*\* C R O S S T A B U L A T I O N O F \* \*  
 V4 HOW DO YOU FEEL ABOUT THE LIGHT RAIL PRO BY V9 HOW OFT  
 \*\*\*\*\*

		V9					
		COUNT	I				
ROW	PCT	INONRIDER	LIGHT RI	OCCASION	FREQUENT	REGULAR	ROW
COL	PCT	DER	AL RIDER	RIDER	RIDER		TOTAL
TOT	PC1	1.I	2.I	3.I	4.I	5.I	
V4		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
	1.	I 30 I	I 3 I	I 4 I	I 1 I	I 4 I	42
STRONGLY	APPROVE	I 71.4 I	I 7.1 I	I 9.5 I	I 2.4 I	I 9.5 I	10.5
		I 9.5 I	I 11.1 I	I 30.8 I	I 5.9 I	I 15.4 I	
		I 7.5 I	I .8 I	I 1.0 I	I .3 I	I 1.0 I	
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
	2.	I 105 I	I 11 I	I 4 I	I 8 I	I 6 I	134
APPROVE		I 78.4 I	I 8.2 I	I 3.0 I	I 6.0 I	I 4.5 I	33.6
		I 33.2 I	I 40.7 I	I 30.8 I	I 47.1 I	I 23.1 I	
		I 26.3 I	I 2.8 I	I 1.0 I	I 2.0 I	I 1.5 I	
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
	3.	I 92 I	I 4 I	I 4 I	I 5 I	I 10 I	115
NEUTRAL		I 80.0 I	I 3.5 I	I 3.5 I	I 4.3 I	I 8.7 I	28.8
		I 29.1 I	I 14.8 I	I 30.8 I	I 29.4 I	I 38.5 I	
		I 23.1 I	I 1.0 I	I 1.0 I	I 1.3 I	I 2.5 I	
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
	4.	I 30 I	I 3 I	I 0 I	I 2 I	I 2 I	37
DISAPPROVE		I 81.1 I	I 8.1 I	I .0 I	I 5.4 I	I 5.4 I	9.3
		I 9.5 I	I 11.1 I	I .0 I	I 11.8 I	I 7.7 I	
		I 7.5 I	I .8 I	I .0 I	I .5 I	I .5 I	
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
	5.	I 22 I	I 2 I	I 1 I	I 0 I	I 1 I	26
STRONGLY	DISAPPR	I 84.6 I	I 7.7 I	I 3.8 I	I .0 I	I 3.8 I	6.5
		I 7.0 I	I 7.4 I	I 7.7 I	I .0 I	I 3.8 I	
		I 5.5 I	I .5 I	I .3 I	I .0 I	I .3 I	
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
	7.	I 1 I	I 0 I	I 0 I	I 0 I	I 0 I	1
DON'T	KNOW	I 100.0 I	I .0 I	I .0 I	I .0 I	I .0 I	.3
		I .3 I	I .0 I	I .0 I	I .0 I	I .0 I	
		I .3 I	I .0 I	I .0 I	I .0 I	I .0 I	
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
	8.	I 36 I	I 4 I	I 0 I	I 1 I	I 3 I	44
NOT	APPLICABLE	I 81.8 I	I 9.1 I	I .0 I	I 2.3 I	I 6.8 I	11.0
		I 11.4 I	I 14.8 I	I .0 I	I 5.9 I	I 11.5 I	
		I 9.0 I	I 1.0 I	I .0 I	I .3 I	I .8 I	
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
	COLUMN	316	27	13	17	26	399
	TOTAL	79.2	6.8	3.3	4.3	6.5	100.0

\*\*\*\*\* C R O S S T A B U L A T I O N O F \* \*  
 V5 WHO IS RESPONSIBLE FOR THE LIGHT RAIL BY V9 HOW OF 1  
 \*\*\*\*\*

		V9							
		COUNT	I					ROW	
ROW	PCT	INONRIDER	LIGHT RI	OCCASION	FREQUENT	REGULAR	TOTAL	ROW	
COL	PCT	DER	AL RIDER	RIDER	RIDER	RIDER	TOTAL	TOTAL	
TOT	PCT	1.I	2.I	3.I	4.I	5.I			
V5									
1.	I	101	10	7	7	9	134		
	I	75.4	7.5	5.2	5.2	6.7	33.6		
	I	32.0	37.0	53.8	41.2	34.6			
	I	25.3	2.5	1.8	1.8	2.3			
	I								
2.	I	9	1	0	1	0	11		
	I	81.8	9.1	.0	9.1	.0	2.8		
	I	2.8	3.7	.0	5.9	.0			
	I	2.3	.3	.0	.3	.0			
	I								
3.	I	37	1	3	4	1	46		
	I	80.4	2.2	6.5	8.7	2.2	11.5		
	I	11.7	3.7	23.1	23.5	3.8			
	I	9.3	.3	.8	1.0	.3			
	I								
4.	I	16	3	0	1	2	22		
	I	72.7	13.6	.0	4.5	9.1	5.5		
	I	5.1	11.1	.0	5.9	7.7			
	I	4.0	.8	.0	.3	.5			
	I								
5.	I	12	0	0	0	0	12		
	I	100.0	.0	.0	.0	.0	3.0		
	I	3.8	.0	.0	.0	.0			
	I	3.0	.0	.0	.0	.0			
	I								
6.	I	28	3	2	1	3	37		
	I	75.7	8.1	5.4	2.7	8.1	9.3		
	I	8.9	11.1	15.4	5.9	11.5			
	I	7.0	.8	.5	.3	.8			
	I								
7.	I	78	5	1	2	8	94		
	I	83.0	5.3	1.1	2.1	8.5	23.6		
	I	24.7	18.5	7.7	11.8	30.8			
	I	19.5	1.3	.3	.5	2.0			
	I								
	COLUMN	316	27	13	17	26	399		
	TOTAL	79.2	6.8	3.3	4.3	6.5	100.0		

(CONTINUED)

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

\*\*\*\*\* C R O S S T A B U L A T I O N O F \* \*  
 V5 WHO IS RESPONSIBLE FOR THE LIGHT RAIL BY V9 HOW OFT  
 \*\*\*\*\*

		V9					
	COUNT	I					
	ROW PCT	INONRIDER	LIGHT RI	OCCASION	FREQUENT	REGULAR	ROW
	COL PCT	I	DER	AL RIDER	RIDER	RIDER	TOTAL
	TOT PCT	I	1.I	2.I	3.I	4.I	5.I
V5		I	I	I	I	I	I
	8.	I 35	I 4	I 0	I 1	I 3	I 43
NOT APPLICABLE		I 81.4	I 9.3	I .0	I 2.3	I 7.0	I 10.8
		I 11.1	I 14.8	I .0	I 5.9	I 11.5	I
		I 8.8	I 1.0	I .0	I .3	I .8	I
		I	I	I	I	I	I
	COLUMN	316	27	13	17	26	399
	TOTAL	79.2	6.8	3.3	4.3	6.5	100.0

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

\*\*\*\*\* C R O S S T A B U L A T I O N O F \* \*  
 V6 HOW WELL IS THE CNOSTRUCTION PROCEEDING BY V9 HOW OFT  
 \*\*\*\*\*

		V9									
		COUNT	I	NONRIDER	LIGHT R1	OCCASION	FREQUENT	REGULAR	ROW		
		ROW PCT	I	DER	AL RIDER	RIDER	RIDER		TOTAL		
		COL PCT	I	DER	AL RIDER	RIDER	RIDER				
		TOT PCT	I	1.I	2.I	3.I	4.I	5.I			
V6											
	1.	I	30	I	1	I	2	I	1	36	
VERY WELL		I	83.3	I	2.8	I	5.6	I	2.8	9.0	
		I	9.5	I	3.7	I	15.4	I	5.9	7.7	
		I	7.5	I	.3	I	.5	I	.3	.5	
	2.	I	68	I	8	I	4	I	3	90	
WELL		I	75.6	I	8.9	I	4.4	I	3.3	22.6	
		I	21.5	I	29.6	I	30.8	I	17.6	26.9	
		I	17.0	I	2.0	I	1.0	I	.8	1.8	
	3.	I	83	I	8	I	3	I	7	107	
SO-SO		I	77.6	I	7.5	I	2.8	I	6.5	26.8	
		I	26.3	I	29.6	I	23.1	I	41.2	23.1	
		I	20.8	I	2.0	I	.8	I	1.8	1.5	
	4.	I	29	I	0	I	1	I	3	37	
POORLY		I	78.4	I	.0	I	2.7	I	8.1	10.8	
		I	9.2	I	.0	I	7.7	I	17.6	15.4	
		I	7.3	I	.0	I	.3	I	.8	1.0	
	5.	I	15	I	2	I	1	I	0	20	
VERY POORLY		I	75.0	I	10.0	I	5.0	I	.0	10.0	
		I	4.7	I	7.4	I	7.7	I	.0	7.7	
		I	3.8	I	.5	I	.3	I	.0	.5	
	7.	I	56	I	4	I	2	I	2	66	
NOT SURE		I	84.8	I	6.1	I	3.0	I	3.0	3.0	
		I	17.7	I	14.8	I	15.4	I	11.8	7.7	
		I	14.0	I	1.0	I	.5	I	.5	.5	
	8.	I	35	I	4	I	0	I	1	43	
NOT APPLICABLE		I	81.4	I	9.3	I	.0	I	2.3	7.0	
		I	11.1	I	14.8	I	.0	I	5.9	11.5	
		I	8.8	I	1.0	I	.0	I	.3	.8	
		COLUMN	316		27		13		17	26	399
		TOTAL	79.2		6.8		3.3		4.3	6.5	100.0

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

\*\*\*\*\* C R O S S T A B U L A T I O N O F \*  
 V7 WHICH THEMES ARE BEST BY V9 HOW OF  
 \*\*\*\*\*

		V9							
		COUNT						ROW	
ROW	PCT	INONRIDER	LIGHT RI	OCCASION	FREQUENT	REGULAR	TOTAL	ROW	
COL	PCT	DER	DER	AL RIDER	RIDER	RIDER		TOTAL	
TOT	PCY	1.I	2.I	3.I	4.I	5.I			
V7									
1.	I	106	9	5	5	11		136	
ON THE RIGHT TRA	I	77.9	6.6	3.7	3.7	8.1		34.1	
	I	33.5	33.3	38.5	29.4	42.3			
	I	26.6	2.3	1.3	1.3	2.8			
2.	I	45	3	2	3	4		57	
PARTNER IN PORTL	I	78.9	5.3	3.5	5.3	7.0		14.3	
	I	14.2	11.1	15.4	17.6	15.4			
	I	11.3	.8	.5	.8	1.0			
3.	I	84	6	3	7	7		107	
TRI-RAIL	I	78.5	5.6	2.8	6.5	6.5		26.8	
	I	26.6	22.2	23.1	41.2	26.9			
	I	21.1	1.5	.8	1.8	1.8			
4.	I	41	5	3	1	1		51	
NONE ARE APPEALI	I	80.4	9.8	5.9	2.0	2.0		12.8	
	I	13.0	18.5	23.1	5.9	3.8			
	I	10.3	1.3	.8	.3	.3			
7.	I	5	0	0	0	0		5	
NOT SURE	I	100.0	.0	.0	.0	.0		1.3	
	I	1.6	.0	.0	.0	.0			
	I	1.3	.0	.0	.0	.0			
8.	I	35	4	0	1	3		43	
NOT APPLICABLE	I	81.4	9.3	.0	2.3	7.0		10.8	
	I	11.1	14.8	.0	5.9	11.5			
	I	8.8	1.0	.0	.3	.8			
COLUMN		316	27	13	17	26		399	
TOTAL		79.2	6.8	3.3	4.3	6.5		100.0	

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

\*\*\*\*\* C R O S S T A B U L A T I O N O F \*  
 V8 WHICH THEMES LEAST BY V9 HOW OFI  
 \*\*\*\*\*

		V9										
		COUNT	I									
ROW	PCT	INONRIDER	LIGHT RI	OCCASION	FREQUENT	REGULAR	ROW					
COL	PCT	DER	AL RIDER	RIDER	RIDER	RIDER	TOTAL					
TOT	PC1	1.I	2.I	3.I	4.I	5.I						
V8												
1.	I	43	I	4	I	2	I	4	I	4	I	57
ON THE RIGHT TRA	I	75.4	I	7.0	I	3.5	I	7.0	I	7.0	I	14.3
	I	13.6	I	14.8	I	15.4	I	23.5	I	15.4	I	
	I	10.8	I	1.0	I	.5	I	1.0	I	1.0	I	
2.	I	138	I	11	I	5	I	6	I	12	I	172
PARTNER IN PORTL	I	80.2	I	6.4	I	2.9	I	3.5	I	7.0	I	43.1
	I	43.7	I	40.7	I	38.5	I	35.3	I	46.2	I	
	I	34.6	I	2.8	I	1.3	I	1.5	I	3.0	I	
3.	I	73	I	5	I	4	I	4	I	6	I	92
TRI-RAIL	I	79.3	I	5.4	I	4.3	I	4.3	I	6.5	I	23.1
	I	23.1	I	18.5	I	30.8	I	23.5	I	23.1	I	
	I	18.3	I	1.3	I	1.0	I	1.0	I	1.5	I	
4.	I	16	I	2	I	2	I	1	I	0	I	21
NONE ARE APPEALI	I	76.2	I	9.5	I	9.5	I	4.8	I	.0	I	5.3
	I	5.1	I	7.4	I	15.4	I	5.9	I	.0	I	
	I	4.0	I	.5	I	.5	I	.3	I	.0	I	
7.	I	9	I	1	I	0	I	1	I	1	I	12
NOT SURE	I	75.0	I	8.3	I	.0	I	8.3	I	8.3	I	3.0
	I	2.8	I	3.7	I	.0	I	5.9	I	3.8	I	
	I	2.3	I	.3	I	.0	I	.3	I	.3	I	
8.	I	37	I	4	I	0	I	1	I	3	I	45
NOT APPLICABLE	I	82.2	I	8.9	I	.0	I	2.2	I	6.7	I	11.3
	I	11.7	I	14.8	I	.0	I	5.9	I	11.5	I	
	I	9.3	I	1.0	I	.0	I	.3	I	.8	I	
COLUMN		316		27		13		17		26		399
TOTAL		79.2		6.8		3.3		4.3		6.5		100.0