

Regional Mobility Pricing Project

Spring 2022 Engagement Report Appendix

Engagement Tools and Performance

August 2022



Urban Mobility
STRATEGY



Oregon
Department
of Transportation

Spring 2022 Engagement Report Appendix

Engagement Tools and Performance

August 2022

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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.

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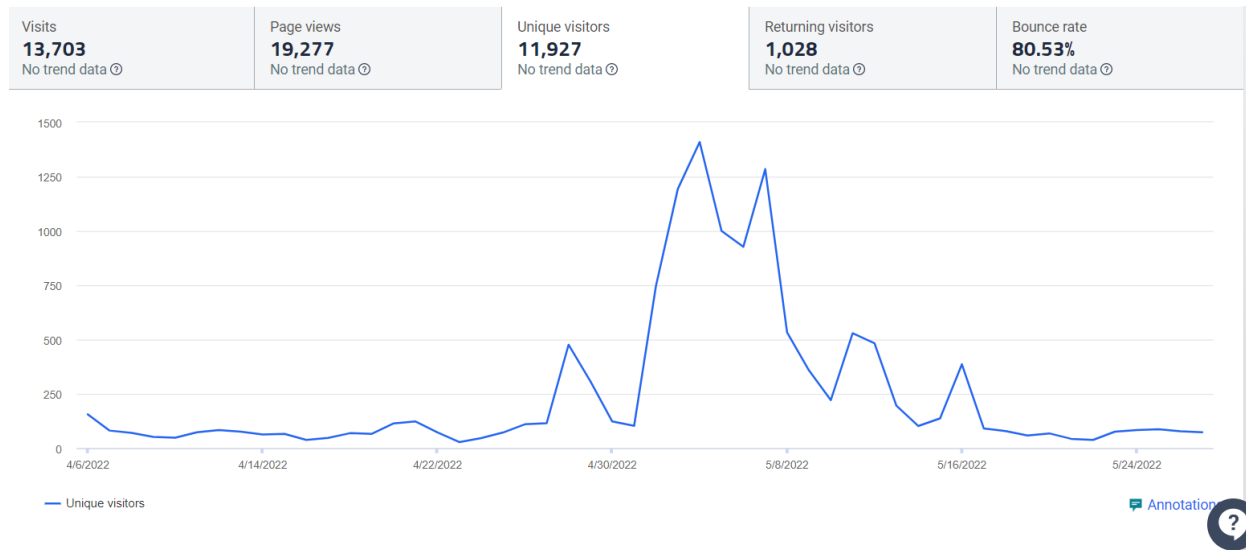
1 Engagement Tools and Performance

This section includes details about ODOT tools used to support engagement for the Regional Mobility Pricing Project in spring 2022. Metrics are provided for website, email, social media, and paid advertising.

1.1 Website

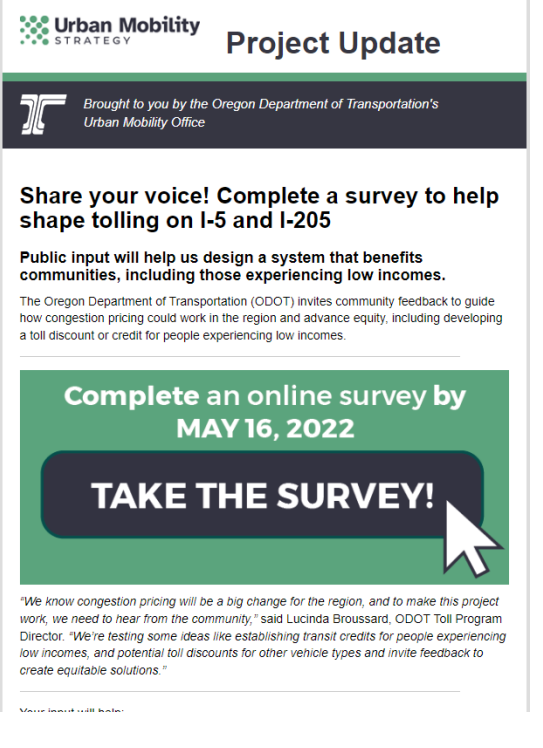
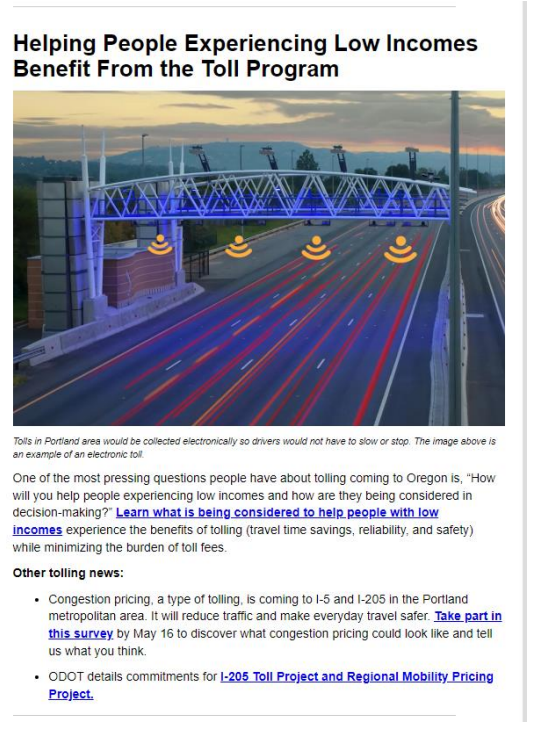
Website visits in spring 2022 for the Oregon Tolling website (oregontolling.org).

Figure 1-1 Website visits in spring 2022 for the Oregon Tolling website (oregontolling.org).





1.2 Emails

Figure 1-2 ODOT emails sent to promote the survey and spring engagement activities.

Date	Creative	Summary	Recipients	Unique Opens
4/28		Email announcement about the survey to all ODOT tolling email subscribers	7,334	2,410
5/11		Survey reminder in the UMO monthly newsletter	12,881	4,625

1.3 Social Media Paid and Unpaid Posts

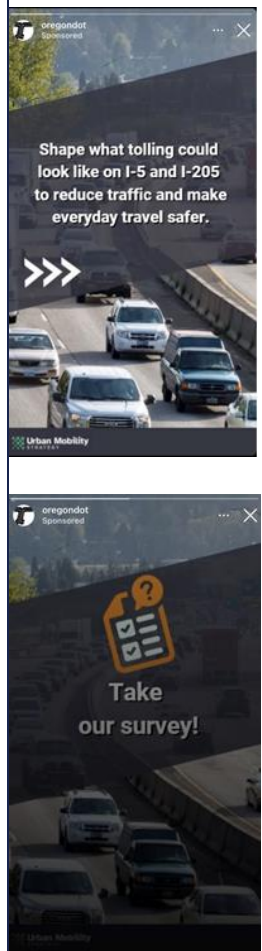
Figure 1-3 Social media posts to promote the survey and spring engagement activities.

ODOT Social Media Performance						
Date	Creative	Body	Link	Reach	Actions	Amount Spent
Twitter						
May 2		We're tackling Portland's growing traffic problems on I-5 and I-205 using a proven tool to reduce traffic: congestion pricing. Help shape the project and ways to address community needs	Link	7,702	30	N/A
Facebook						
May 2 – May 8		Take part in our online survey about initial plans for congestion pricing – a type of tolling – to reduce traffic and make everyday travel safer on I-5 and I-205. Help us design a system that benefits communities, including those experiencing low incomes.	Link	166,656	6,757	\$3,300

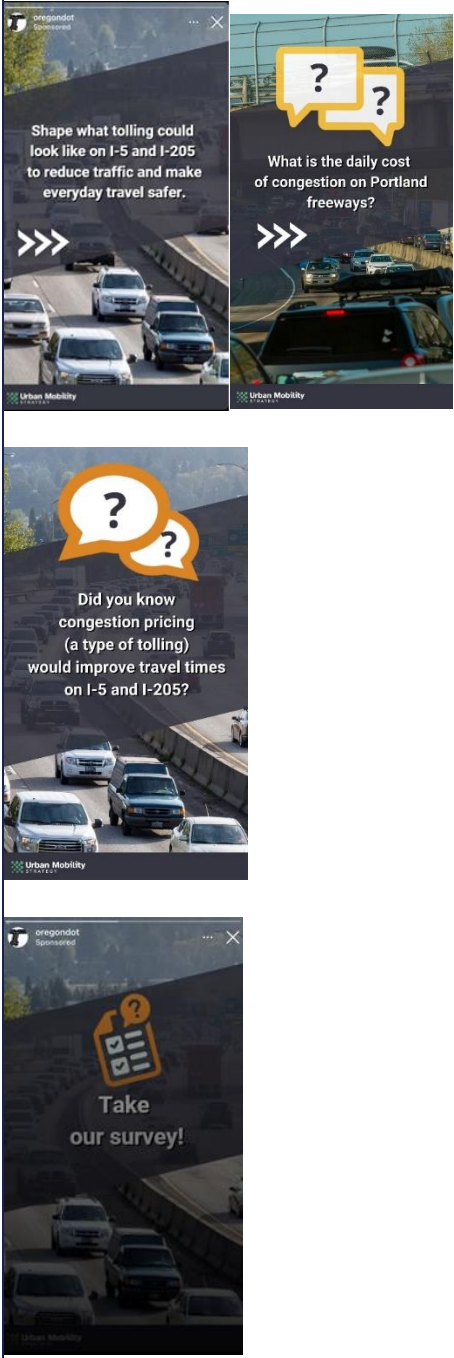
Engagement Tools and Performance

ODOT Social Media Performance							
<p>May 3 – May 16</p>	 <p>¡Haga oír su voz!</p> <p>Ayude a dar forma a la aplicación del peaje en la I-5 y la I-205 para reducir el tráfico y hacer más seguros los desplazamientos diarios.</p> 	 <p>Complete una encuesta en línea antes del 16 de mayo de 2022</p> 	<p>Participe en nuestra encuesta en línea sobre los planes iniciales de las cuotas en las autopistas para reducir el tráfico y hacer que los viajes diarios sean más seguros en el I-5 e I-205.</p> <p>Ayúdenos a diseñar un sistema que beneficie a las comunidades, incluyendo a personas con bajos ingresos.</p> <p>Complete una encuesta en línea antes del 16 de mayo. ¡Queremos escuchar su opinión!</p>	<p>N/A</p>	<p>42,744</p>	<p>1,032</p>	<p>\$950</p>
<p>Instagram</p>							

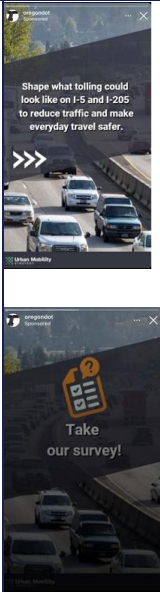

Engagement Tools and Performance

ODOT Social Media Performance						
<p>May 3 – May 4</p>		<p>Shape what tolling could look like on I-5 and I-205 to reduce traffic and make everyday travel safer.</p> <p>Take our survey!</p>	<p>N/A</p>	<p>40,632</p>	<p>9,945</p>	<p>\$350</p>

ODOT Social Media Performance

<p>May 5 – May 6</p>		<p>Shape what tolling could look like on I-5 and I-205 to reduce traffic and make everyday travel safer.</p> <p>Take our survey!</p>	<p>N/A</p>	<p>38,272</p>	<p>7,178</p>	<p>\$350</p>
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Engagement Tools and Performance

ODOT Social Media Performance						
May 12 – May 13		<p>Shape what tolling could look like on I-5 and I-205 to reduce traffic and make everyday travel safer.</p> <p>Take our survey!</p>	N/A	25,505	4,188	\$250
LinkedIn						
May 4		<p>How would congestion pricing affect your business or commute? Take part in our online survey about initial congestion pricing – a type of tolling – to reduce traffic and make everyday travel safer on I-5 and I-205. Help us design a system that benefits communities, including those experiencing low incomes.</p>	Link	11,468	7	N/A


1.4 Paid Advertising in Regional and Multicultural Publications

Figure 1-4 Digital advertisements to promote the survey and spring engagement activities.

Publication	Ad	Cost	Run dates	Impressions	Clicks
The Scanner		\$1500	May 2 – May 9	75,000	N/A
The Portland Observer		\$800	May 2 – May 16	2,963	1
Pamplin Media (Portland Tribune)		Portland Tribune - \$995/week	May 10 – May 16	379,524	611
The Columbian		\$500 (\$100k a week/\$5 CPM)	May 2 – May 9	99,997	22
The Oregonian		\$1,000	May 2 – May 9	145,256	114
Viet NNN		\$280	May 2 – May 9	6,552	N/A

Engagement Tools and Performance

Figure 1-5 Print advertisements to promote the survey and spring engagement activities.

Publication	Ad	Est. Cost	Run dates	Circulation
El Latino de Hoy		\$425 – 1 week	May 4 – May 11	25,000