Moving to Our Future:
Pricing Options for Equitable Mobility

Task Force Meeting #15

May 10, 2021

Zoom orientation

General guidelines for Task Force members:

- Mute when you're not speaking
- Hold questions and comments for designated discussion times
- "Raise your hand" when you'd like to speak (found in participants tab)

For audience members:

- We ask that you mute yourself and turn your video off, except during public comment opportunities

Please keep the chat open for technical troubleshooting

Agenda

Time	Agenda item
6:00 p.m.	Welcome and housekeeping • Agenda review • Finalize meeting #14 summary • Public comment
6:10 p.m.	Presentations: Complementary equitable mobility strategies
6:50 p.m.	Small group discussions: Refining priorities • Hypothetical "reinvestment" exercise • Discussion • Report out
7:40 p.m.	Draft recommendations and road to final votes • Homework between May and June meetings

Public Comment

(POEMcomments@portlandoregon.gov)

Project Updates

Presentations: Complementary Equitable Mobility Strategies

Pricing is just one tool in the tool box!

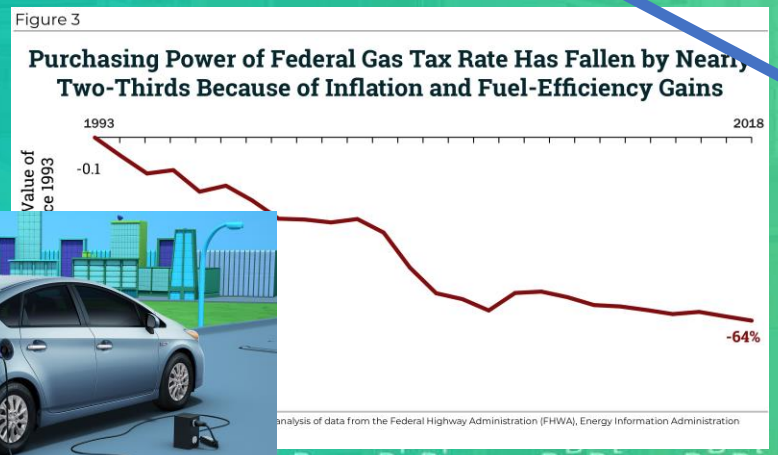
Advancing these strategies **requires investment, but transportation funding is limited.**
Pricing could open opportunities for reinvesting in complementary strategies.

Reminder: Decreasing revenues, increasing competition

While transportation funding streams decline, not keeping up with inflation, & vehicles become more fuel efficient…

…more and more demands are being placed on our right-of-way…

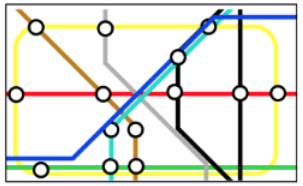
…which increases the true costs on our system, while reducing our ability to cover those costs!



Complementary Strategies that have come up at previous Task Force meetings

Transit infrastructure

Transit service/ operations



Biking/walking infrastructure

Trip discounts and financial incentives

Electrification (e.g. infrastructure, rebates)

Affordable Housing & transit oriented development

Guest presenters

- Liz Hormann, Transportation Demand Specialist (PBOT)
- Ingrid Fish, Emerging Mobility Policy Lead (BPS) and POEM Strategy Team member
- April Bertelsen, Transit Coordinator (PBOT)

The Way to Go: Moving People in Portland

A Demand Management Plan to advance our mobility, climate, and equity goals

March 4, 2021

PBOT
PORTLAND BUREAU OF TRANSPORTATION

What is Transportation Demand Management?

PBOT strives to improve mobility for everyone by decreasing the number of drive-alone trips and reducing vehicle miles traveled to:

- Improve quality of life and health
- Advance racial equity and address structural racism
- Reduce carbon emissions
- Enable opportunities for economic growth and prosperity
- Use public resources wisely and efficiently

Guiding Principles of demand management

PBOT's transportation demand management policies, projects, and programs will:

- Reduce structural barriers to using transportation options for Black, Indigenous, and People of Color (BIPOC), people with low income, and people with disabilities
- Reduce vehicle miles traveled in Portland
- Use public resources wisely and efficiently

Questions we are always asking

Will it advance equity and address structural racism?

Will it reduce carbon emissions?

What we heard from Community Organizations

Barriers to Transportation Options

- Cost of public transit & bike gear
- Lack of secure bike parking
- Personal security concerns
- Harassment/discrimination
- Longer trips due to gentrification
- Technology & language barriers
- Lack of programs for youth & older adults

Strategy ideas we heard:

Financial Incentives:
- Free transit
- Subsidies
- Bike ownership

Information & Encouragement:
- Language access
- Representation

VMT Reduction Potential Research

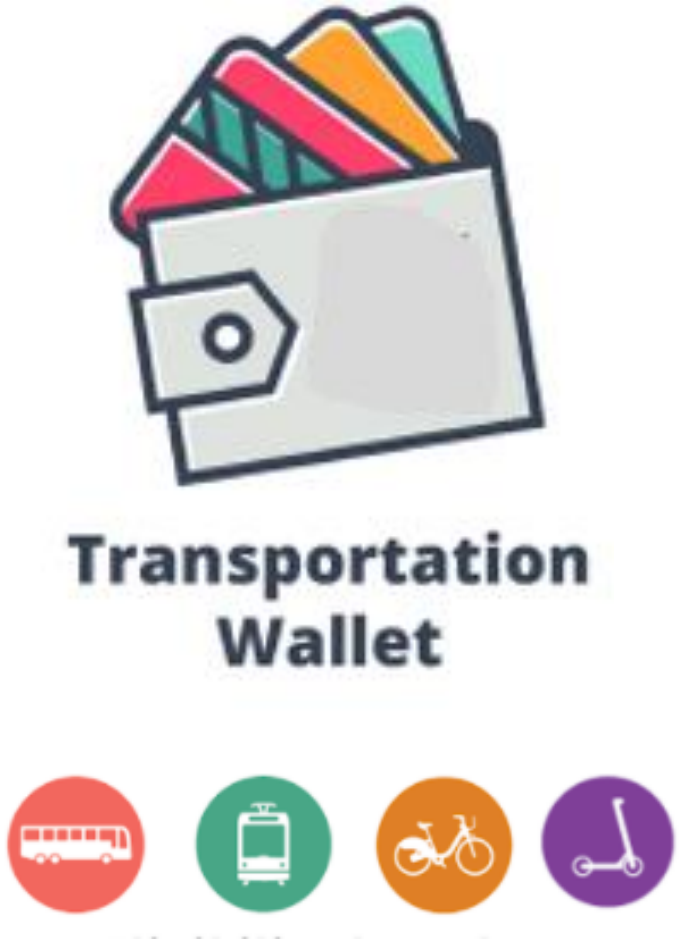
Generally, the research showed the following had higher VMT reduction potential:

- **Pricing strategies**
- **Financial Incentives**
- **Programs combining Pricing and Incentives**

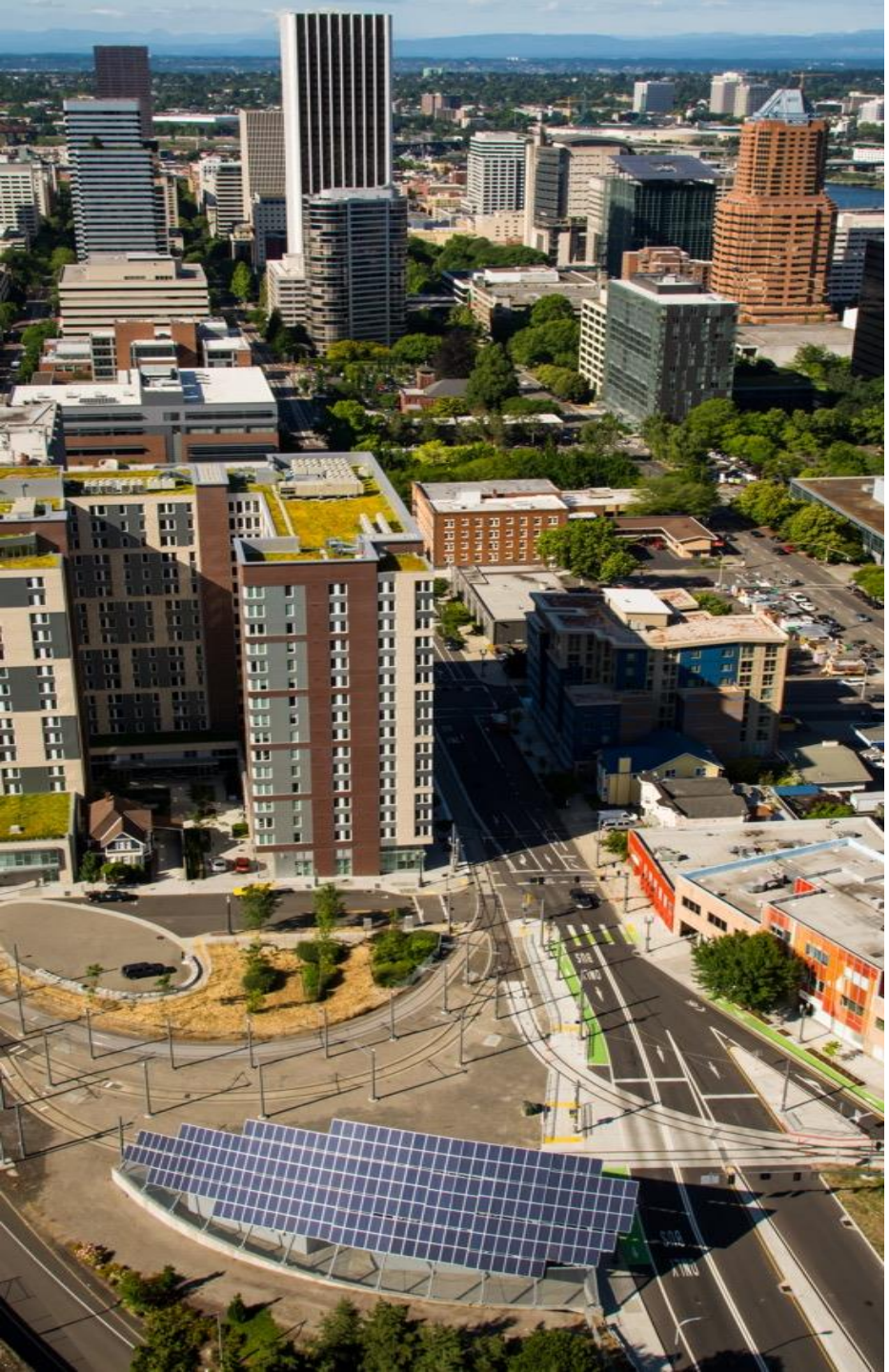
TDM Strategic Priority Areas

- Financial Incentives
- Information & Encouragement
- Infrastructure Activation
- Land Use & Development
- Employer Commute Programs
- Pricing
- Direct Modal Services
- Personal Security
- ROW Management

Complementary Strategies – Financial Incentives



Complementary Strategies – Direct Modal Services and ROW Management



ELECTRIC VEHICLES, EQUITY & PRICING

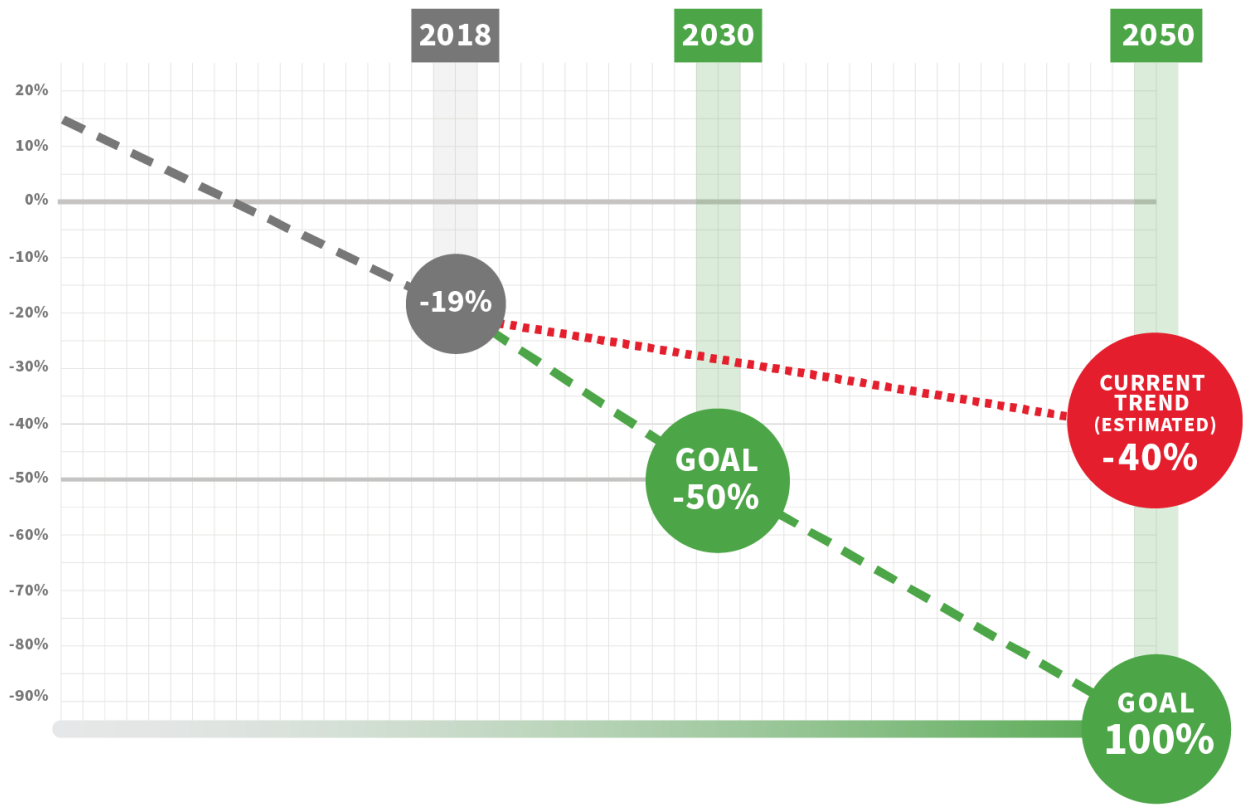
Pricing Options for Equitable Mobility (POEM)
Task Force Meeting
May 10, 2021

THE BUREAU OF
PLANNING &
SUSTAINABILITY

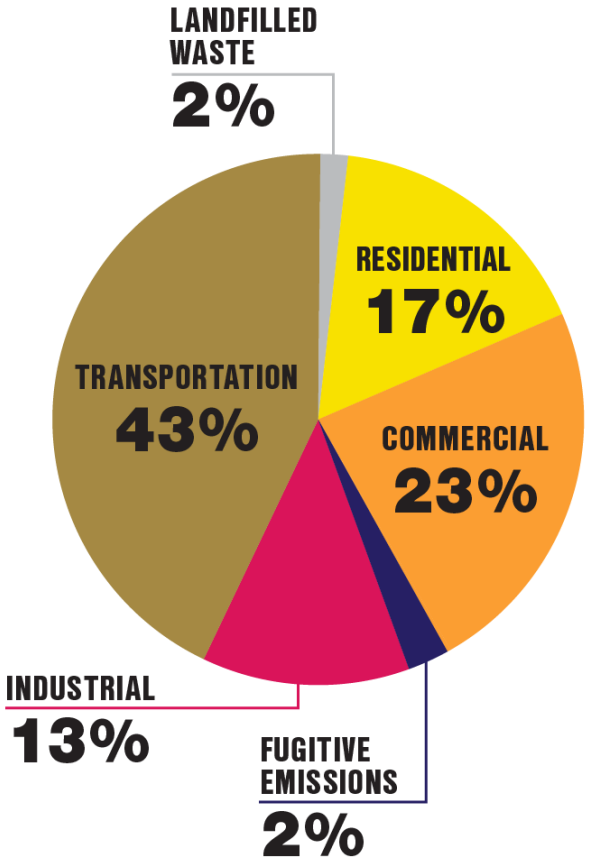
Presentation Overview

- Carbon Goals
- Health Impacts
- EVs & Equity
- Low Carbon Fuels & Pricing

Carbon reduction goals



Where do Portland's carbon emissions come from?

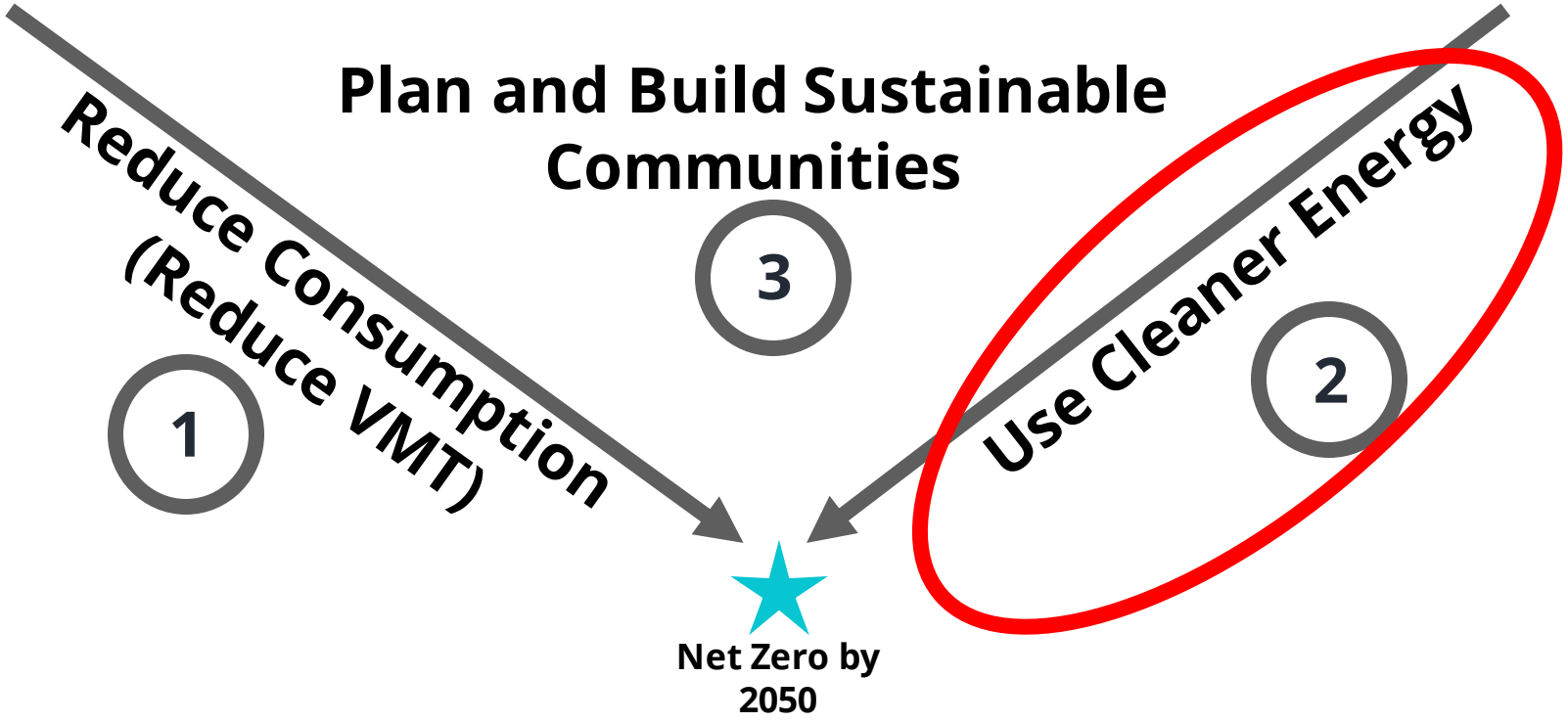


Multnomah County 2018
Emissions by Sector

Portland's strategy for reducing emissions

Lead with Climate Justice

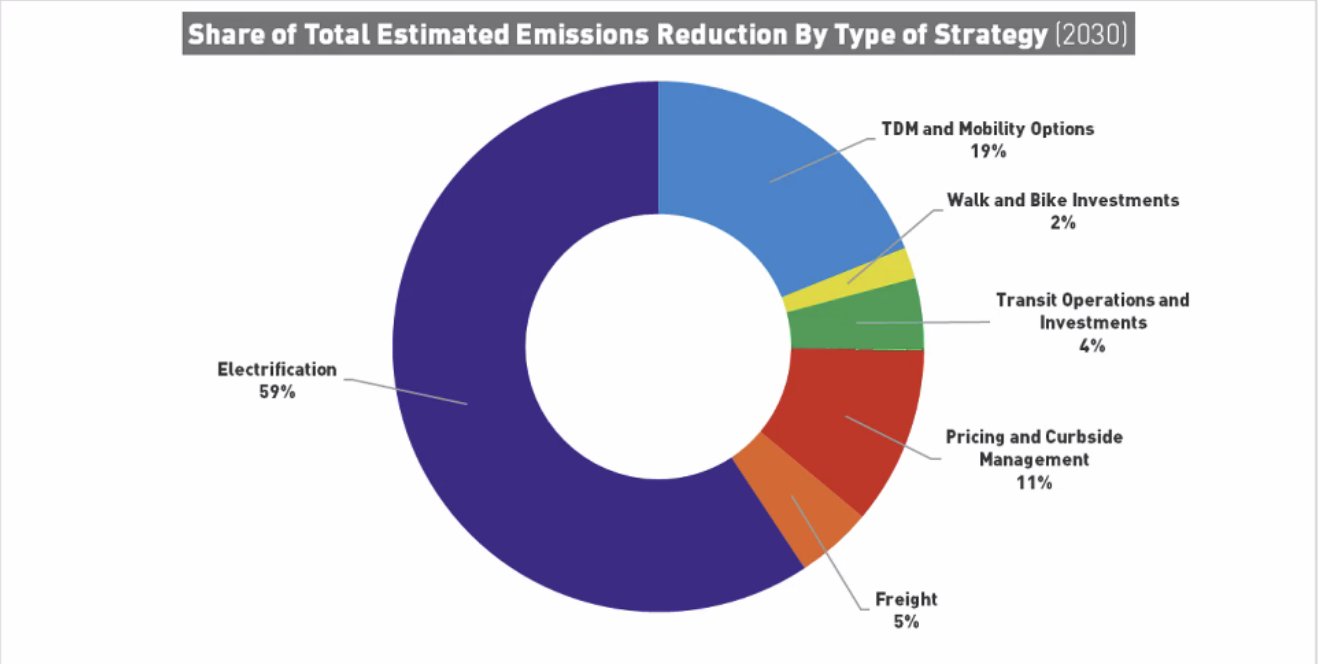
Transportation Justice & Energy Justice



Seattle's approach

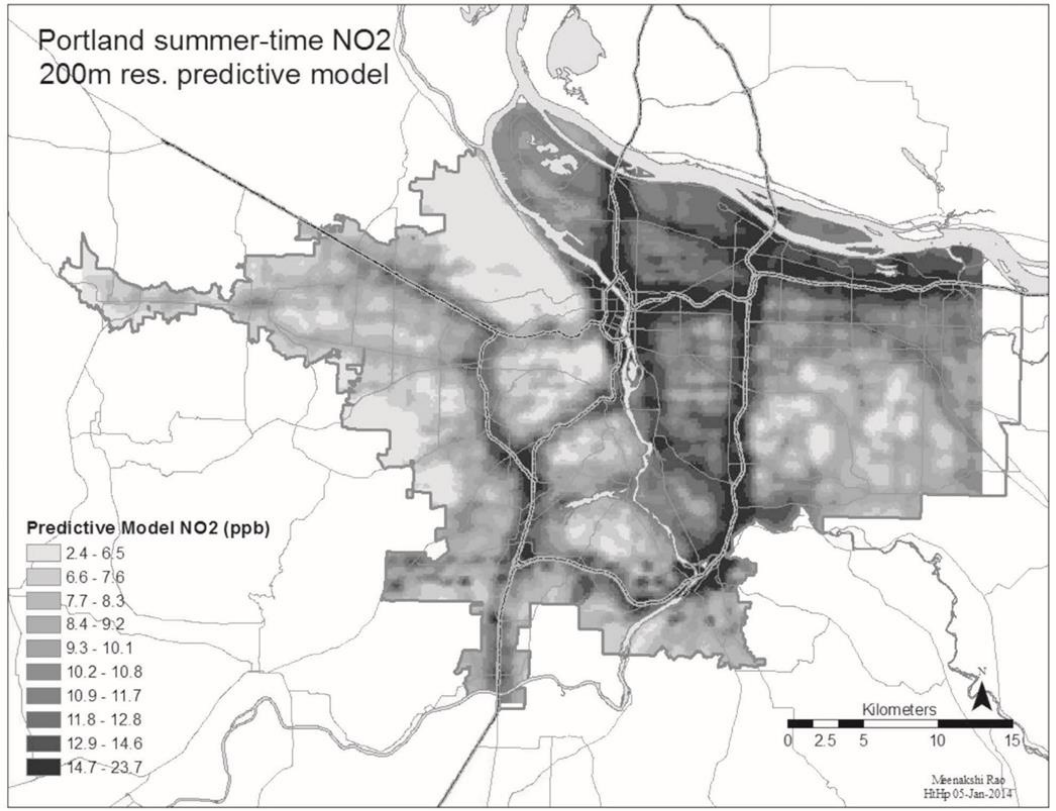
Climate + Congestion Calculator

Emissions Reduction Pie: "Aggressive" (+ 3% pop growth)



Presentation by City of Seattle at March 2021 Urbanism Next conference.

Uneven pollution…uneven health risks.



M. Rao et al. Environmental Pollution 194 (2014) 96-104)

EVs as an Equity Tool

- Unequal Access to Bike and Transit in Portland
- Transit Challenges Getting North to South (& vice versa)
- Multiple Bus Transfers
- Multiple Stops/Drop-Offs
- Families with Special Needs
- Safety risks for BIPOC communities

EVs Are No Longer Out of Reach for BIPOC and LIC

- Increasing availability of all EVs
- Rapidly Expanding Used EV Market
- Oregon Rebates: Used & New EVs ($2500-$5000)
- Federal Tax Credits (up to $7500)
- Shared EVs
- Electric Bikes & Scooters
- Reduced Household Costs

Examples of Emission based pricing systems

Low Emission Zones

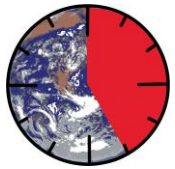
- Norway: Low Emissions Zones
- London: Ultra-Low Emission Zone
- Santa Monica: Zero Emission Delivery Zone

Parking Fees

- U.K.: Emissions Based Parking System
- Sacramento: City-owned garages offer discounted parking rates for EVs.
- Cincinnati: City-owned parking garages are free for EVs.
- Nevada: local jurisdictions will offer free parking in public metered parking areas for alternative fueled vehicles.

Low Hanging Fruit:
High Milage & High Polluting Vehicles

- **Freight**
- **Buses**
- **Delivery Vehicles**
- **Care Share/Ride Hailing Vehicles**



8.5 Years

Improving Transit & the ROSE LANE PROJECT

POEM Task Force meeting
May 10, 2021

PBOT
PORTLAND BUREAU OF TRANSPORTATION

The importance of transit to the City of Portland…

- Portland's past and future are **deeply rooted in transit**
- Transit is the **backbone of our system**
- PBOT recognizes transit is of critical importance to **meeting our mobility, climate and equity goals**

What we have heard from community representatives about improving transit

Improving transit infrastructure (capital investments)

- Faster and more reliable buses: prioritize buses so they are not stuck in traffic
- Safer street served by transit
- Better bus stops and access to them: ADA access, personal security, comfort, ped/bike access to stops
- Greener buses: Quit diesel and transition bus fleet, garages and facilities

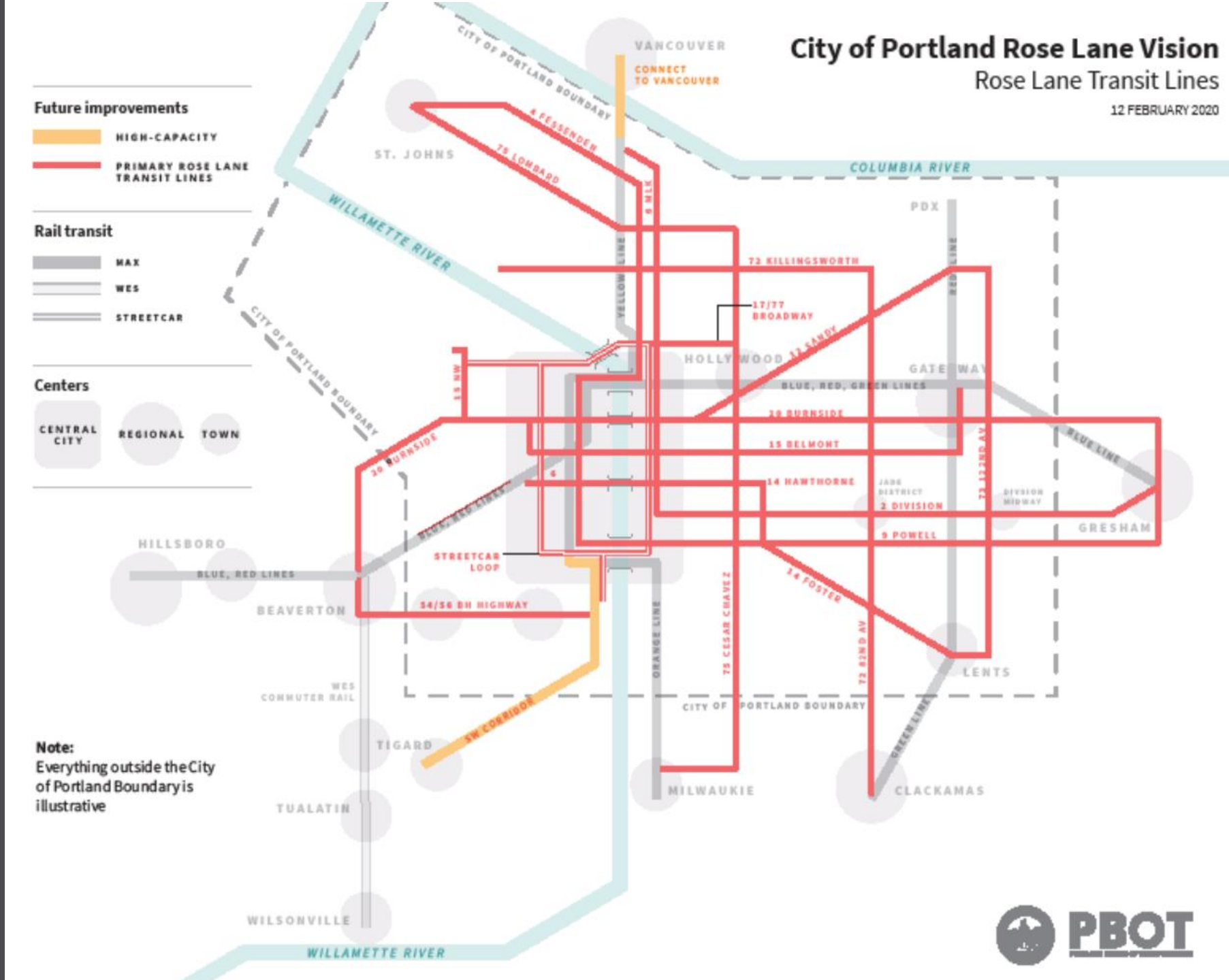
Improving transit service, subsidies and operations

- More bus service frequency on current routes
- Wider span of service: early morning, evenings, weekends, 24-hour service
- Expanding bus service: adding new routes to more places not currently served by transit
- Shuttle service where bus service is not practical
- Affordable transit for all: YouthPass and other increased fare subsidies
- Reforming public safety, security and policing

ROSE LANE PROJECT

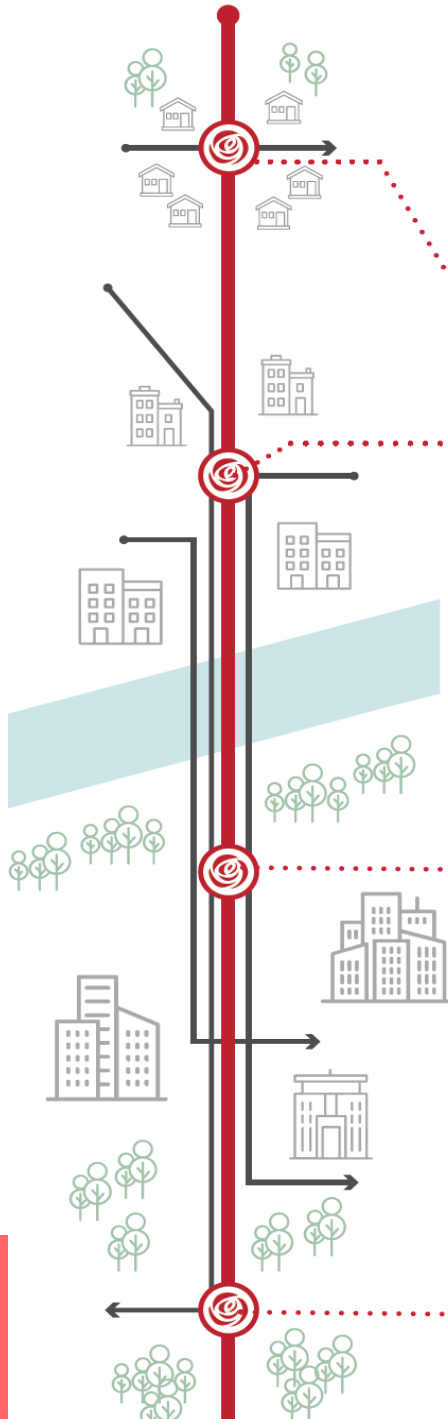
The Rose Lane Vision:

Portland's <u>premier, city-wide bus and streetcar network</u> that riders can count on to get where they need to go quickly and reliably.



What are “Rose Lanes?”

- Rose Lanes are transit routes **where buses and streetcars get priority on the road in congested areas**.
- There are **over 20 transit priority tools** we can use to make transit faster and more reliable. **Not all Rose Lanes will be bus only lanes.**
- **Guided by project better-off measures**, we will pick the tool best suited to address the needs and context in areas where transit is most delayed.



Putting People First: Project Better-Off Measures

- People of color will experience **average commute times comparable** to white people.
- People will consider public transit to be a **rapid and reliable** choice for **daily transportation**
- People who use public transit will have **more choices for where they want to live and work**.
- People who use public transit will have **lower transportation costs** (time and money)
- People will experience **better health outcomes** through improved air quality.

Considerations for other modes

Emergency vehicles: Emergency response vehicles can use transit priority lanes to bypass motor vehicle congestion

Pedestrian facilities: Many Rose Lane projects also include benefits for pedestrians.

Bike facilities: Many Rose Lane projects also include benefits for cyclists, including creating bike network connections and reducing bike/auto conflicts.

Auto traffic travel time and diversion: Some projects will likely cause additional delay for drivers at peak times. These impacts are not expected to cause safety impacts. We may make necessary refinements based on pilot monitoring in the future.

Parking removal: Some projects will require parking space to be repurposed.

An investment in our future:
Why transit priority still matters despite Covid-19

- Transit remains one of the most **efficient, sustainable and equitable** ways to move people around our growing city
- **Tens of thousands of people have continued to ride transit** during the pandemic, including essential workers
- The Rose Lane Project helps **today's transit riders** enjoy a better journey and **will encourage more to get on board** in the future
- Rose Lanes will keep **our most important transit lines running smoothly as traffic and demand grows,** preventing a return to the transit delay experienced in 2019
- Shovel-ready transit priority projects set Portland up for a **rapid recovery** from the COVID-19 crisis and will **help our city thrive**

Roll out status, as of December 2020

16

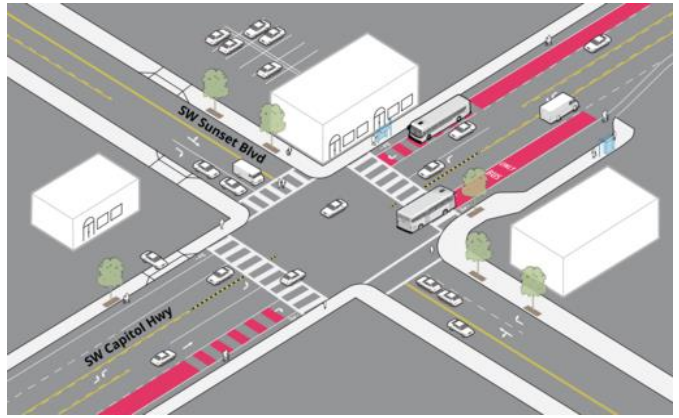
Completed Projects

(built in 2019 or after)

18

Funded/In Progress Projects

(currently funded and in design, out to bid or slated for construction)

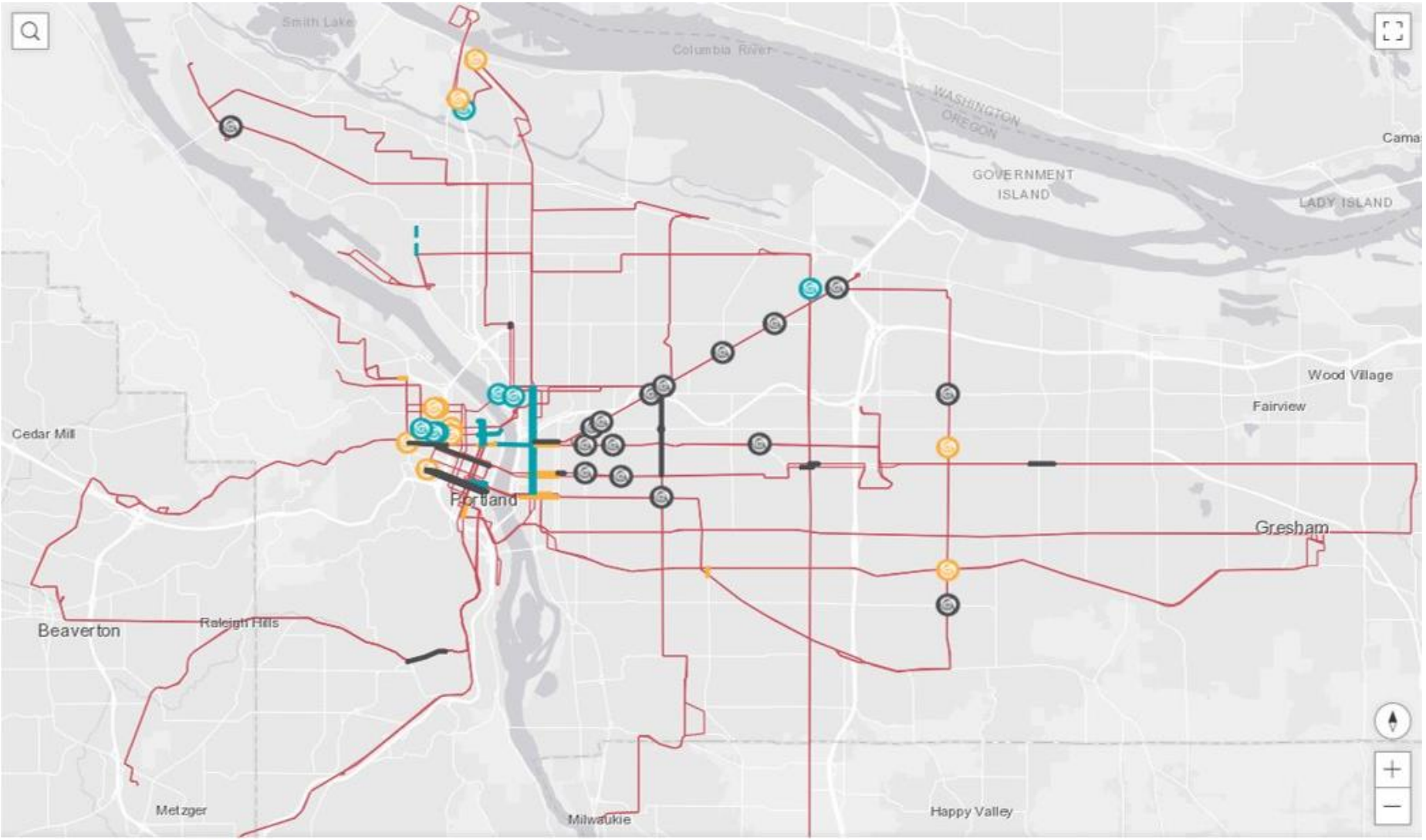


25

Proposed Projects

(identified for future implementation when funding is available)

Rose Lane Project online interactive map



Legend

All Spot Improvements

Project Status

- Completed Rose Lane projects
- Funded/In Progress Rose Lane projects
- Proposed Rose Lane projects

All Corridor Improvements

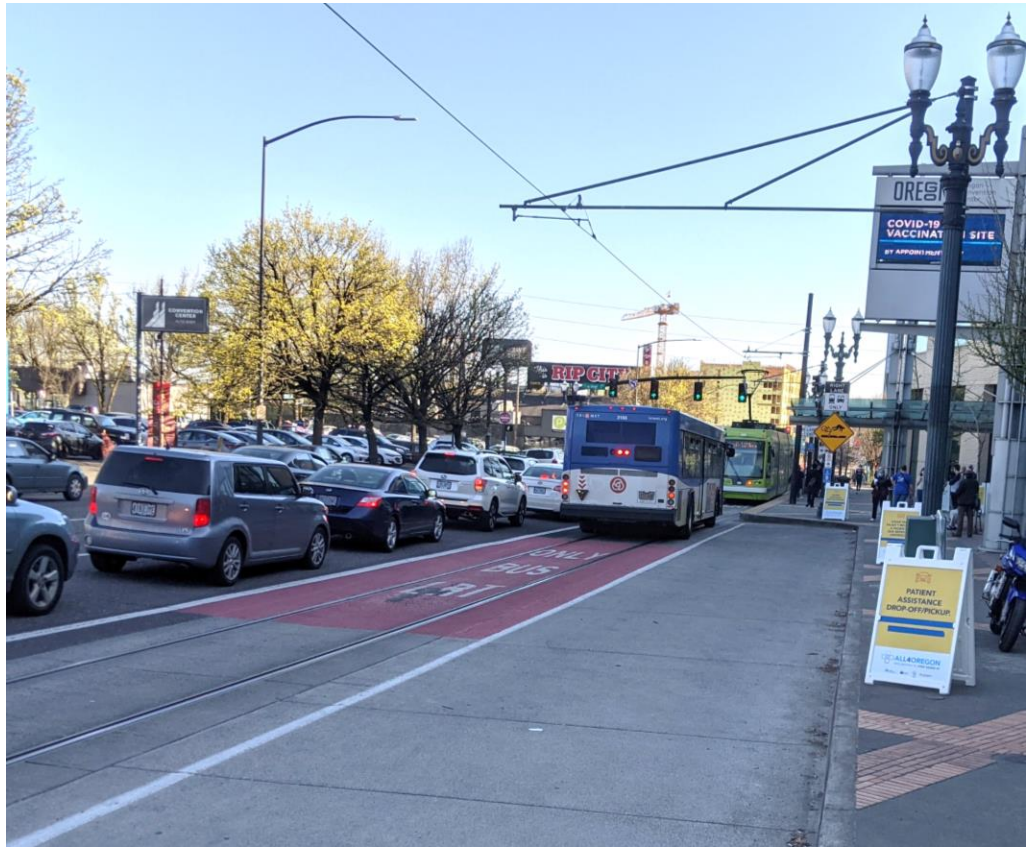
Project Status

- Completed Rose Lane projects
- Funded/In Progress Rose Lane projects
- Proposed Rose Lane projects

Rose Lane Primary Network

Coming Next…

- Public involvement summary report of what we heard
- Year 1 progress report:
  - Summary of work completed since Feb. 2020
  - Update on projects advancing next
- Updates to the interactive online map
- Additional public involvement in project areas, as they advance
- Visit our website to learn more and sign up for updates: *Portland.gov/RoseLanes*



Funding opportunities diminished in 2020

Get Moving 2020 Regional Investment Measure not funded

- Many $Millions for Specific Corridors
  - 82nd Ave
  - 122nd Ave
  - Burnside/Outer Stark
  - Central City
- $2M for Better Bus improvements
- $.5M for Future Corridor Planning
- $27M for enhancements that complement transit priority:
  - Walking and biking connections
  - Bus electrification
  - Youth transit access

Existing revenue sources went down and still recovering

- State and City gas tax
- PBOT parking revenue
- TriMet revenues

ROSE LANE PROJECT

www.Portland.gov/RoseLanes

Any questions for our presenters?

Small group discussions

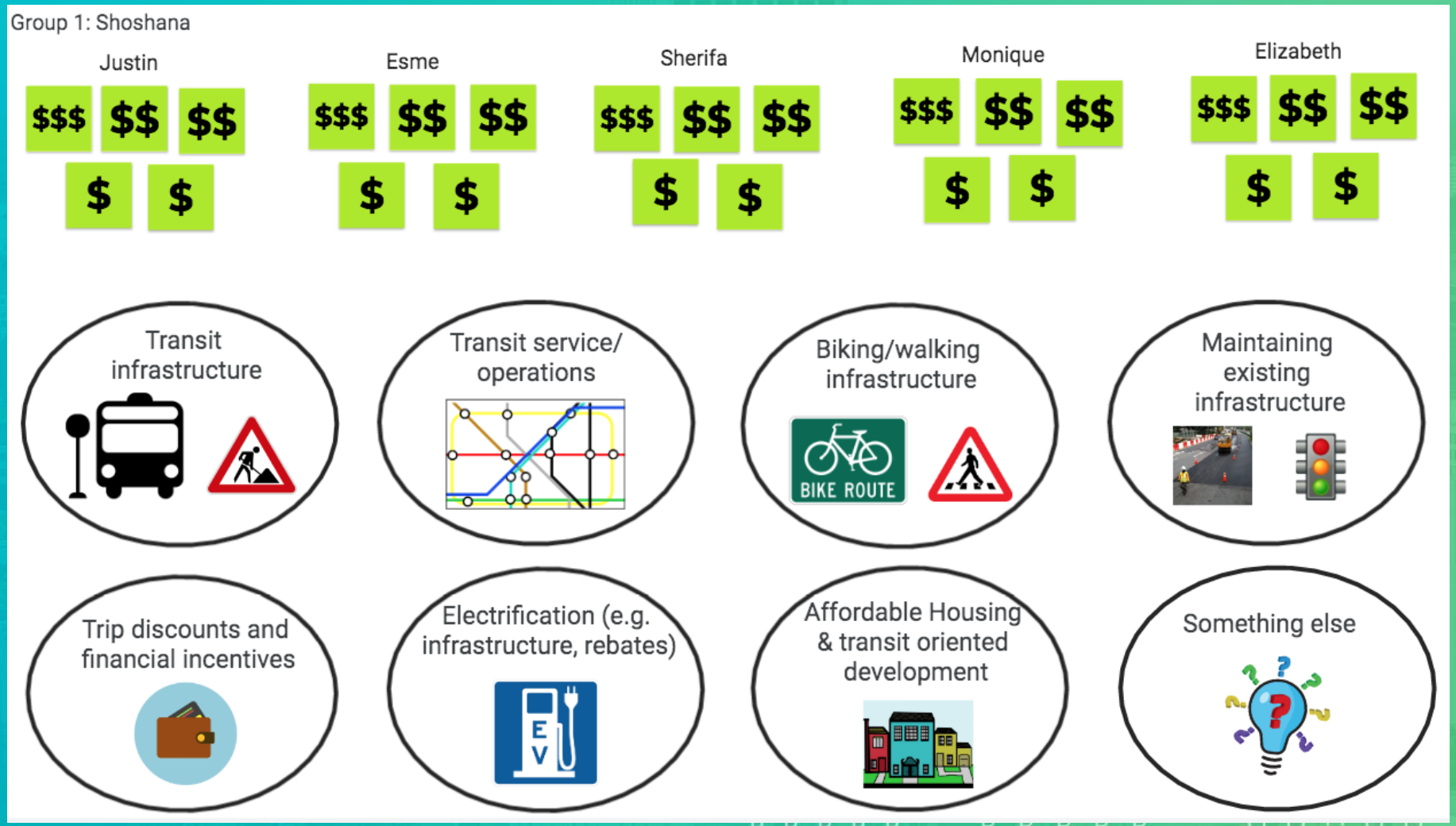
Discussion plan

1. Mock "reinvestment" exercise – how would you distribute pricing revenue?

2. Discussion:
   - *What does this tell us about what strategies we think are most important to advance alongside pricing?*
   - *What made this exercise frustrating or difficult?*
   - *Was anything missing?*
   - *What do you think would be the most transformative "package" of pricing strategy + complementary strategy?*

3. Reconvene and report back

Hypothetical reinvestment exercise overview



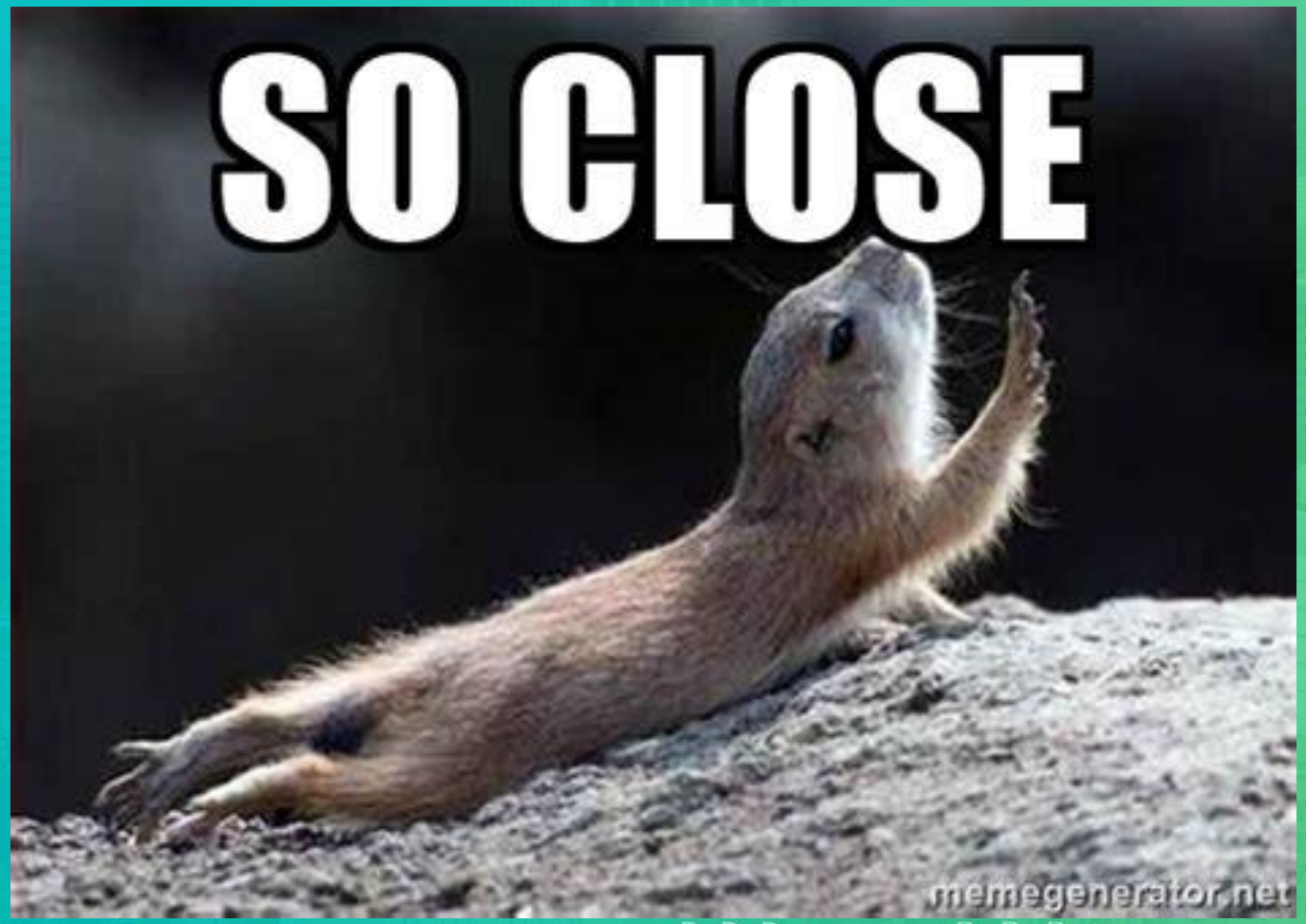
Report out

Report out

- What did your group prioritize for reinvestment and why?
- What did your group think would be the most transformative “package” of pricing strategy + complementary strategy?

Draft recommendations and road to final votes

We only have two meetings left!



Road to final recommendations

Tonight:
POEM staff team to distribute draft recommendations + homework packet

By June 1:
Task Force members review draft recommendations and submit comments to staff

June 14 meeting:
Staff to share revised recommendations;
Final deliberation as a group

Between June-July:
Final revisions to recommendations

July 12 meeting:
Task Force votes on recommendations (consensus not required); Celebrate!

Task Force homework:

1. Staff will send Homework packet + optional exercises via email shortly

2. Review recommendations
   - Fill out comment form or make proposed edits using track changes
   - Use the optional exercises to support your review and prep for June meeting

3. Return recommendation feedback to emma.sagor@portlandoregon.gov by June 1

Reminder: Recommendation types

Principles
for pricing for equitable mobility

What we should do next:
Nearer-term pricing moves

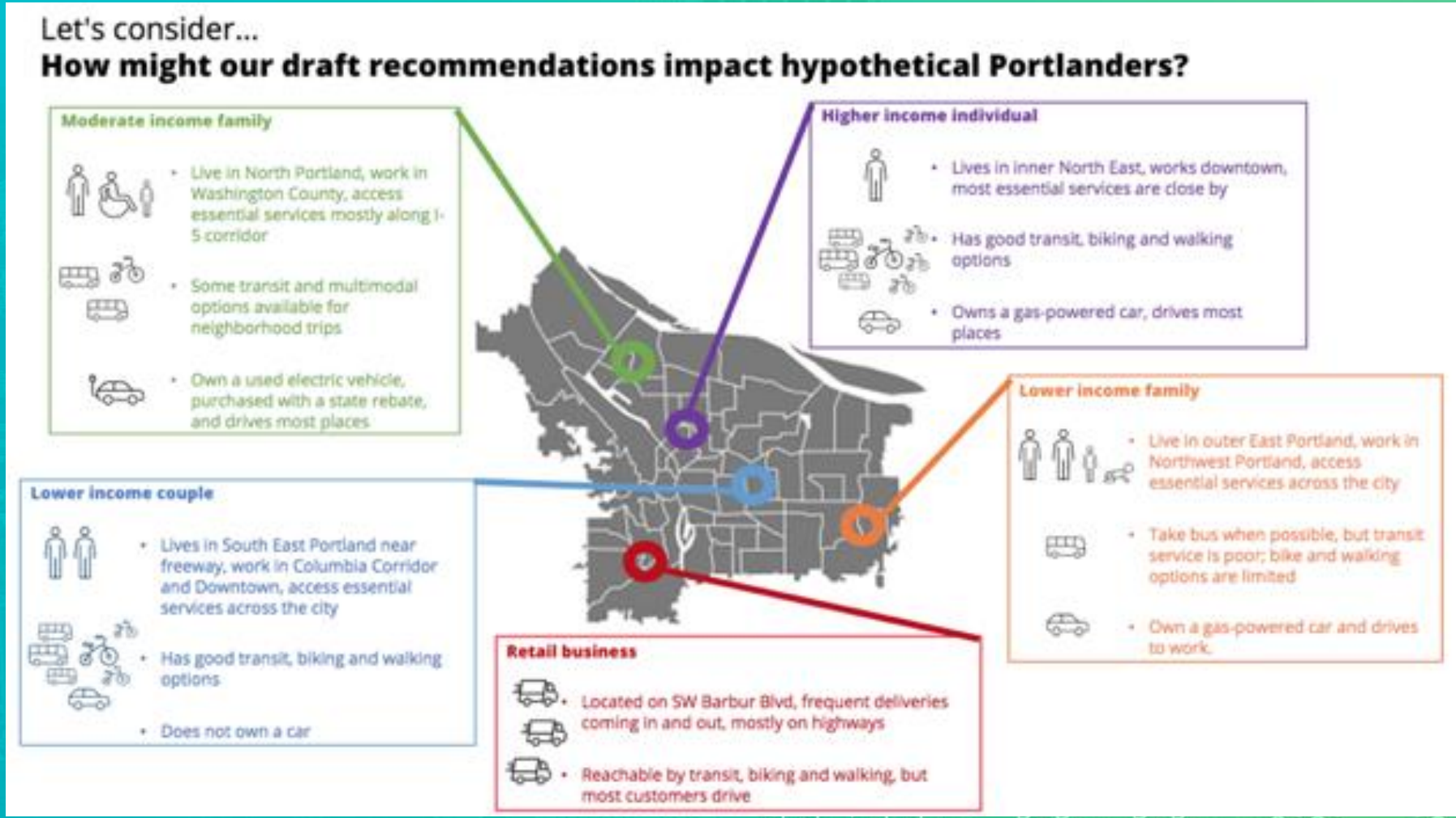
What direction we want to head:
Longer-term pricing opportunities

What else matters:
Complementary strategies to further explore alongside pricing

Potential next steps
and implementation considerations

Note:
We anticipate adding/refining recommendations in this section based on tonight's discussion

Optional exercise 1:
Hypothetical household analysis



Optional exercise 2:
Thought prompts

- We started the POEM project with the premise that the status quo in our transportation system today is inequitable. **In what way will this recommendation change the status quo?**

- Per our Task Force's charge:
  - How would this recommendation **improve mobility in Portland?**
  - How would this recommendation **address the climate crisis?**
  - How would this recommendation **make our transportation system more equitable?**

- If I was a policymaker, **what would I want to see the city do next after the POEM project wraps up?** Is that clear from these recommendations?

- **What idea or recommendation would you be most excited to see come out of this process?** Is that captured in these recommendations?

Any questions?

What's coming up?

Next meeting: June 14, 2021 – 6-8 p.m.

Meeting focus: Final deliberation on recommendations

We want your feedback! Please complete our short, 60 second meeting evaluation:

https://www.surveymonkey.com/r/PLK33PP

Thank you!