Oregon Toll Program

WASHINGTON STATE TRANSPORTATION COMMISSION

February 16, 2021
Overview of the Oregon State Toll Program

- Our view of the future
- A look at the past
- Our present efforts with our Communities and Partners
- Equity and Tolls
Toll Program Purpose

• Generate revenue for congestion relief projects
• Manage congestion

DUAL OBJECTIVES

Generate revenue
Manage demand

Assumption for Initial Modeling
Will Oregon tolls be interoperable in the United States?
What Heard (previous to engagement)

- Traffic congestion is a key concern for the region
- Tolls must be implemented equitably, including where and how revenue is used
- Questions about operation and effectiveness of modern toll systems
- Opinions about roadway and transportation system expansion
- Tolls are not equitable across all income levels
- Clackamas County’s transit service is not robust enough to afford residents another travel option on the I-205 Corridor
- Tolls will create additional diversion into communities along the I-205 Corridor
What we did
Community engagement

- **Primary tools**
  - Online open house and survey
  - Print and digital advertising
  - eNews and news releases
  - Social media posts
  - Presentations and briefings
  - Community engagement liaisons
Oregon Toll Program

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Presentations and Briefings

- 18 Local jurisdiction/agency briefings
- 9 Regional agency briefings

Legend:
- Survey Respondents
  - 1 - 5
  - 6 - 13
  - 14 - 24
  - 25 - 45
  - 46 - 82
  - 83 - 139
  - 140 - 764
## How many people did we reach?

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,600</td>
<td>English online open house unique users</td>
</tr>
<tr>
<td>2,000</td>
<td>Spanish online open house unique users</td>
</tr>
<tr>
<td>127</td>
<td>Webinar attendees</td>
</tr>
<tr>
<td>27</td>
<td>Presentations given</td>
</tr>
<tr>
<td>2,638</td>
<td>People who clicked on English Facebook ads</td>
</tr>
<tr>
<td>4,304</td>
<td>People who clicked on Spanish Facebook ads</td>
</tr>
<tr>
<td>38K+</td>
<td>Views on ODOT social media posts</td>
</tr>
<tr>
<td>4,500</td>
<td>Recipients of project emails</td>
</tr>
<tr>
<td>2.3M</td>
<td>Potential viewers reached through digital advertising in local news outlets</td>
</tr>
<tr>
<td>60K+</td>
<td>Circulation of English-language newspapers where we ran print ads</td>
</tr>
<tr>
<td>25K+</td>
<td>Circulation of Spanish-language newspapers where we ran print ads</td>
</tr>
</tbody>
</table>

*February 16, 2021*
Direct community outreach

Community Engagement Liaisons

• 9 liaisons working with communities in 5 different language groups.
• Highly self-directed and innovative engagement methods.

Highlights from Liaisons

• Radio interview in Spanish.
• Delivering flyers to Asian specialty grocery store.
• Social media groups/chats.
• Questions posed to social media to engage people.
• One-on-one follow up with community members.
What did liaisons hear from their communities?

• A few communities are very aware of the project already.
• Concerns about personal financial impacts of the tolls.
• Lots of projects asking for input right now – a lot of survey fatigue – but a lot of desire to provide input.
• Felt online open house survey questions were too long and complex.
• Had questions about tolling an existing road – many had experiences with tolls on new roads.
• Wanted more specifics about how the toll worked and what it would cost.
What we heard...
Overall

- Similar to feedback received in Value Pricing Feasibility Analysis
- Need and desire for additional information
- How will the impacts of tolling will be minimized and revenue will be used
- Clackamas County residents are concerned about diversion effects and perceived unfairness
- COVID-19 underlies many concerns
- Many expressed an opposition to tolling - this has been experienced on other toll projects
Historically and Currently Excluded and Underserved

- Personal financial effects of tolls
- Need for toll-free routes, better transit
- Questioning need for project, desire for additional information
- Many respondents noted the effects of COVID-19
- Concerns about diversion effects and perceived unfairness
- Lots of feelings expressed of dissatisfaction, distrust and opposition
How Do People Want to Hear from Us?

- Social media – 42%
- Website – 37%
- eNews – 34%
- Public meetings – 18%
- Mailed newsletter – 17%
- TV/radio – 15%
- City/county council presentation – 13%
- Newspaper – 10%
- Community organizations – 6%
What we’re doing about it...
We heard: Unclear how toll revenue will be spent

Tolling is a vital funding element for projects in the Comprehensive Congestion Management and Mobility Plan.
We heard: Unclear how toll revenue will be spent

Revenue will be invested on the corridor in which it was collected.
We heard: Unclear connection between the I-205 Toll Project and I-205 Improvements Project

Toll funding is needed to complete the construction of the I-205 Improvements Project.

- Safer and less congested I-205 corridor
- Critical seismic improvements to the Abernethy Bridge and eight other bridges
- Third lane in each direction
Implementing tolling comprehensively in Portland area freeway system to address our communities and our partners concerns.
Comprehensive Congestion Management and Mobility Plan (Portland Region)

- Current Toll Corridor
- Expanded Toll Corridor Limits
- Potential Toll Corridor Limits
- System Improvement Project
- Bus on Shoulder Pilot
- Active Traffic Management (ATM) Project
- TriMet Project
- Bike/Ped Crossing Project

Oregon Department of Transportation

DRAFT November 17, 2020
We heard: Concerns about the impact of tolling on personal finances, community health, and increasing options for transit and transportation.
I-205 Regional Modeling Group
“Data Share”

- Review early screening analysis of the five potential toll alternatives
- Setup workshops to go through the data with our data experts
- Exchange findings
Transit and Multimodal Working Group

- Identify opportunities
- Bring back respective agencies questions and concerns
- Provide local information on existing conditions and planned projects
ODOT recognizes past land-use and transportation investments in the Portland metro area—including highway investments—have resulted in negative cultural, health, economic, and relational impacts to local communities and populations.
Equity and Mobility Advisory Committee (EMAC)

• Engage
• Inform
• Empower
1. Identify Who/What/Where

2. Define Equity Outcomes & Performance Measures

3. Determine Benefits and Burdens

4. Choose Options that Advance Equity

Program Adopted/Implemented

5. Provide Accountable Feedback & Evaluation
Next steps

• March 2021 Respond to comments
• Incorporate the equity framework
  • EMAC
  • Regional Modeling Group
  • Transit/Multimodal Group
• I-205 Toll Project: National Environmental Policy Act
• I-5 and 205 system-wide Tolls: Planning and Environmental Linkages (PEL) work plan development
The I-205 Toll Project is moving forward in the National Environmental Policy Act (NEPA) process.

Responses to public and agency comments in March 2021.

- **Comment Period Begins**
  - August 2020

- **Technical Analysis Begins**
  - February 2021

- **Draft Preferred Alternative**
  - December 2021

- **Publish Draft Environmental Assessment**
  - April 2022

- **Publish Toll Project Decision**
  - January 2023

- **Introduce Performance Measures**
  - January 2021

- **Finalize Performance Measures**

- **Refine Equitable Engagement Plan**
  - January 2021

- **Introduce Equity and Mobility Strategies**

- **Recommendation of Equity and Mobility Strategies to the Oregon Transportation Commission**

- **National Environmental Policy Act Milestones**
- **Equity and Mobility Advisory Committee Milestones**
- **Iterative work with Committee**

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www.OregonTolling.org
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