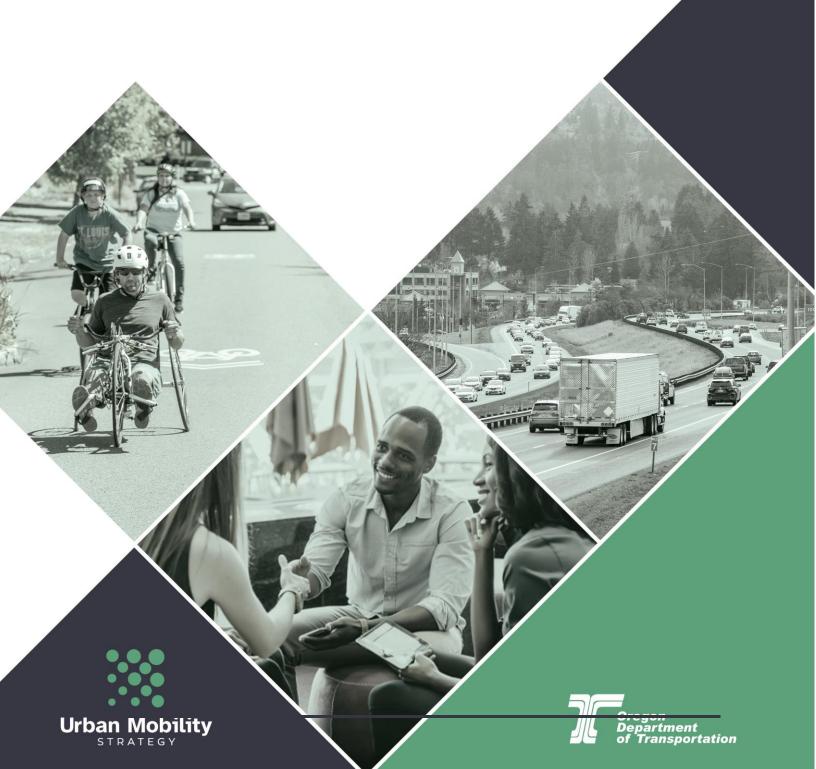
Regional Mobility Pricing Project







Scoping Period Summary Appendix

Engagement Tools and Performance

April 2023

Prepared for:



Prepared by:



WSP USA 851 SW 6th Avenue, Suite 1600 Portland, OR 97204



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Si desea obtener información sobre este proyecto traducida al español, sírvase llamar al 503-731-4128.

Nếu quý vị muốn thông tin về dự án này được dịch sang tiếng Việt, xin gọi 503-731-4128.

Если вы хотите чтобы информация об этом проекте была переведена на русский язык, пожалуйста, звоните по телефону 503-731-4128.

如果您想瞭解這個項目,我們有提供繁體中文翻譯,請致電:503-731-4128

如果您想了解这个项目,我们有提供简体中文翻译,请致电:503-731-4128

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1 Engagement Tools and Performance

This appendix includes details about ODOT tools used to support engagement for the Regional Mobility Pricing Project during the Scoping Period in Winter 2022-2023. This includes metrics for website, email, social media, and paid advertising, as well as graphics of content in the scoping comment form and scoping webpage.

1.1 Website

Website visits during the scoping period, November 18, 2022 to January 6, 2023, to the Regional Mobility Pricing Project Scoping webpage (see section 1.6 for a graphic of the web page). The peak was 1,069 visitors on January 3, 2023.

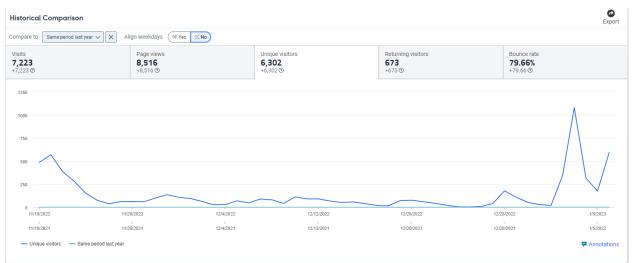
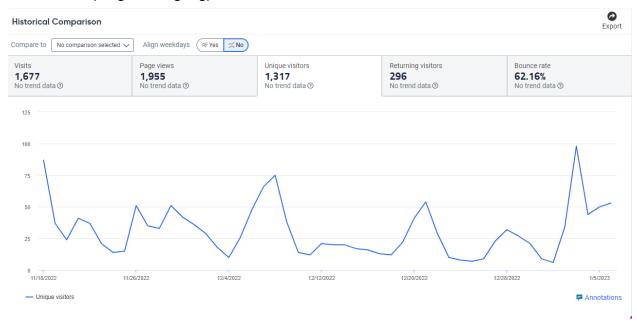


Figure 1-1 Website visits during the scoping period for the Scoping website.

Website visits during the scoping period, November 18, 2022 to January 6, 2023, to the Oregon Tolling website (oregontolling.org). The peak was January 3, 2023 with 98 visitors.



Figure 1-2 Website visits during the scoping period for the Oregon Tolling website (oregontolling.org).





1.2 Emails

ODOT sent several emails to promote the scoping period and engagement opportunities, such as the scoping comment form and the public webinars.

Figure 1-2 ODOT emails promoting the scoping period

Date	Creative	;	Summary	Recipients	Unique Opens and clicks
11/17/2022	Learn more, share your voice! We're studying tolling on I-5 and I-205 to reduce traffic and make everyday travel safer for you. Tell us what you think! Organization Public Comment Period: Friday, Nov. 18 through F • Make your voice heard: Share your feedbac study congestion pricing, using variable rate to the Portland metropolitan area.	k during the <u>public comment period</u> to	Email announcement about comment opportunities during the scoping period and webinars to UMS Newsletter email subscribers	14,077	5,031 opens 637 clicks
11/18/2022	Public Invited to Give Feech About Tolling I-5 and I-205 Public comment period is open from Nov. 18 to For immediate release: November 18, 2022 Contact: Jenny Cherrytree, (503) 307-3729, jenny.cl PORTLAND, Ore The Oregon Department of Trans to comment on an upcoming study about tolling I-5 a and make travel times more predictable through the Intimes of ODOT's urban mobility strategy to reduce traft travelers. The 50-day public comment period is now open. Variable rate tolls are a type of congestion pricing, whore predictable travel times by charging a higher prongested locations. In addition to these benefits, thin Increase safety as traffic jams shrink Improve the flow of goods to and from market Raise sustainable revenue to preserve and im Reduce carbon emissions to support reaching	portation (ODOT) invites the public of I-205 to reduce traffic congestion Portland metro area. oject, will study variable rate tolls as ic jams and provide safer trips for onich improves mobility and provides ice during peak traffic periods and is type of tolling will:	Press release about comment opportunities during the scoping period and webinars to ODOT Tolling email subscribers	11,234	3,597 opens 347 clicks



Date Creative	Summary	Recipients	Unique Opens and clicks
Your Questions:	Email reminder bout comment pportunities uring the scoping eriod to UMS lewsletter email ubscribers	14,308	5,458 opens 463 clicks



1.3 Social Media Paid and Unpaid Posts

ODOT used several social media channels to promote the scoping period and engagement opportunities, such as the scoping comment form and the public webinars.

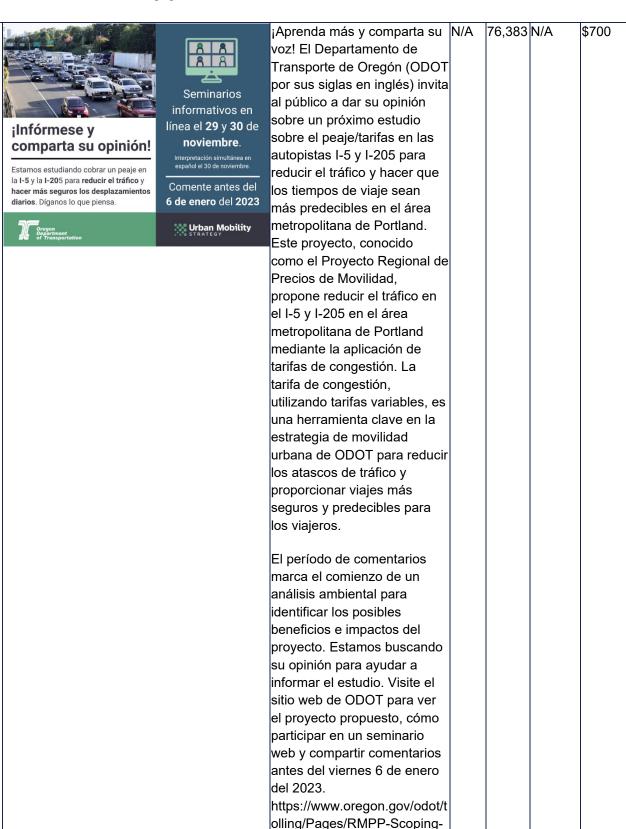
Figure 1-3 Social media posts promoting the scoping period

		ODOT Social	Media Performance				
Date	Creative		Body	Link	-	Engage ments	Amoun Spent
Twitter							
11/18/2022	Learn more, share your voice! We're studying tolling on I-5 and I-205 to reduce traffic and make everyday travel safer for you. Tell us what you think!	Informational webinars on NOV. 29, 2022 and NOV. 30, 2022 Comment by JAN. 6, 2023	Learn more and share your voice! Give input on an upcoming study about tolling I-5 and I-205 to reduce traffic congestion and make travel times more predictable through the Portland metro area. For more info and how to join	Link	4,475	103	N/A
			a webinar: https://bit.ly/3UKEqjm				
1/3/2023	Learn more, share your voice! We're studying tolling on I-5 and I-205 to reduce traffic and make everyday travel safer for you. Tell us what you think!	Informational webinars on NOV. 29, 2022 and NOV. 30, 2022 Comment by JAN. 6, 2023 Without Mobility	There's still time to share your voice! Learn more and share your voice! Give input on an upcoming study about tolling I-5 and I-205 to reduce traffic congestion and make travel times more predictable through the Portland metro area. Learn more and share input by Jan. 6: https://bit.ly/3UKEqim	Link	6,658	120	N/A



ODOT Social Media Performance Facebook 11/18/2022 Learn more and share your 62,842 5,278 \$1,300 Link voice! You're invited to give input on an upcoming study about tolling I-5 and I-205 to reduce traffic congestion and make travel times more Informational webinars on predictable throughout the NOV. 29, 2022 Portland metro area. Learn more, share your voice! NOV. 30, 2022 A 50-day public comment We're studying tolling on I-5 and period is now open for the Comment by I-205 to reduce traffic and make everyday travel safer for you. JAN. 6, 2023 Regional Mobility Pricing Tell us what you think! Project, which aims to reduce congestion on I-5 and I-205 in W Urban Mobility the Portland metropolitan area by applying congestion pricing. Congestion pricing, using variable-rate tolls, is a key tool in our Urban Mobility Strategy to reduce traffic jams and provide travelers with safer and more predictable trips. This comment period marks the beginning of an environmental analysis to identify the potential benefits and impacts of the project. We're looking for your input. Visit our website to check out the project, learn how to participate in a webinar and share feedback by Friday, Jan. 6, 2023. https://bit.ly/3UKEqjm





Comment-Period.aspx



ODOT Social Media Performance

Instagram

11/18/2022

1/3/2023



https://bit.ly/3UKEqjm



1.4 Paid Advertising in Regional and Multicultural Publications

ODOT conducted advertising in several publications to promote the scoping period and engagement opportunities, such as the scoping comment form and the public webinars.

Figure 1-4 Digital advertisements to promote the scoping period

	<u> </u>				
Publication	Ad	Cost	Run dates	Impressions	Clicks
The Skanner	Learn more, share your voice: Whe studying talking on his and 208 to reduce staffic and make polyptic stawel safer for you hill to what you there? Comment by Jan. 6, 2023	\$1,892	Nov. 18 – 29	75,000 readerships	N/A
	Learn more, share your voice!				
	We're studying tolling on I-5 and I-205 to reduce traffic and make everyday travel safer for you. Tell us what you think!				
	Informational webinars on Nov. 29 and Nov. 30 Comment by Jan. 6, 2023				
- · · · · · ·	STRATES				
Pamplin Media (Portland Tribune)	Learn more, share your voice! Were studyor telling on his and 1205 to reduce traffice and make everyby, travel safer for you, 1cl us whost you shink! Comment. Informational webinars on Nov. 29 and Nov. 30 Ormment. by Jan. 6, 2023	\$500	Nov. 18 – 29	47,804	36
	Learn more, share your voice! We're studying tolling on I-5 and I-205 to reduce traffic and make everyday travel safer for you. Tell us what you think! Informational webinars on Nov. 29 and Nov. 30 Jan. 6, 2023				
	Trans Urban Mobility				



Publication	Ad		Cost	Run dates	Impressions	Clicks
The Columbian	Learn more, share We're studying tolling on I-5 a to reduce traffic and make e travel safer for you. Tell us wi Informational webinars on Nov. 29 and Nov. 30	and I-205 weryday hat you think! Comment by Jan. 6, 2023	\$1,000	Nov. 18 – 29	199,999	91
	A Sylvaniani articles	Urban Mobility				

Figure 1-5 Print advertisements to promote the scoping period

Publication	Ad	Est. Cost	Run dates	Circulation
El Latino de Hoy	*Infórmese y comparta su opinión! Estamos estudiando cobrar un peaje en la 1-5 y la 1-205 para reducir el tráfico y hacer más seguros los desplazamientos diarios D'ganos e que pienas. Seminanos informativos en linea el 29 y 30 de noviembre, describantes anuales estamos estamo	\$425	Nov. 23 – 29	25,000

1.5 Scoping Comment Form

The scoping comment form was intended to describe the purpose of the public input, provide context and resources to inform comments, and offer a convenient way to share comments. It was linked through the project website, email notifications, news release, and news articles. It contained two open-ended questions about the Proposed Action and community and environmental resources to be evaluated. The comment form was available in five languages: English, Spanish, Russian, Vietnamese, and Simplified Chinese. It was made available in hard copy to Community Engagement Liaisons.



Figure 1-6 Content from the scoping comment form



The Oregon Department of Transportation (ODOT) proposes to reduce congestion on I-5 and I-205 in the Portland metropolitan region through congestion pricing. Congestion pricing, using variable-rate tolls, is a key tool in ODOT's urban mobility strategy to reduce traffic jams and provide safer and more predictable trips for travelers. This proposal is known as the Regional Mobility Pricing Project.

We are beginning an environmental analysis to identify the project's potential benefits and negative impacts. The start of the analysis is called "scoping," a comment period to receive input on the range or "scope" of community and environmental issues to study. What is the project team asking for feedback on during this comment period?

To inform the environmental analysis, we want your input on the following materials, all posted on the project website:

- The <u>Draft Purpose and Need Statement</u>, which includes the project goals and objectives.
- · The Proposed Action, which describes the congestion pricing concept to be studied.
- The <u>community and environmental resources to be evaluated</u> in the upcoming environmental analysis, such as air quality, neighborhood traffic, and the regional economy. An initial list of resource types has been identified based on comments received previously.
- Our planning studies and supporting documents are posted with these materials.
 We welcome your comments on any of the posted materials on the Regional Mobility Pricing Project.

What type of input is needed to inform the study?

Comments received should address or provide specific input on the materials listed above and the upcoming environmental analysis. To help the project team understand your interests and additional areas or topics we should consider in the analysis, we recommend using the following guidance for your comment:

- Be specific about a project element, phrase, word, or text. (For example: "Look at multimodal options in Y area as an alternative to driving.")
- Include a brief explanation about an issue that should be evaluated in the upcoming
 analysis. (For example: "The transportation analysis needs to consider how cars using other roads to avoid
 tolls could slow down buses, particularly along X route in Z city/neighborhood.")

How can I learn more before commenting?

Visit the <u>project website</u> to find more information, download project documents, or get in touch with project staff.

What will the project team do with the feedback?

All comments on these materials will be reviewed and summarized and will inform the environmental analysis. In 2023, we will share the results in the Draft Environmental Assessment for public review and comment. We will continue to provide ongoing project updates and opportunities for involvement. The earliest tolling could begin under the Regional Mobility Pricing Project is late 2025.

When are scoping comments due? Friday, January 6, 2023.



Urban Mobi	ility www.OregonTolling.org
Regional Mobil Scoping Comm	lity Pricing Project ent Form
•	o submit comments to help shape the Regional Mobility Pricing Project ysis. Thank you for providing your comments!
	would like to submit longer comments or include attachments, please send tolling@odot.oregon.gov with a subject line of "Scoping comment."
* 1. Contact Inform	ation
First Name	
Last Name	
Email	
Phone Number (optional)	
Affiliation (leave blank if none)	
response to public i project purpose: Re	pricing concept to be studied, or "Proposed Action", was developed in input and to meet the Draft Purpose and Need. It is intended to meet the educe traffic congestion on I-5 and I-205 in a manner that will generate proposed proposed in the proposed Action", was developed in input and to meet the developed in the proposed Action", was developed in input and to meet the Draft Purpose and Need. It is intended to meet the education system investments.
Do you have any su (1000-character limit)	ggested changes to the congestion pricing project we are proposing?





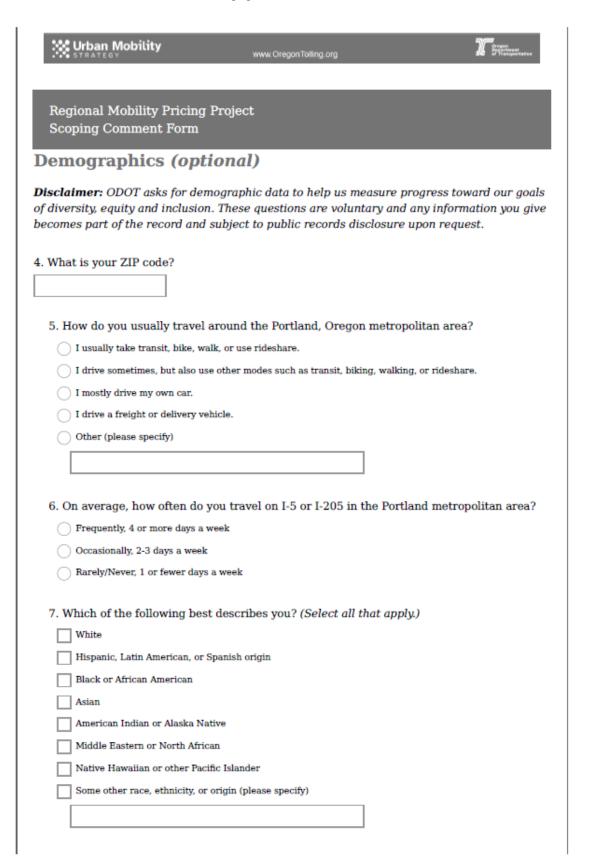
Regional Mobility Pricing Project Scoping Comment Form

The environmental analysis will analyze the impact of the project on a wide range of community and environmental resources, listed below. For more information on these topics review the Community and Environmental Resources to be Evaluated <u>technical memo</u>.

- Transportation including rerouting/diversion to local streets, congestion and traffic flow on I-5 and I-205, traffic safety, biking, walking, transit, and freight.
- Air Quality
- Greenhouse Gas Emissions
- State, Regional, and Local Economy including regional economic competitiveness and effects on household budgets and expenses.
- Noise
- Social Resources and Communities including changes in traffic in neighborhoods and business districts and changes in access to important community places.
- Environmental Justice including benefits and negative impacts to historically excluded and underserved communities.
- · Land Use
- · Geology and Soils
- · Visual Quality
- Hazardous Materials
- · Historic and Archeological Resources
- Vegetation and Wildlife
- · Wetlands and Water Resources
- · Cumulative Impacts including potential effects related to climate change.

When thinking about how this project might affect you, your travel, your community, and
the environment, are there issues missing from the list above, or considerations about how
we study these issues, that you want to share with the project team?
(300-character limit)







8. What is your household income?	
0 to \$25,000	
\$25,001 to \$50,000	
\$50,001 to \$75,000	
\$75,001 to \$100,000	
\$100,001 to \$150,000	
More than \$150,000	
9. Do you identify as a person living with a disability?	
Yes	
○ No	



1.6 Scoping Webpage

The scoping webpage included information about how to comment and participate in the webinars; a description of the Project purpose and related projects; information about the Proposed Action and the environmental analysis and decision-making process; and links to fact sheets and technical documents. Below is a graphic illustrating the content that was included on the scoping webpage.

Figure 1-7 Graphic of the scoping webpage

Regional Mobility Pricing Project Scoping Comment Period

INFORMATION Resource Library Frequently Asked Questions Latest News About Tolls and Pricing GET INVOLVED Submit a comment or sign up for project emails Calendar Equity and Mobility Regional Mobility Pricing I-205 Toll Project

The Federal Highway Administration (FHWA) and the Oregon Department of Transportation (ODOT) invites the public to give their input on an upcoming study about tolling I-5 and I-205 to reduce traffic congestion and make travel safer and more predictable through the Portland metropolitan area. A 50-day public comment period is now open. Submit your comments here.



This project, known as the Regional Mobility Pricing Project will study variable rate tolls as a key tool in ODOT's urban mobility strategy to reduce traffic jams and provide safer trips for travelers.

We are beginning an environmental analysis to identify the project's potential benefits and impacts. The start of the analysis is called "scoping" – and we're looking for your input to help shape the study.

What is scoping? The purpose of scoping is to invite input on the range or "scope" of community and environmental issues to study. Once complete, the results of the study will be published in a report called an Environmental Assessment.

Learn more: Watch a webinar recording

We recently hosted two webinars to share information and answer questions about the proposed concept for the Regional Mobility Pricing Project, issues that will be studied in the environmental analysis, how to comment, and next steps. Watch the recordings to learn about the project from our staff and hear answers to some common questions.

- · November 29 webinar recording
- · November 30 webinar recording
- Presentation slides

Más información: Ver grabación del webinar

Recientemente organizamos dos webinars para compartir información y responder preguntas sobre el concepto propuesto para el Proyecto Regional de Precios de Movilidad, temas que se estudiarán en el análisis ambiental, cómo compartir comentarios y los próximos pasos. Mire las grabaciones para conocer sobre el proyecto y escuche las respuestas del personal a algunas preguntas comunes.

- Grabación del webinar del 30 de noviembre
- · Presentación (solo en inglés)



Contact Us



oregontalling@ odot.oregon.gov





PHONE 503-837-3536





About the Regional Mobility Pricing Project





What is the purpose of this project?

The Regional Mobility Pricing Project aims to use congestion pricing to reduce traffic congestion on I-5 and I-205 in the Portland metropolitan area in a manner that will generate revenue for transportation system investments.

Why is this needed?

Traffic costs us — delays due to highway traffic jams were estimated to cost the Portland metropolitan area \$1.2 million a day in lost time. Congestion pricing in combination with other solutions are needed because:

- Traffic is impacting our quality of life and economy.
- Existing funding sources aren't keeping up with transportation needs for modernization and maintenance.
- · Traffic leads to more emissions and contributes to climate change.
- The region is lacking good transportation choices such as buses, light rail, blke and walking paths, and services.
- Our transportation system has caused negative impacts to marginalized communities, contributing to inequities.

What are the expected benefits?

- Improves travel time and increases travel predictability, safety, and efficiency.
- · Reduces greenhouse gas emissions and fuel consumption.
- Establishes a new, sustainable funding source through a user fee.
- · Supports enhanced transportation equity and mobility.

Learn more by reviewing the Draft Purpose and Need Statement.

What else is planned to improve travel in the region?

Congestion pricing is a key tool in ODOT's overall urban mobility strategy to reduce traffic jams and provide safer and more predictable trips for travelers on I-5 and I-205 in the Portland, Oregon metropolitan area.

Two other toll projects are proposed in the Portland metropolitan area to raise revenue to fund construction of important improvements.

- The I-205 Toll Project would add a missing third lane and provide seismic improvements to bridges on I-205 from Stafford Road to OR 213, and toll the Abernethy and Tualatin River Bridges. The Environmental Assessment for the I-205 Toll Project will be available for public review and comment in early 2023. Together, the I-205 Toll Project and the I-205 improvements will reduce congestion to give travelers a better and more reliable trip. Construction is underway on the first phase of the I-205 improvements Project to make the Abernethy Bridge the first earthquake-ready highway bridge across the Williamette River.
- The Interstate Bridge Replacement Program assumes the new bridge will be tolled to pay for those improvements. The Interstate 5 Bridge is a critical connection between Oregon and Washington, supports local jobs, and is vital for regional, national, and international economies.







How will we make decisions?



The results from the environmental analysis will be published in a report called an Environmental Assessment, to help decision-makers, partner agencies, and the community understand the project's potential benefits and negative impacts. The Environmental Assessment is an important step to meet the requirements of the National Environmental Policy Act (NEPA) and obtain a federal decision about tolling on I-5 and I-205. The Environmental Assessment will include:

- · The purpose and need for the project.
- · An overview of the project concept we will study (called a "proposed action").
- A description of the potential benefits and impacts of the proposed action, related to topics such as air quality, safety, traffic congestion, and rerouting on local streets.
- A summary of actions that will help reduce, avoid, or mitigate negative impacts.

Several groups provide guidance on this project and other tolling-related topics. You can find out more about these groups, attend their meetings, and review meeting materials by following the links below

- Oregon Transportation Commission (OTC)
- Equity and Mobility Advisory Committee (EMAC)
- Regional Toll Advisory Committee (RTAC)
- · Statewide Toll Rulemaking Advisory Committee (STRAC)

Advancing equity

Equity is a priority for ODOT. Our goal is to create better solutions for those historically and currently excluded and underserved. We are:

- · Collaborating with community partners.
- Applying an equity framework for project development to measure and support community engagement.
- Engaging the Equity and Mobility Advisory Committee to improve outcomes for communities.



View the project materials to learn more



About the Regional Mobility Pricing Project:

- · Project website
- FAQs
- · Scoping comment period fact sheet
- Посмотрите и скачайте информационный бюллетень на русском языке, заясь
- 查看并下载中文随报全文
- · Haga clic aqui, leer y bajar la hoja informativa en español.
- · Vui long xem và tải bảng tóm tắt bằng tiếng Việt, , tại đây.

Congestion Pricing Concept:

- · NEPA Proposed Action Technical Memorandum
 - Proposed Action fact sheet
 - Просмотрите и загрузите информационный лист о концепции проекта, или "Предлагаемых действиях", здесь
 - 。 请查看并下载以汉行动的项目概念说明书又或"似汉行动"全文
 - Revise aqui y descargue la hoja informativa de la Acción Propuesta sobre el concepto del proyecto
 - Xem lại và tài xuống tờ thông tin về Hành động được Để xuất về khải niệm dự ân, hoặc "Hành động được Để xuất", tại đây.

Preparing an Environmental Assessment:

- Draft NEPA Purpose and Need Statement.
 - Discussion Draft Purpose and Need Statement (August 2021), Draft.
 Problem Statement (June 2021)
- Community and Environmental Resources to be Evaluated in the Environmental Assessment
 - . Community and Environmental Resources fact sheet
 - Посмотрите и скачайте информационный бюллетень "Общественные и экологические ресурсы" по ссылке
 - 在此查看并下载社区及环境资源说明书
 - Revise aqui y descargue la hoja informativa sobre recursos comunitarios y ambientales
 - Xem lại và tải xuống tờ thông tin về Cộng đồng và Tài nguyên Môi trưởng tại dây
- Equity Framework Step 1 Memo, Greenhouse Gas Reductions Analysis Approach Memorandum, I-5 and I-205 Corridor User Analysis, Value Pricing Feasibility Analysis Decisions Advanced

Public and Agency Engagement:

 Summer 2021 Engagement Report, Spring 2022 Engagement Report, Briefings Summary Table, Committee Meeting Summary Table



Learn more: Watch a webinar recording



We recently hosted two webinars to share information and answer questions about the proposed concept for the Regional Mobility Pricing Project, issues that will be studied in the environmental analysis, how to comment, and next steps. Watch the recordings to learn about the project from our staff and hear answers to some common questions.

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- · November 30 webinar recording
- · Presentation Slides

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- · Grabación del webinar del 30 de noviembre
- · Presentación (solo en inglés)

Share your input!



What type of input is needed to inform the study?

Comments received should address or provide specific input on the materials listed above and the upcoming environmental analysis. To help the project team understand your interests and additional areas or topics we should consider in our analysis, we recommend using the following guidance for your comment:



- Be specific about the project element, phrase, word, or text. (For example: "Look at multimodal options in Y area as an alternative to driving.")
- Include a brief explanation about an issue that should be evaluated in the upcoming analysis. (For example: "The transportation analysis needs to consider how cars using other roads to avoid toils could slow down buses, particularly along X route in Z city/neighborhood."

How can I comment?

Submit comments in the way that works best for you by Friday, January 6, 2023:

- · Comment form (English)
 - Посмотрите и заполните форму для комментариев на русском
 - 。查看并填写中文评论表
 - Rellenar el formulario de comentarios en español
 - Vui lòng xem và điện biểu mẫu ý kiến bằng tiếng Việt
- . Email: oregontolling@odot.oregon.gov
 - This option works best if you would like to submit longer comments or include attachments. Please include "Scoping comment" in the subject line.
- · Voicemail: 503-837-3536
- · Mail:

Oregon Department of Transportation Attn: Oregon Tolling Team – Scoping Comment 123 NW Flanders Street Portland, Oregon, 97209

Stay engaged! Sign-up for our email newsletter here.





