

## Induced Demand

The thing we need to understand is... Induced Demand!

In the sixties, we built the interstate  
In the 70's and 80's, it was working great.  
In the 90's and aughts we said, Just one more lane  
And now they want to add one again.  
But it should be clear the system is broken  
And adding more lanes is a futile token!

'Cause the thing we need to understand is... Induced Demand!

Now we all like to drive around town  
But you can't ignore how much it's slowed down  
And adding more lanes is never done  
'Cause if we build 'em, They Will Come!

That's the thing we need to understand. It's ... Induced Demand!

I wish Tom McCall were still alive  
He managed to tear down Harbor Drive.  
And now Dennis Buchanan has gone away  
He blocked the Mt. Hood Expressway!  
But don't let us ever forget,  
These brave people took a lot of shit  
Folks of courage, Folks of good will  
I think we've got people like that still!

But the thing they need to understand is... Induced Demand!

I know we'll need more busses and Max  
That's just the hard cold facts  
But they aren't enough to get traffic off our backs  
We need a comprehensive Congestion Tax!

And the thing we all need to understand is... Induced Demand!

In the sixties we built the Interstate...  
Let's stop the madness before it's too late!

'Cause the thing we need to understand is... Induced Demand!

© Paul Rippey, 2018. Please feel free to share this, change it, sell it, sing it and enjoy it.  
PaulRippeyPDX@gmail.com  
Video at: <https://tinyurl.com/demand-induced> (takes you to Vimeo)

## Moore-Love, Karla

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**From:** Paul Rippey <paulrippeypdx@gmail.com>  
**Sent:** Saturday, February 24, 2018 1:08 PM  
**To:** Moore-Love, Karla  
**Subject:** Opportunity to deliver communication to City Council

Hi.

This is Paul Rippey. I live in St. Johns in North Portland.

I would like the chance to address the City Council on the proposed expansion of the I5 in the Rose Quarter. Rather than simply repeat the same arguments that they have all heard a hundred times, I'd like to do that in the form of a song I wrote for the occasion. I believe a song would be more enjoyable and more memorable, and can pack a lot of information into three minutes. Here is the song:

If you don't understand induced demand  
You're serving the construction industries  
If you think a wider I5 will make Portland thrive  
You're leading us boldly into the twentieth century!

It's not transportation theory, it's transportation facts  
The only way to open up our roads, is by passing a congestion tax

Highways running through cities are stinking ugly scars  
Let's welcome our new Californians, but make it easy for them to leave their cars

No number of new lanes, Are gonna alleviate our troubles (for very long)  
The problem is that cars and cities are just fundamentally in-com-pa-ti-ble

Thanks to Dennis Buchanan, Tom McCall and Neil Goldschmidt  
They killed Harbor Drive, the Mount Hood Expressway and if they'd seen this, they woulda killed it.

If you don't understand induced demand  
You're serving the construction industries  
If you think a wider I5 will make Portland thrive  
You're leading us boldly into the twentieth century.

Thank you for your consideration and I trust you will let me know what happens next,

Best regards,  
Paul Rippey  
503-860-8863

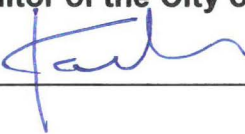
Request of Paul Rippey to address Council regarding proposed expansion of I-5 in the Rose Quarter (Communication)

MAY 09 2018

**PLACED ON FILE**

Filed MAY 01 2018

**MARY HULL CABALLERO**  
Auditor of the City of Portland

By  Deputy

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Eudaly		
Wheeler		