

Regional Mobility Pricing Project

Summer 2021 Engagement Report Appendix

Engagement Tools and Performance

November 2021



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November 2021

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1 Engagement Tools

This section includes detail about ODOT tools used to support engagement for the Regional Mobility Pricing Project in summer 2021. Metrics are provided for the website and social media engagement.

1.1 Website

Website visits in summer 2021 for relevant pages of the Oregon Tolling website: Latest News section and the Regional Mobility Pricing Project.

<https://www.oregon.gov/odot/tolling/Pages/Latest-News.aspx>



<https://www.oregon.gov/ODOT/tolling/Pages/I-5-Tolling.aspx>




1.2 Oregon Toll Program ENews

The Oregon Toll Program newsletter is distributed to approximately 6,500 subscribers via email. The following updates were shared from June to August 2021.

1.2.1 Problem statement comment opportunity

[June 30, 2021 eNews](#)

- 1,650 unique opens



The graphic features a dark blue header with the text "Regional Mobility Pricing Project" in white. Below the header are five circular icons: "Equity" (a hand holding a coin), "Climate Change" (a sun and clouds), "Congestion" (a car in traffic), "Safety" (a person with a heart), and "Reliable Funding" (a bar chart). To the right is a map of the Oregon region showing major highways (I-5, I-84, I-205) and toll points. A legend in the bottom right corner of the map area identifies "Toll Area" with a blue line and "Toll Points" with a blue circle. The map includes labels for various counties and cities such as Washington County, Clatsop County, Multnomah County, and Clackamas County.

he next steps for the [Regional Mobility Pricing Project](#) include studying:

- Toll options and start/end points of the tolled area.
- Effects to communities of drivers using neighborhood roads to avoid paying a toll.
- Transit service to give travelers an alternative to paying a toll.
- [Equity and mobility strategies](#) so people who have been historically underserved receive travel benefits.

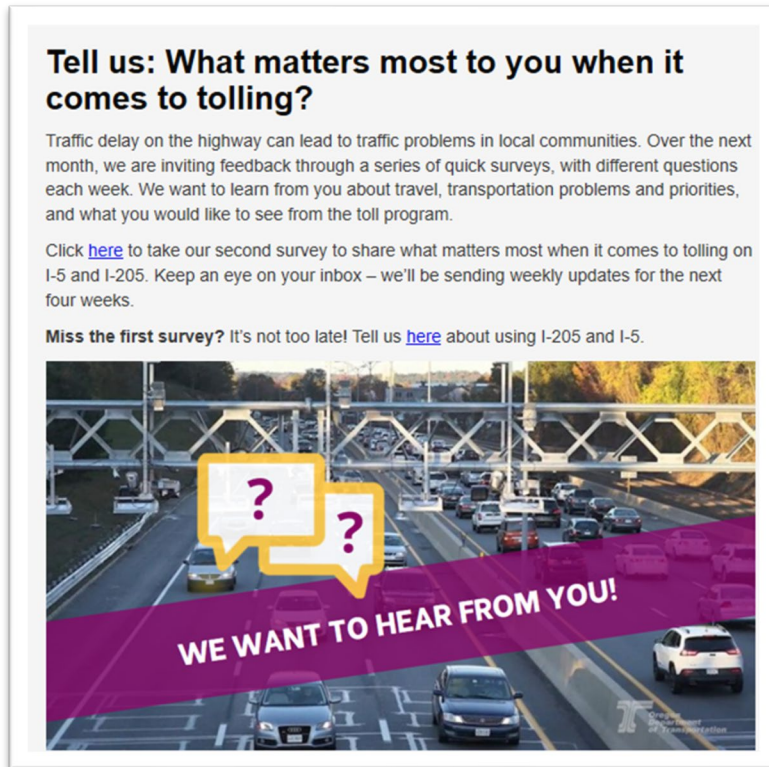
o design a successful project, we need your help crafting a "Problem Statement" that will help guide our future work. Read more and share your thoughts.

- [Draft Problem Statement](#)
- Email the team OregonTolling@odot.state.or.us. Please put "problem statement" in the subject line.

1.2.2 Survey notifications

[July 15, 2021 eNews](#)

- 1,697 unique opens



[July 22, 2021 eNews](#)

- 1,613 unique opens

Tell us about transportation challenges on I-5 and I-205.

Thank you for your responses last week to our survey about potential toll benefits! So far, we've received over 1,600 responses to our two quick surveys.

Traffic delays on the highway can lead to traffic problems in local communities, while also negatively impacting our climate, safety, and health. We need a new approach.

This week – in our series of one-minute surveys – we want to know what you think about transportation challenges on I-205 and I-5 in the Portland metro area. Please take our quick survey linked [here!](#)

Missed the earlier surveys? It's not too late! Use the links below to tell us what you think.

- [Survey 1](#): Travel on I-5 and I-205.
- [Survey 2](#): Potential toll benefits.



How can tolls help?

Tolls could help address transportation problems on I-5 and I-205.

In last month's [eNews](#) we described how travelers need to get to, through and around greater Portland – and our transportation infrastructure isn't keeping pace with our needs. The [Regional Mobility Pricing Project](#) will focus on solutions to these problems. To guide our work, we asked for your help in improving the "Problem Statement."

If you would like to provide input on the draft Problem Statement, please email your comments to the project team at OregonTolling@odot.state.or.us and put "Problem Statement" in the subject line. To help inform our planning, we invite responses by **Friday, July 30.**

[August 2, 2021 eNews](#)

- 1,669 unique opens

Tell us what's important to you!

We've heard about transportation problems. Now tell us, what could make a toll system easier for community members?

The Oregon Department of Transportation (ODOT) understands that crowded highways are a problem. Travelers need to get to and through greater Portland – and our transportation infrastructure isn't keeping pace with our needs.


In this survey, it's time to have your say on what we should consider as we plan for the [Regional Mobility Pricing Project](#). We need a new approach to help tackle our transportation challenges and keep traffic moving. We are using variable rate tolling on I-5 and I-205 to manage traffic and pay for transportation improvements that will serve all travelers by advancing equity and addressing safety and climate change.

While no one enjoys paying tolls, the benefits of paying a toll in Oregon are less traffic and a more reliable trip. Follow this [link](#) to tell us how we could make a toll program easier for community members.

We will send out our final survey this week, so keep an eye on your inbox!

Missed the earlier surveys? It's not too late! Use the links below to tell us what you think.

- [Survey 3](#): Transportation challenges on I-5 and I-205.
- [Survey 2](#): Potential toll benefits.
- [Survey 1](#): Travel on I-5 and I-205.



[August 5, 2021 eNews](#)

- 1,573 unique opens

We want to hear from you!

It's the final survey in our weekly series! Share your thoughts about travel choices.

At the Oregon Department of Transportation, our goal is a safe and reliable transportation system that reflects community needs and wants. We want to get your thoughts on travel choices: What matters most to you?

Click [here](#) to fill out our one-minute survey and tell us what you would consider when choosing whether to use a tolled route on I-5 or I-205 through the Portland metro area in Oregon.


Thank you for your time in responding to our surveys over the past month! We're grateful for the 3,000 responses we've received and will share what we heard this fall. Your input will help us develop a project that will benefit the region for generations to come.

Missed the earlier surveys? It's not too late! Use the links below to tell us what you think.

- [Survey 4](#): Toll program planning.
- [Survey 3](#): Transportation challenges.
- [Survey 2](#): Potential toll benefits.
- [Survey 1](#): Travel on I-5 and I-205.

Need more information?

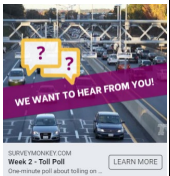

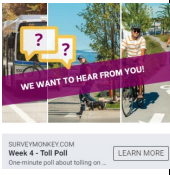
Feel free to reach out to us at oregontolling@odot.state.or.us or 503-837-3536 with any questions or if you would like to receive a translated version of the survey. Visit the [project website](#) to learn more about the Oregon Toll Program.




1.3 Social Media

1.3.1 Social Media Performance for July 2021






ODOT Facebook Organic Post							
Date	Creative	Body	Link	Reach	Actions: Likes, Comments, Share	Link Clicks	Boost
1-Jul		<p>Are you on the road again? Use this link to take a one-minute poll about your experience using I-5 and I-205: https://www.surveymonkey.com/r/RMPP-1-fb</p> <p>This summer, we'll ask new questions each week. Find updated surveys each week in our Facebook Stories. Follow us to have your voice heard.</p>	Link k	35,635	447	663	\$250

ODOT Facebook Paid Ads						
Date	Creative	Body		Reach	Actions: Link clicks, Likes, Comments, Share	Amount Spent
13-Jul to 18-Jul		<p>We understand - no one likes paying tolls or fees. But what if you could pay and avoid sitting in traffic, drive at a steady speed and help the environment? Use this one-minute poll to share what matters most when it comes to tolling on I-5 and I-205.</p> <p>Be sure you're watching out stories to stay informed.</p>		80,532	145	\$400
19-Jul to 23-Jul		<p>We're doing a series of quick polls this summer. What are the biggest issues on I-205 and I-5 in the Portland metro area? Click here to share your thoughts. Be sure you're watching our stories to stay informed.</p>		144,727	230	\$550
26-Jul to 30-Jul		<p>We're looking for your input on a new project on I-5 and I-205. Tell us what's important to you!</p> <p>Follow the link to answer questions about what ideas you want us to consider as we being developing the Regional Mobility Pricing Program.</p>		136,162	246	\$400





ODOT Instagram Stories					
Date	Creative		Reach	Actions: Clicks	Boost
13-Jul			30,013	30	\$90
19-Jul			34,090	84	\$90
26-Jul			28,225	41	\$90

ODOT LinkedIn Organic Post						
Date	Creative	Body		Actions: Likes, Comments, Share	Boost	
13-Jul		<p>We understand – no one likes paying tolls or fees. But what if you could pay and avoid sitting in traffic, drive at a steady speed and help the environment? Use this one-min. poll to share what matters most when it comes to tolling on I-5 and I-205.</p> <p>https://lnkd.in/deT_AQY</p> <p>#transportation #tolling #communityengagement #oregondot</p>	Link	<p>Impressions: 959. Reactions: 6 Comments: 1. Shares: 2. Clicks: 39</p>	\$0	

ODOT YouTube						
Date	Creative	Body		Reach	Actions: Likes, Comments, Share	Boost
N/A						\$0

UMO Twitter Organic Post					
Date	Creative	Body		Actions: Likes, Comments, Share	Boost
6-Jul		How much have your travel habits changed in the past year? Let us know with this mini-poll, the first in a series of upcoming polls on regional mobility.	Link	Impressions: 244. Engagement: 11 Retweets: 0. Replies: 0. Likes: 0	\$0
12-Jul		Have you taken the quick survey about how your travel has changed in the past year yet? We'd still love to hear from you! https://surveymonkey.com/r/RMPP-1 .	Link	Impressions: 331. Engagement: 1 Retweets: 0. Replies: 0. Likes: 0	\$0
13-Jul		Curious about the #OregonToll Program's Equity and Mobility Advisory Committee? Here's a roadmap of meeting topics from spring 2021 to spring 2022. Neighborhood safety and affordability will top upcoming agendas. Stay tuned as meeting dates roll out: https://oregon.gov/odot/tolling/Pages/Advisory-Committee.aspx	Link	Impressions: 261. Engagement: 20 Retweets: 0. Replies: 1. Likes: 1	\$0
19-Jul		Share your opinion with this quick 60-second survey! https://surveymonkey.com/r/RMPP-1	Link	Impressions: 190. Engagement: 3 Retweets: 0. Replies: 0. Likes: 0	\$0
21-Jul		The Oregon Toll Program will help manage congestion and generate revenue – so everyone can get to where they need to go. Learn more at https://oregon.gov/odot/tolling/Pages/About.aspx	Link	Impressions: 13282. Engagement: 116 Retweets: 5. Replies: 5. Likes: 2	\$0

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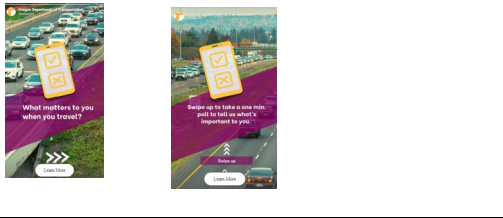
22-Jul		<p>Good news: Tolling won't slow you down. Drivers can pay tolls without a toll booth. Find out more at: https://oregon.gov/odot/tolling/Pages/About.aspx</p>	<p>Link</p>	<p>Impressions: 163 Engagement: 4 Retweets: 0. Replies: 0. Likes: 0</p>	<p>\$0</p>
26-Jul		<p>Have you taken #OregonToll Program's third quick polls yet? We want to hear from you! Quote Tweet</p>	<p>Link</p>	<p>Impressions: 141. Engagement: 1 Retweets: 0. Replies: 0. Likes: 0</p>	<p>\$0</p>
26-Jul		<p>The Equity & Mobility Advisory Committee meets 7/28 at 3:30 to discuss neighborhood health and safety. Tune in or watch later at http://oregon.gov/odot/tolling/Pages/Advisory-Committee.aspx</p>	<p>Link</p>	<p>Impressions: 136. Engagement: 6 Retweets: 0. Replies: 0. Likes: 1</p>	<p>\$0</p>
29-Jul		<p>Tolling won't slow you down. Drivers will pay a toll without a toll booth. Stay up-to-speed! Learn more and sign up for newsletters at https://oregon.gov/odot/tolling/Pages/About.aspx</p>	<p>Link</p>	<p>Impressions: 166. Engagement: 21 Retweets: 0. Replies: 1. Likes: 0</p>	<p>\$0</p>

1.3.2 Social Media Performance for August 2021

ODOT Facebook Organic Post							
Date	Creative	Body	Link	Reach	Actions: Likes, Comments, Share	Link Clicks	Boost
9-Aug		<p>We're working to reduce congestion in Portland. We want to get your thoughts on travel choices. Use this linked poll: https://www.surveymonkey.com/r/RMPP-5-fb</p> <p>Tell us what you would consider when choosing whether or not to use a toll route on I-5 or I-205 through the Portland metro area.</p>		16,607	1,326 (187 comments, 16 shares, 67 reactions)	366	\$250


ODOT Facebook Paid Ads						
Date	Creative	Body		Reach	Actions: Link clicks, Likes, Comments, Share	Amount Spent
N/A						

ODOT Instagram Posts						
Date	Creative	Body		Reach	Actions: Likes, Comments, Share	Boost
N/A						




ODOT Instagram Stories					
Date	Creative		Reach	Actions: Clicks	Boost
9- Aug			55,752	60	\$180

ODOT LinkedIn Organic Post						
Date	Creative	Body		Reach	Actions: Likes, Comments, Share	Boost
N/A						\$0

ODOT YouTube Videos						
Date	Creative	Body		Views	Actions: Likes, Comments, Share	Boost
6-Aug		Link		119 (as of 9/8)	1 Comment, 2 like, 1 dislike (as of 9/8)	\$0

UMO Twitter Organic Post						
Date	Creative	Body			Actions: Likes, Comments, Share	Boost
2-Aug		If you haven't chimed in yet, be sure to take the 4th toll poll! Down pointing backhand index http://ow.ly/nFZU50FDW0R	Link		Impressions: 476. Engagement: 19 Retweets: 2. Replies: 1. Likes: 0	\$0
3-Aug	N/A	(1/2) We hear you: a successful #OregonToll Program needs to address things like transit & multimodal issues, neighborhood health & safety, and affordability & environmental justice.	Link		Impressions: 1112. Engagement: 24 Retweets: 1. Replies: 3. Likes: 0	\$0
3-Aug	N/A	(2/2) Our Equity and Mobility Advisory Committee is working towards a recommendation on policies and strategies to make tolls more equitable. Learn more about these discussions and upcoming Committee meetings by visiting the Committee's webpage.	Link		Impressions: 167. Engagement: 7 Retweets: 0. Replies: 0. Likes: 0	\$0

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<p>5- Aug</p>		<p>Have you met ODOT's Regional Mobility Pricing Project yet? We're evaluating potential toll options on I-5 and I-205 to help reduce congestion and create a reliable funding source for transportation improvements. Learn more about where we're going next:</p> <p>https://oregon.gov/ODOT/tolling/Pages/I-5-Tolling.aspx</p>	<p>Link</p>	<p>Impressions: 234. Engagement: 31 Retweets: 0. Replies: 1. Likes: 1</p>	<p>\$0</p>
<p>6- Aug</p>		<p>This summer's toll poll #5 is here! Take a minute , click the link Down pointing backhand index, and share your thoughts Thought balloon</p>	<p>Link</p>	<p>Impressions: 162. Engagement: 1 Retweets: 0. Replies: 0. Likes: 0</p>	<p>\$0</p>