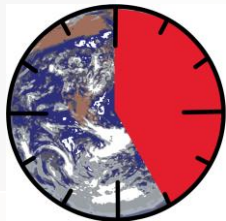


Pricing Options for Equitable Mobility (POEM)

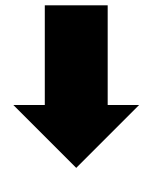
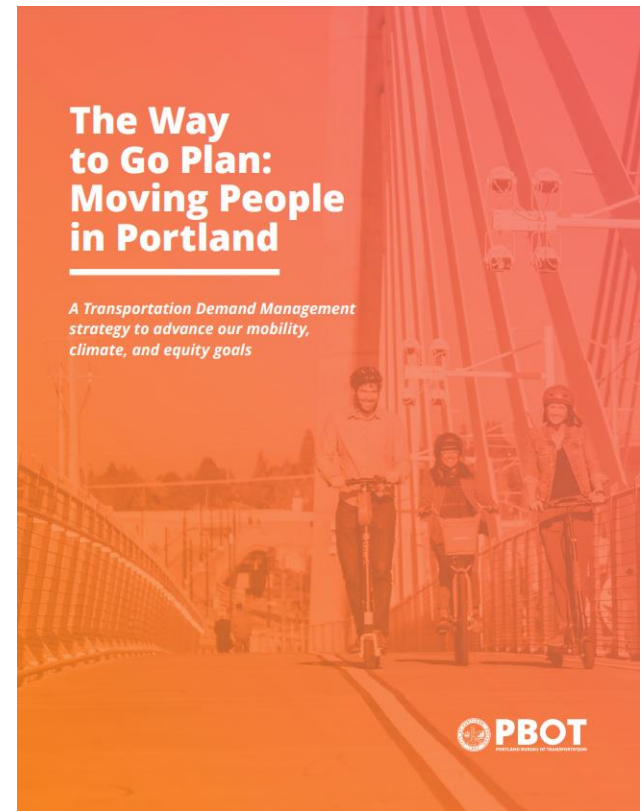
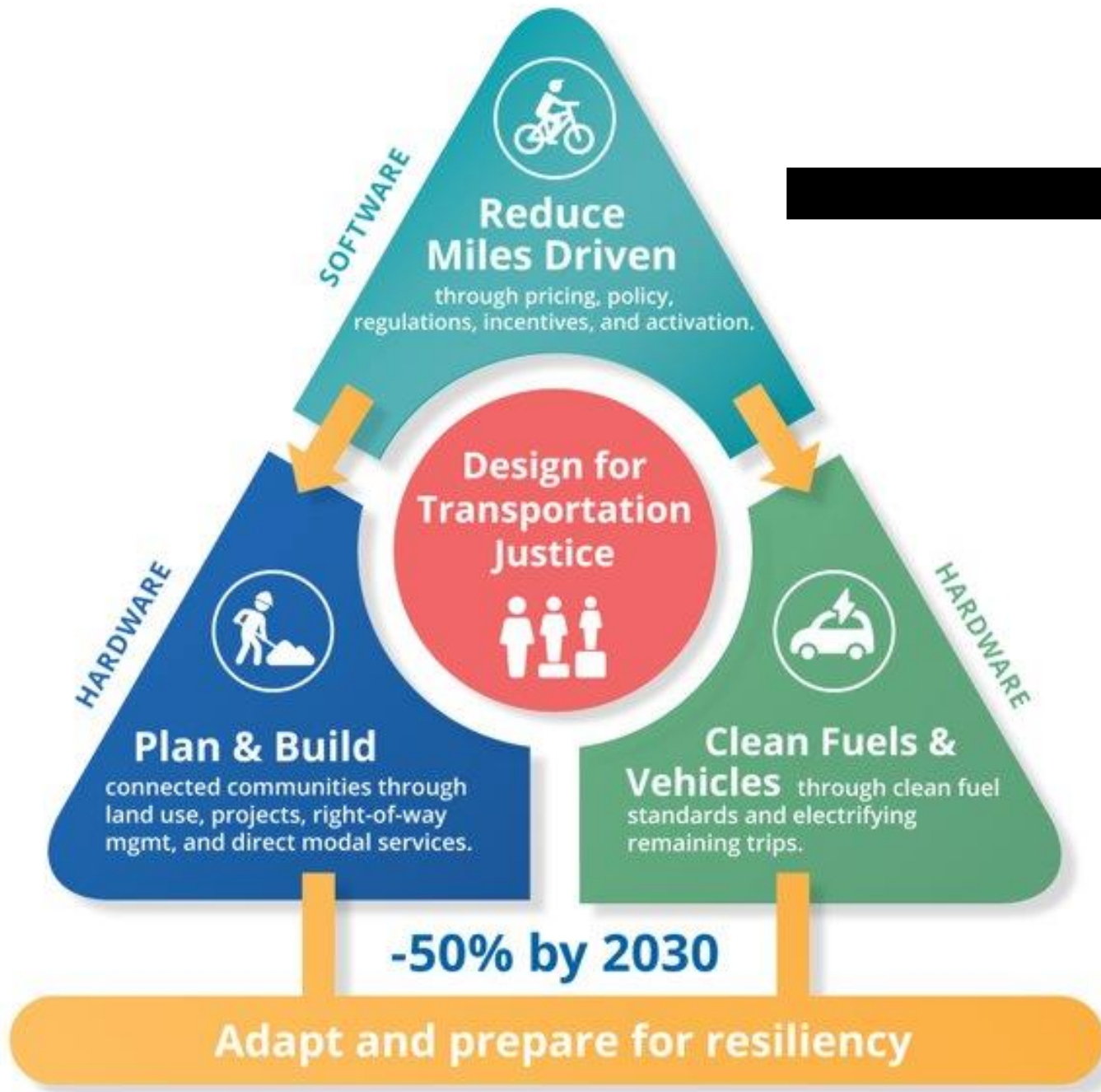
Report and Recommendations





8.5 Years





Pricing

Could we use new pricing strategies in Portland to improve mobility, address the climate crisis and move toward a more equitable transportation system?



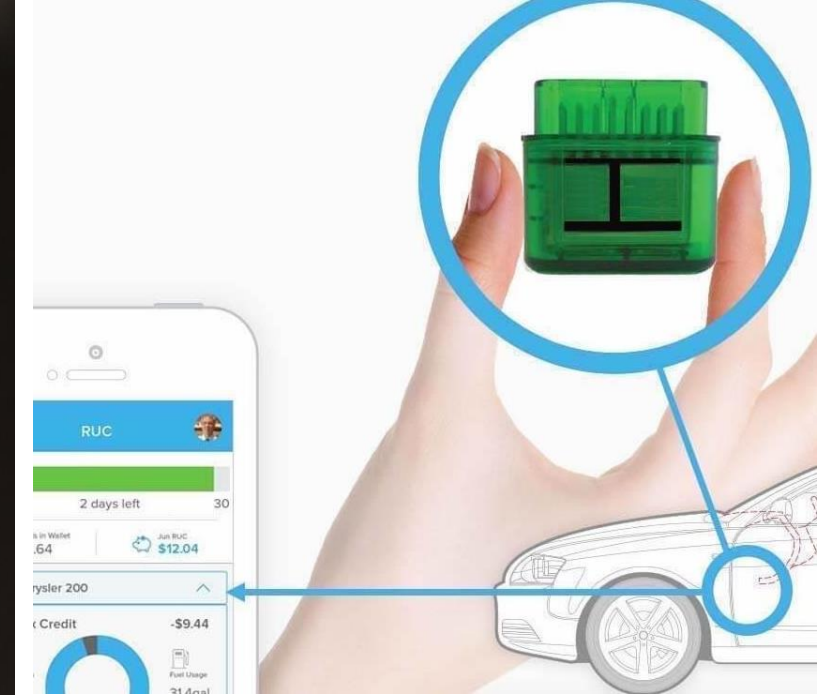
What is pricing?

**And why are we talking
about this now?**



What is "Pricing"?

- Charges for driving or using roadway space
- Helps people consider the "value" of that space and impacts of driving
- Prices can vary based on many factors





What is “Pricing”?

POEM Project explored five types of pricing strategies



Prices on parking



Prices on vehicle-based commercial services (e.g., private for-hire trips and urban delivery)



Highway tolling



Cordons or area pricing



Road usage or per-mile charges



Why now?

- Carbon emissions rising
- Fatalities and serious injuries rising
- Driving trips and congestion rising
 - Lost time
 - Economic costs



43%

of Portland area
carbon emissions
come from
transportation

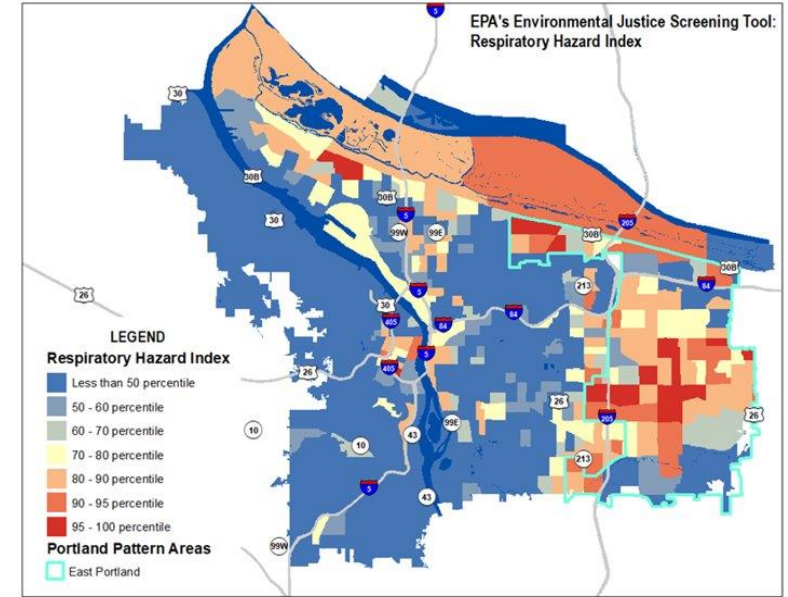




Why now?

Inequitable status quo:

- Safety
- Mobility options
- Infrastructure condition
- Health
- Access to places and services
- Economic opportunity





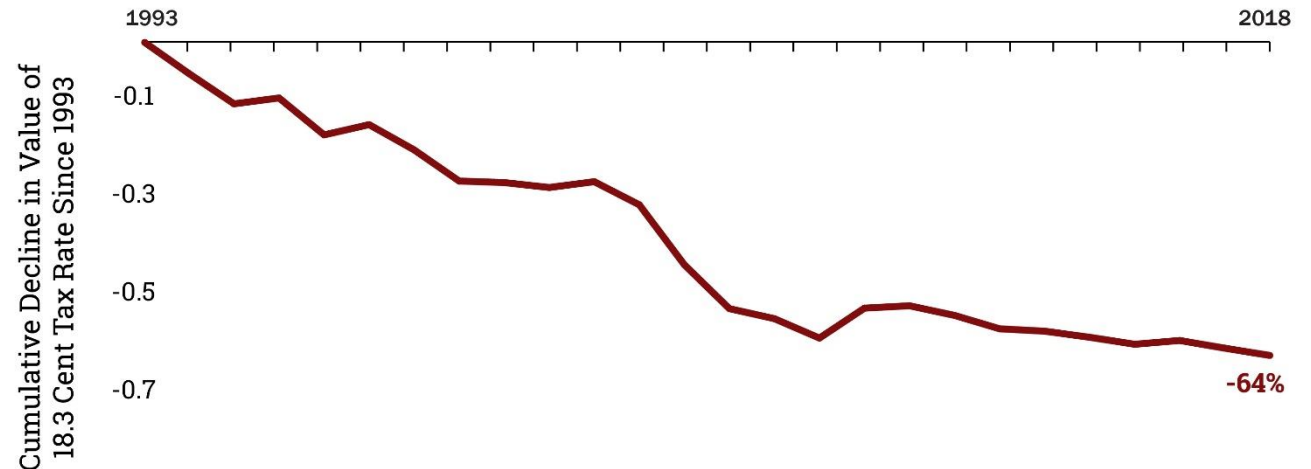
Why now?

- Decreasing and unsustainable transportation revenues
- Regressive funding sources
- Increasing competition for our roads
- System costs are rising, but ability to cover them is falling



Fig

Purchasing Power of Federal Gas Tax Rate Has Fallen by Nearly Two-Thirds Because of Inflation and Fuel-Efficiency Gains



Source: Institute on Taxation and Economic Policy (ITEP) analysis of data from the Federal Highway Administration (FHWA), Energy Information Administration (EIA), and Congressional Budget Office (CBO).



**GOLDEN
TRANSPORTATION WALLET**
Low Income transit fare
FREE

The Golden Transportation
Wallet comes with this package.

← Includes additional discounts
with these companies!



Eligibility based on
TriMet's Fare Assistance Program
(less than double the
federal poverty level)



We need new tools



Pricing is a proven tool

Weekday AM Period (7 AM – 11 AM)

Weekday Mid-L

Weekday PM Period (4 PM – 10 PM)

Saturdays (7 AM - 10 PM)



But can pricing be an equitable tool?





Direction from Council

- Convene a community task force
- Focus on equity



Moving to Our Future:
Pricing Options for Equitable Mobility

PBOT
 PORTLAND BUREAU OF TRANSPORTATION



PRICING OPTIONS FOR EQUITABLE MOBILITY

FINAL REPORT



CITY OF PORTLAND
PORTLAND BUREAU OF TRANSPORTATION
PORTLAND BUREAU OF PLANNING AND SUSTAINABILITY



PBOT
PORTLAND BUREAU OF TRANSPORTATION

The Task Force process

- ✓ Met for 18 months (Jan. 2020-July 2021)
- ✓ Learned about the history of transportation in our region
- ✓ Analyzed 5 types of pricing
- ✓ Received presentations from international experts
- ✓ Reviewed technical modeling information
- ✓ Voted on recommendations

Defining Equitable Mobility



WORKING DRAFT EQUITABLE MOBILITY FRAMEWORK

WE CARE ABOUT



Moving People
& Goods

Indicators: EFFICIENCY, TRANSPORTATION AFFORDABILITY, CONNECTIVITY, AVAILABILITY, RELIABILITY, ACCESSIBILITY, QUALITY



Sustainability
& Health

Indicators: CLIMATE IMPACT, AIR QUALITY, HEALTH IMPACT



Safety

Indicators: TRAFFIC SAFETY, PERSONAL SAFETY



Economic
Opportunity

Indicators: JOB CREATION, WORKING CONDITIONS, CONNECTED THRIVING LOCAL ECONOMY



Equitable
Transportation
Planning Process

Indicators: INCLUSIVE ENGAGEMENT AND OUTREACH, ACCOUNTABILITY AND EVALUATION

MORE REGIONAL COORDINATION REQUIRED



Highway tolling



Road usage or per-mile charges



Cordon or area pricing



Prices on vehicle commercial services



Parking (less dynamic)



Parking (more dynamic)

USE EXISTING TECHNOLOGY/
LESS COMPLEX

REQUIRES NEW TECHNOLOGY/
MORE COMPLEX

LESS REGIONAL COORDINATION REQUIRED; CITY COULD IMPLEMENT



Centering equity and community perspectives



OReGO
What does "pricing" mean?

Task Force adopted Recommendations

A stylized illustration on the left side of the page. It features a dark blue car with green windows and black wheels, positioned in the lower half. Behind the car is a large, light green tree with a dark green trunk, set against a teal background. The entire illustration has a white, torn-paper-like edge.

Foundational statements

There is an **urgent need** to address current challenges in our transportation system.

We are in a **climate crisis**.

We must **acknowledge our history of disinvestment and harm**.

Our system today **over-prioritizes cars**.

Principles for Pricing for Equitable Mobility

Pricing holds promise, but only if designed, implemented, & adjusted with intention

The City should:

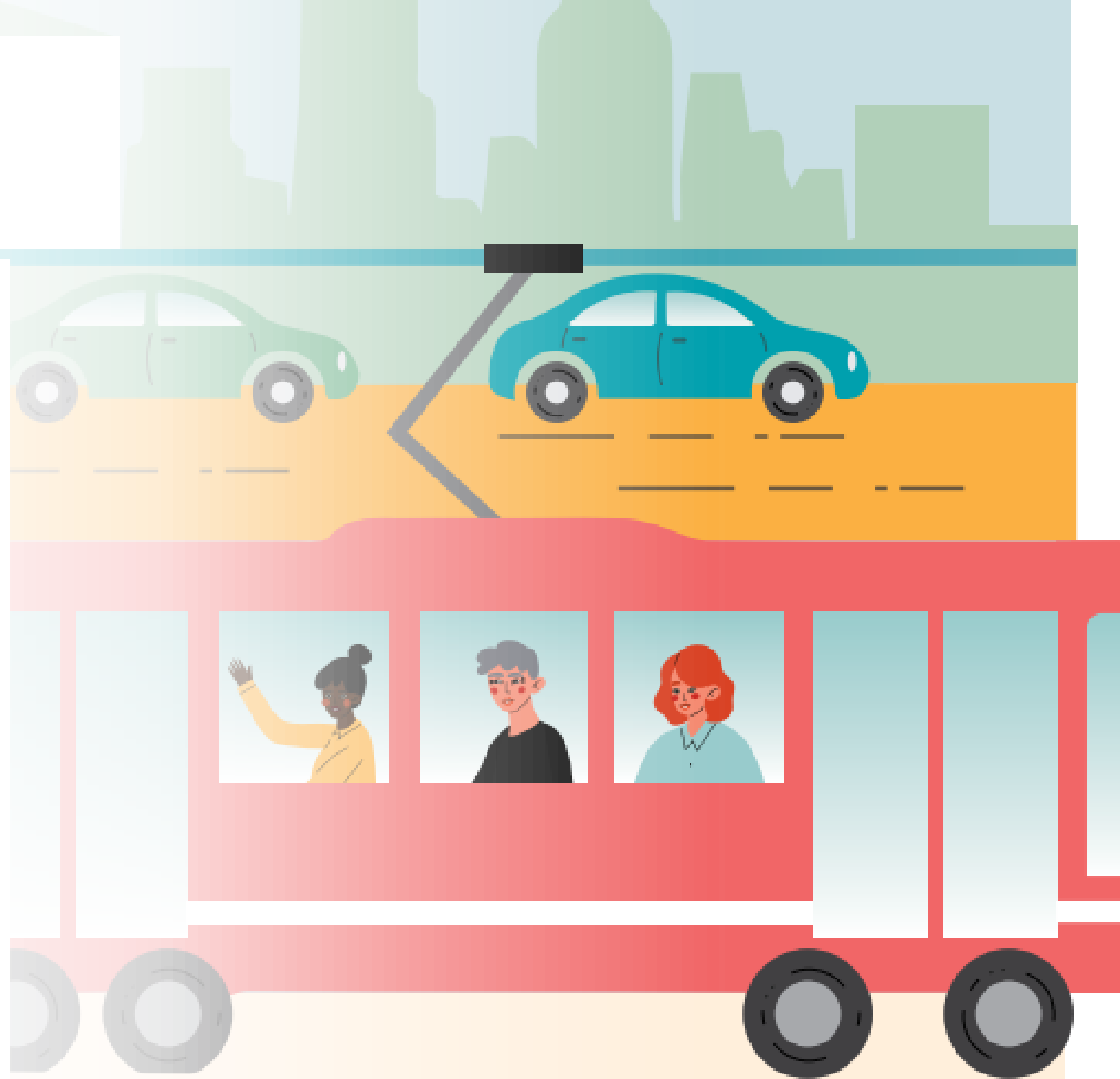
- Urgently advance pricing options for equitable mobility policies
- Utilize the Equitable Mobility framework
- Not advance pricing alone
- Do deeper community engagement
- Design according to equitable mobility guidelines



Principles, ctd.:

Design guidelines

- Prioritize reducing miles driven and center climate & equity outcomes
- Provide exemptions for households living on low-incomes
- Reduce unequal burdens of technology and enforcement
- Reinvest revenue generated into equitable mobility strategies



Nearer-term recommendations (advance in 1-3 years)



- Flexible commuter benefits program (parking cash out)
- Fee on urban delivery to reduce miles driven
- TNC fee to reduce miles driven
- Fee on private, off-street parking lots
- New priced on street parking permit/meter districts
- Accelerate Performance-Based parking
- Advocate for:
 - Oregon Constitutional restriction changes
 - Equitable mobility principles in state toll and road usage charge program

Principles to advocate for in state-led tolling conversations

- Prioritize reducing miles driven
- Exemptions for drivers living on low incomes
- Design technology and payment systems to reduce barriers
- Commit toll revenue to support multi-modal travel alternatives and mitigate diversion impacts
- Involve local and regional stakeholders in revenue allocation decisions



Longer-term recommendations

Continue exploring strategies that could have wider system benefits but may take longer to develop:

- **Truly dynamic demand-based parking pricing**
- **Locally controlled Road Usage Charge**
- **Central City cordon** (not as highly recommended due to initial modeling results)



Complementary strategies

- Public transit
- Bike and pedestrian infrastructure and programs
- Safety infrastructure and programs
- Incentives and financial support
- Electric vehicle and clean fuel shifting strategies
- Affordable housing connected to multi-modal options
- Land use policy to create more connected, inclusive neighborhoods
- Direct financial support to Portlanders living on low-incomes



Implementation next steps

- City should take a leadership role
- Regular data collection and surveying
- Study near and longer-term mobility impacts of Covid-19
- Conduct wider community engagement and coalition building
- Explore models for a unified financial assistance system



Resolution: Direct PBOT & BPS to:

- Use POEM Principles to develop implementation plans for nearer-term pricing strategies, complementary strategies
 - Community engagement
 - Research, data collection, impact analysis
 - Policy design
- Further analysis of longer-term strategies
- Advocate for Pricing for Equitable Mobility Principles in state-led conversations
- Return to council in 9 months

Invited testimony

Thank you!