

# *Moving to Our Future:*

## *Pricing Options for **Equitable Mobility***



**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION



### **Community Task Force Meeting #15 – Meeting Summary**

**May 10, 2021 | 6:00 – 8:00 p.m.**

**Virtual Meeting**

#### **Relevant Materials**

Please find links to relevant meeting materials below:

- [Meeting 15 Agenda](#)
- [Meeting 15 Recording](#)
- [Meeting 15 Presentation Slides](#)
- Meeting Materials
  - Transportation demand management: [Background materials related to PBOT's Way to Go Plan \(in development\)](#)
  - Public Transit: Check out the [Rose Lane Project](#) website to learn more about some ways the City is investing in improving transit speed and reliability.
  - Electrification and fuel shifting: See below background materials related to City of Portland strategies and examples from other cities:
    - [City of Portland 2017 Electric Vehicle Strategy](#)
    - [City of Portland Electric Vehicle Ready Code Project](#)
    - [Seattle's Clean Transportation Electrification Blueprint](#)
    - [Santa Monica Zero Emissions Delivery Zone Pilot](#)
    - [London Ultra Low Emission Zone](#)
    - [Case Study: Oslo's Zero-Emission City Center" Innovation and Collaboration](#)
    - [U.K. Emissions Based Parking System](#)
    - [City of Sacramento Electric Vehicle Parking](#)
    - [Cincinnati Free Parking for EV Owners](#)
    - [Nevada Electric Vehicle Parking Incentive](#)
- [Equitable Mobility Framework \(working draft\)](#)
- [Pricing Options for Equitable Mobility Website](#)

## Agenda

TIME	AGENDA ITEM
6:00 p.m.	<b>Welcome &amp; Housekeeping</b> <ul style="list-style-type: none"> <li>• Agenda review</li> <li>• Finalize Meeting #14 Summary</li> <li>• Public comment</li> </ul>
6:10 p.m.	<b>Presentation: Complimentary Equitable Mobility Strategies</b> <ul style="list-style-type: none"> <li>• Transportation Demand Management</li> <li>• Electric Vehicles</li> <li>• Transit</li> </ul>
6:50 p.m.	<b>Small Group Discussions: Refining Priorities</b> <ul style="list-style-type: none"> <li>• Hypothetical “reinvestment” exercise</li> <li>• Discussion</li> <li>• Report out</li> </ul>
7:40 p.m.	<b>Draft Recommendations &amp; Road to Final Votes</b> <ul style="list-style-type: none"> <li>• Homework between May &amp; June Meetings</li> </ul>

## Attendance

Present:

Task Force Members	City Staff	Bureau
Andy Cotugno	Tammy Lundervold	Transportation
Baofeng “Bao” Dong	Esme Miller	Transportation
Taren Evans	Sherifa Roach	Transportation
Stephenie Frederick	Elizabeth Liedel Turnbull	Transportation
Monique Gaskins	Sara Wright	BPS
Hau Hagedorn	Eric Hesse	Transportation
Shani Harris-Bagwell	Liz Hormann	Transportation
Justin Jackson	Peter Hurley	Transportation
Tony Jordan	Mel Krnjaić	Transportation
	Marianna Lomanto	Transportation
	Hannah Morrison	Transportation
	Emma Sagor	Transportation
	Marty Stockton	BPS

### Project Advisors

Vivian Satterfield                      Kevin O’Neill (WSP)

### Guest Presenters

April Bertelsen (PBOT)   Liz Hormann (PBOT)   Ingrid Fish (BPS)

Absent:

### Task Force Members

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Violeta Alvarez   Aaron Grimmer   Jonathan Hutchison   Ady Leverette  
Ashton Simpson

## Welcome & Housekeeping

*Shoshana Cohen, Facilitator, welcomed Task Force members and informed attendees that the meeting will be recorded to ensure Task Force members and those unable to attend will have access.*

## Public Comment

The City will be collecting public comment throughout the entire 18-month Task Force process via email, regular mail, phone, and written and verbal comments at public events. At each meeting, Task Force members will be provided a written report of public comments received since the last meeting.

To share comments with the Pricing for Equitable Mobility Task Force, please email comments and questions to [POEMComments@portlandoregon.gov](mailto:POEMComments@portlandoregon.gov). All comments received via email by the Friday before a Task Force meeting (which occur the second Monday of each month) will be recorded and shared with the Task Force at the meeting.

No public comments were received prior to Meeting #15. One public comment was heard from a community member during the meeting:

- **Doug Allen**- indicated HB 3065 was just posted on Saturday and is back before the transportation committee with a new amendment, -8, which proposes to modify and expand transportation projects to include funding for toll projects and adds tolling requirements. Doug Allen's assessment is that the new amendment has the same message as before and asked Task Force members to please submit public comments before Wednesday, via the following [link](#).

## Project Updates

*Shoshana Cohen provided an update on related work.*

### **HB 3065**

- Following up on the public comment provided, PBOT staff also noted that HB 3065, the tolling legislation, will be discussed by the transportation committee again. The latest draft of the legislation includes more expansive language around tolling and the use of tolling revenues for projects more akin to those being discussed in Task Force meetings, including around multimodal investments, mitigating diversion impacts, and road safety on and off highways.
- So far in PBOT's analysis, staff noted that the updated text does not include everything we would like to see, but it is a step in the right direction.
- Task Force members were encouraged to offer testimony for the hearing on Tuesday before the Joint Transportation Committee in Salem, OR.

### **Metro Regional Congestion Pricing Study (RCPS) Panel**

- Link to [recording](#)
- PBOT Staff recommended watching the recording of the Regional Congestion Pricing Study (RCPS) Panel discussion hosted by Metro, describing it as a thoughtful discussion on the potential impacts and benefits of pricing policies.

### **Presentations: Complementary Equitable Mobility Strategies**

*Shoshana Cohen presented background information on additional modeling work undertaken to inform Task Force discussions and introduced the meeting's guest speakers and project consultants: **Liz Hormann, Ingrid Fish, and April Bertelsen**, who presented on reinvestment strategies that may serve to compliment pricing policies.*

### **Complimentary Strategies**

- Complimentary strategies in the POEM context are strategies that can complement pricing and, together with pricing, will help achieve a transportation system with more equitable mobility.
- Complimentary strategies to pricing can include:
  - **Right of Way Allocation**- to use street space as efficiently as possible
  - **Safe & Accessible Infrastructure**

- **Mobility Services & Options**- offer different mobility options, such as transit, bikeshare, and electric scooters.
- **Incentives & Programs**- provide financial incentives to make it easier to access different transportation options, programming so people are aware of transportation options and alternatives to driving (e.g. [Safe Routes to School](#), [Sunday Parkways](#))
- Advancing complimentary strategies requires continued and increased investment, but transportation funding is limited. Pricing presents an opportunity to generate revenue streams that can be reinvested in complimentary strategies that can help the City meet its climate, equity, safety, and mobility goals.
- If pricing schemes make driving more expensive and encourage different behavior, then it is imperative that people have robust, reliable, and affordable transportation options.

### **Transportation Funding Context: Decreasing Revenues & Increasing Competition**

- **Increased competition for public space increases costs, while City funding streams decline**
  - **Competition for space in the public right of way is increasing**—including vehicle and people movement, loading and unloading people and goods, parking for vehicles, charging stations, and parklets.
  - **Transportation funding streams are declining**—as fuel taxes are not tied to inflation, their value continues to diminish. As vehicles become more fuel efficient and require less fuel to travel the same distance, revenues from gas taxes decrease. COVID has exacerbated revenue losses, presenting the City with very significant transportation funding challenges, including covering the costs of basic maintenance of existing infrastructure and adding more services or infrastructure.

### **Complimentary Strategies Explored in Task Force Discussions**

- Complimentary Strategies discussed at previous Task Force meetings include:
  - Transit infrastructure
  - Transit service operations
  - Biking/Walking Infrastructure
  - Trip Discounts & Financial Incentives
  - Electrification (e.g. infrastructure, rebates)
  - Affordable Housing & Transit-Oriented Development (TOD)

- The above list does not reflect everything that the City could or would want to do to create an equitable, climate-friendly, and reliable transportation systems.
- *Shoshana introduced the guest speakers and provided a brief overview of what each would be presenting to the group*

## **Complimentary Strategy #1: Transportation Demand Management**

The Way to Go: Moving People in Portland

A Demand Management Plan to Advance Mobility, Climate, & Equity Goals

Presenter: Liz Hormann, Transportation Demand Specialist, PBOT

### **What is Transportation Demand Management (TDM)?**

- TDM is a demand-side approach to addressing transportation problems that seeks to manage demand on existing roads and limit the number of car trips taken on the transportation system, rather than a supply-side approach that may seek to build more roads.
- TDM strategies are policies, projects and programs that are focused on providing people with services, tools, and support to move about the city in safe, efficient, reliable, and sustainable ways
- 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 Transportation Demand Management**

- TDM guiding principles were developed to offer a decision-making framework designed to prioritize equitable, sustainable, and cost-effective programs and policies and aid in the adaptation and selection of current and future TDM strategies.

### **Way to Go Plan Development: 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**
  - Financial Incentives
    - Free transit
    - Subsidies
    - Bike ownership
  - Information & Encouragement
    - Language access
    - representation

### **VMT Reduction Potential- Findings from Research**

- Generally, the research shows the following TDM strategies have higher VMT reduction potential:
  - **Pricing Strategies**
    - E.g., paid parking at workplace and congestion pricing (area and/or time-based fees to manage congestion)
  - **Financial Incentives**
    - E.g., employer subsidized transit and subsidized passes for older adults and youth.
  - **Programs Combining Pricing & Incentives**
    - E.g., Transportation Wallet in Parking Districts that combines parking pricing and subsidized transit, bikeshare, and other transportation options incentives.

### **TDM Strategic Priority Areas**

- **Nine TDM Strategic Priority Areas:**
  - Financial Incentives
  - Information & Encouragement
  - Infrastructure Activation
  - Land Use & Development
  - Employer Commute Programs
  - Pricing
  - Direct Modal Services
  - Personal Security
  - Right of Way Management

### **TDM Strategic Priority Area: Financial Incentives**

- **About:**

- Financial incentives and subsidies can change the decision-making context in which people make their transportation decisions. They can help to counterbalance the many hidden subsidies that make driving appear easy and less expensive, and they can reduce the barrier of cost that disproportionately burdens BIPOC, people with low incomes, and people with disabilities. Incentives and subsidies can also be powerful tools to overcome habits and the status quo bias.

- **Examples:**

- Rewards for using non-drive alone modes
- Discounted or fully-paid transit pass programs (e.g. Transportation Wallet)

### **TDM Strategic Priority Area: Direct Modal Services & Right of Way (ROW) Management**

- **Direct Modal Services**- We cannot expect people to drive less if there aren't sufficient options available to get people where they want to go. A variety of transportation options must be readily available for people to use to match the trip they need to take. Therefore, increasing the number, frequency, and reliability of transportation options like transit, bike-share, scooter-share, car-share, and more is essential to decreasing demand for driving.
- **ROW Management** - Instead of building more, we are using our limited resource more efficiently to move more people, by a variety of modes, in the same amount of right-of-way space.

- **Examples:**

- Modal Services: Transit, bikeshare, shared electric scooters, carshare
- ROW Management: Reallocating vehicle lanes to transit-only lanes and bike lanes, as well as shared use spaces.

### **Task Force Questions & Answers**

- **Pricing strategies included in Fehr & Peers study**- Task Force members were interested to learn more about the Fehr & Peers study alluded to as well as the type of pricing strategies reviewed.



- **Staff Response:** PBOT Staff highlighted some of the pricing strategies reviewed by Fehr & Peers:
    - Parking pricing (e.g., daily paid parking at workplaces)
    - Area-based pricing permits
    - Congestion/area pricing
    - Right of way (ROW) management- curb zone management, how take existing and reallocating as well as pricing it differently
  - **Curb Management-** Task Force members were interested to learn about whether the Fehr & Peers study (and PBOT) include curb management as part of ROW management or as a separate approach.
    - **Staff Response:** Not much more than parking.
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## **Complimentary Strategy #2: Electrification**

### **Electric Vehicles, Equity & Pricing**

Presenter: Ingrid Fish, Emerging Mobility Policy Lead & POEM Strategy Team Member, BPS

## **Carbon Reduction Goals**

- **Background**

- Emissions are a huge equity issue- Pricing can reduce emissions to address climate change and improve air quality
- BIPOC and low-income communities are disproportionately experiencing the most significant impacts of climate change and are expected to continue to feel the impacts more severely than other groups.
- If we are serious about improving air quality and reducing transportation related emissions, electrifying the transportation system is essential.

- **Emissions Trends**

- Current trends indicate that if the City assumes the same level of effort and resources towards addressing climate change that the City will not meet it's climate goals (likely falling short by around 60% of required emissions reductions)

## **Where Do Portland's Carbon Emissions Come From?**

- The transportation sector contributes to 43% of Multnomah County's carbon emissions and it is the only sector that has continued to increase since 2013.
  - The transportation sector also contributes to Portland's local air quality issues which disproportionally impacts low income and BIPOC communities who live near major roadways.
- To date, the City has been more successful at reducing emissions from buildings

## **Portland's Strategy for Reducing Transportation Emissions**

- **Three-Pronged Climate Strategy- to reach Net Zero by 2050**

1. Reduce Consumption (Reduce VMT)
2. Use Cleaner Energy
3. Plan & Build Sustainable Communities

- Portland has a three-pronged strategy for decarbonizing the transportation sector.
- Even as the City pursues efforts to design neighborhoods that reduce the need to drive and creating policies that incentivize people to use non-vehicular modes, there will still be cars. The second prong “use cleaner energy,” concerns efforts to electrify the vehicles that remain on Portland’s streets.

### **Electric Vehicles are only as Clean as the Energy Used to Propel Them**

- Although electric vehicles are much more efficient than gas vehicles, given the current electricity mix in the Pacific Northwest, they will not be truly zero emission vehicles until electricity sources are 100% renewable
- Due to state regulations and utility commitments to switch to renewables, EV emissions follow electric grid improvements and are getting cleaner. Portland aims to have 100% renewable electricity.

### **Seattle’s Approach**

- Seattle is pursuing a transportation emissions reduction strategy that aims to reduce 60% of transportation emissions by 2030 through electrification efforts.
- Portland is currently pursuing a similar exercise to determine the proportion of transportation emissions reductions that can result from electrification

### **Uneven Pollution...Uneven Health Risks**

- Transportation is a major source of air pollution, including nitrogen dioxide (NO<sub>2</sub>)
  - NO<sub>2</sub> is harmful to health and can cause inflammation in the lungs, chest pain, coughing, reduce immunity to lung infections. NO<sub>2</sub> can also lead to or exacerbate chronic respiratory and cardiovascular impacts.
- Research shows air pollution is one of the leading causes of death worldwide, contributing to 5 million deaths per year, far surpassing smoking, malaria, war related deaths and other significant factors.
- NO<sub>2</sub> exposure concentrations are highest near highways and major roadway corridors where vulnerable communities are often more likely to live, work, and play.
  - Low income & BIPOC communities are disproportionately exposed to poor air quality, mostly because these communities are more likely to live in lower income housing that is often located near freeways, railyards, and busy corridors.
- COVID-19 & Air Pollution Link

- Air pollution contributes to greater vulnerability for many health conditions, COVID is an example.
- Those that suffer from chronic respiratory disease and asthma are at higher risk of getting very ill or dying from COVID.
- One of the reasons why low-income people and communities of color are being impacted more than the general population by COVID-19 is due to underlining health conditions such as asthma, lung infections, and other respiratory diseases that are exacerbated, and often caused, by exposure to poor air quality. Low-income people and communities of color are disproportionately exposed to transportation-related air pollution due to the siting of multi-dwelling housing near freeway air pollution sheds.

### **EVs as an Equity Tool**

- Common Transportation Challenges faced by Portlanders:
  - 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
    - Families who have kids or adults with special needs or physical disabilities often need to drive to be able to get to the services they need.
  - Safety risks for BIPOC communities
    - Safety risks to BIPOC communities are distinct from those of white Portlanders. Safety concerns highlighted in the Walking while Black report, MAX stabbing, and other daily harassment incidents while using the public right of way mean that some BIPOC people feel safer driving, (even despite racially linked traffic stops.)
- Portland has been designed in a way that makes it easier to walk, bike and take public transit for people who live close to the Central City. For those who cannot afford to live in Portland's close-in neighborhoods, walking, biking and taking public transit are often not realistic, reliable, or safe options.
- Neighborhoods that are farther away from the Central City have less frequent bus access, less walking and biking infrastructure, and tend to be farther away from services.

- Thus, cars are still necessary for equitable access in Portland, even as the City works hard to shift the people, who have realistic alternative options, out of their vehicles.
- EVs, especially used EVs, can be an inexpensive and relatively clean equity mobility tool for those who live (and have often been displaced to) areas of the city where it is difficult to walk, bike and take public transit.
- Low-income community members should be able to drive vehicles that are healthier to drive and healthier for their communities.

## **Electric Vehicles Are No Longer Out of Reach for BIPOC and Low-Income Communities**

- **Current Electric Vehicle Trends**
  - 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
- **The cost range of EVs is very widespread-** The idea that EVs are all Teslas and only for the rich is no longer true. Currently there are about 300 models of electric vehicles available, that range from sedans, SUVs, trucks, buses, motorcycles, scooters and bikes.
- **The used EV market is expanding** and there are federal and state rebates and tax credits that can be applied to both used and new EVs.
  - Oregon Department of Environmental Quality's Oregon Clean Vehicle and Charge Ahead Rebate programs can save Oregonians up to \$5,000 on the purchase or lease of a qualifying electric vehicle.
    - All Oregonians can receive up to \$2,500 for the purchase or lease of a qualifying new EV. Low- and moderate-income Oregonians can save an additional \$2,500 on qualifying new or used EVs
  - Currently used electric sedans can be bought for between \$5,000-\$10,000. Coupling those sticker prices with Oregon's EV rebate, earmarked for low- and moderate-income levels, the cost of a used electric vehicles can come down to \$2,500.
  - More specifically, a 2015 Nissan Leaf with 50,000 miles can be bought for \$7,000. Applying the currently available State rebate of \$2,500, reduces that cost to \$4,500.
- **Shared EVs are more affordable**

- Examples include electric buses, Hacienda Community Development Corporation (CDC)'s EV carshare program and sharing EVs among neighbors and affordable housing development residents.
- **Electric micromobility** options can make longer distance trips more realistic on bikes and scooters which can be purchased for less money than cars and help reduce congestion.
- **Reduced household costs-** The second largest spending category for the typical U.S. family is transportation. Low-income people and communities of color can benefit the most from the fuel and maintenance cost savings associated with EVs. Consumer Reports (2020) finds that the typical total ownership savings over the life of most EVs ranges from \$6,000 to \$10,000.

### Low Emission Zones

- **About:** Low Emission Zones are areas where access for the most polluting vehicles is regulated, either by a total ban or a fee. There are currently around 260 low emission zones in operation in European cities
- **Examples**
  - **Norway:** Low Emission Zones
    - EVs made up 54% of the market share in Norway in 2020
    - Oslo congestion pricing is based on time of day and vehicle weight
      - Heavier vehicles pay more.
      - Cars and trucks propelled by electricity or hydrogen were originally exempt and now pay a significantly lower fee than gas vehicles.
    - Emergency vehicles and vehicles transporting disabled persons are exempt
  - **London:** [Ultra-Low Emission Zone \(ULEZ\)](#)
    - Vehicles that do not meet low-emission standards have to pay an extra fee to access its city center.
      - ULEZ fee additional to the \$31 congestion fee to enter London's cordon
      - Extra \$16 fee for vehicles models that are older than 2006.
      - The ULEZ policy is estimated to reduce carbon emissions by almost half
  - **Santa Monica, CA:** Zero Emission Delivery Zone
    - One square mile in Santa Monica's downtown corridor in which all goods will be transported by zero emission vehicles.

- The goal is to eliminate diesel-powered delivery vehicles and mitigate air pollution.
- Leaders hope to use learnings to expand zero emission vehicle zones to other LA regions.

### **Parking Fees**

- **About:** Parking exemptions and discounts are being used in US and around the world to send price signals to encourage low carbon fuels.
  - We are not advocating for exempting EVs as we want walking, biking and transit to be more attractive than driving
  - One option is discounting low carbon vehicles and phasing out discounts once EVs reach a certain level of mainstream adoption
- **Examples:**
  - **U.K.:** Emissions-Based Parking System
  - **Sacramento, CA:** City-owned garages offer discounted parking rates for EVs
  - **Cincinnati, OH:** 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-Mileage & High-Polluting Vehicles**

- Examples of high-mileage and high-polluting vehicles:
  - **Freight**
    - On a national level, heavy-duty vehicles represent roughly 9% of vehicle miles traveled but produce nearly 50% of the NOx and PM10 from transportation.
  - **Buses**
  - **Delivery Vehicles**
  - **Private for Hire Transportation (i.e., Carshare/Ride Hailing) Vehicles**
    - Eliminating gas-powered private for hire vehicles should reduce emissions about three times more than electrifying a personal vehicle, according to [recent research](#) from UC Davis.
- A pricing system that starts by sending targeted price signals to big polluters and high-mileage vehicles may be a good way to achieve near term air pollution and carbon emissions reduction outcomes.
- Price signals can be in the form of sticks or carrots, such as grants to transition power sources, discounts, or fees.

- **Technology lock-in:** Vehicles purchased today will remain on the road for decades. Vehicle buying decisions today set the foundation for the future.
    - Slow fleet turnover is a major challenge to improving air quality and mitigating future climate impacts like heatwaves and wildfire and flooding events.
    - It's impossible to scale an entire market at once so the next 3-5 years are key enabling years.
  - **"The New Normal"**- Scientists continue to reaffirm that extreme events as a result of climate change will become more intense and frequent.
  - **Bold Action Required-** to achieve high levels of electrification and systems that support a regenerative and renewable future were walking, biking and vehicles powered by renewable sources are ubiquitous, bold action and foundational systemic change are required.
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### Complimentary Strategy #3: Transit

#### Improving Transit & The Rose Lane Project

Presenter: April Bertelsen, Transit Coordinator, PBOT

#### 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 transportation system**
- PBOT recognizes transit is of critical importance to **meeting our mobility, climate, and equity goals**
- The City is continuing to listen to community and what's important to them and trying to advance transit in many ways

#### What PBOT Heard from Community Representatives About Improving Transit

- **Improve Transit Infrastructure (Capital Investments)**
  - **Faster and more reliable buses:**
    - Prioritize buses so they are not stuck in traffic
    - Intersection with housing costs
  - **Safer streets served by transit**
    - E.g. 82<sup>nd</sup> Ave, many others
  - **Better bus stops and access to them:**
    - ADA access, personal security, comfort (shelter, somewhere to sit), ped/bike access to stops
  - **Greener buses:**



- Quit diesel and transition bus fleet, garages, and facilities
- City does operate some transit- streetcar- which is already electric, but will take a lot to transition buses
- **Improve Transit Service, Subsidies & Operations**
  - **More bus service frequency on current routes**
  - **Wider span of service:**
    - Early morning, evenings, weekends, 24-hour service
  - **Expanding bus service:**
    - Add 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
    - TriMet is launching a fare subsidy study to identify what would be prioritized if more funding becomes available, TriMet Advisory Committee will be tracking this
  - **Reforming public safety, security, and policing** (including TriMet's reimagining these and beyond)
  - **All require more funding beyond existing resources** to be realized

## **The Rose Lane Project**

- **Rose Lane Vision:**
  - The Rose Lane Project is PBOT's vision for making bus and streetcar travel faster and more reliable for all Portlanders.
    - When completed, the Rose Lane Project will deliver **Portland's premier, city-wide bus and streetcar network that riders can count on to get where they need to go quickly and reliably.**
    - Grew out of Enhanced Transit Corridor (ETC) plan, advanced under the leadership of former commissioner Eudaly and adopted by City Council in February 2020 in the Rose Lane Project Report; PBOT is continuing the effort
    - The Rose Lane Project is intended to boldly expedite implementation of ETC Plan recommendations with a sense of urgency to address the climate and racial equity.
  - PBOT are stewards of the right of way (ROW) and play a role in helping transit serve people better
    - PBOT aspires to make the Rose Lane Project a program that continues to identify, develop and deliver projects that will

benefit transit lines on the Rose Lane Network and all the people riding them to get to where they need to go.

- **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** that can make transit faster and more reliable. **Not all Rose Lanes will be bus-only lanes** (or even a red bus lane)
- **Better-Off Measures: Putting People First**
  - The Rose Lane Project is guided by better-off measures, which put outcomes for people first, and are the framework against which project development and delivery decisions are weighed.
  - Better-off measures are developed with a Results Based Accountability approach to racial equity that aims to reduce disparities between Black, Indigenous and People of Color (BIPOC) and white people, to improve outcomes for all.
- **Rose Lane 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.

#### **Rose Lane 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**

- The COVID-19 pandemic caused immense changes to Portland’s mobility system (particularly transit) and the economic ramifications may understandably call into question the timeliness of the Rose Lane project. This initiative, however, is still critical—even more so in light of the inequities and realities of transportation in Portland that the pandemic underscored.
  - The Rose Lane Project will give buses and streetcars a leg up, helping today’s transit riders enjoy a better journey and encouraging more to get on board when it is safe to do so.
- **Transit is part of our future-** Transit remains one of the most **efficient, sustainable, and equitable** ways to move people around our growing city
  - The Rose Lane Project is also a down payment on the future we want. It symbolizes our commitment to keep our most important transit lines running smoothly as traffic returns and demand grows, and will help prevent a return to the transit delay experienced in 2019
- **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

### **Rose Lane Project Roll-Out Status** (as of December 2020)

- **16 Projects Completed**
  - Built in 2019 or after
- **18 Projects Funded/In Progress**
  - Currently funded and in design, out to bid, or slated for construction
- **25 Projects Proposed**
  - Identified for future implementation when funding is available
  - Planned projects currently exceed available funding, so PBOT is interested in and pursuing other funding opportunities

### **Funding Opportunities Diminished in 2020**

- ***Get Moving 2020 Regional Investment Measure not funded***

- Many \$Millions for Specific Corridors
  - 82<sup>nd</sup> Ave
  - 122<sup>nd</sup> 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 are still recovering**
  - State and City gas tax
  - PBOT parking revenue
  - TriMet revenues

### Coming Next for the Rose Lane Project

- **Public Involvement Summary Report:** summarizing feedback heard through community engagement process
- **Year 1 Progress Report:** Summary of work completed since February 2020 and update on projects advancing next
- **Updates to the [interactive online map](#)**
- **Additional public involvement** in project areas, as they advance
- Visit the **Rose Lane Project website** to learn more and [sign up](#) for updates.

## Small Group Discussions: Refining Priorities

*Task Force members broke out into small groups with staff facilitators to discuss revenue reinvestment and strategies to compliment congestion pricing.*

### Discussion Plan

1. **Mock "reinvestment" exercise** – Pretend you are a policymaker with multiple priorities and constituent needs weighing the benefits and tradeoffs of investment decisions- *how would you distribute pricing revenue?*

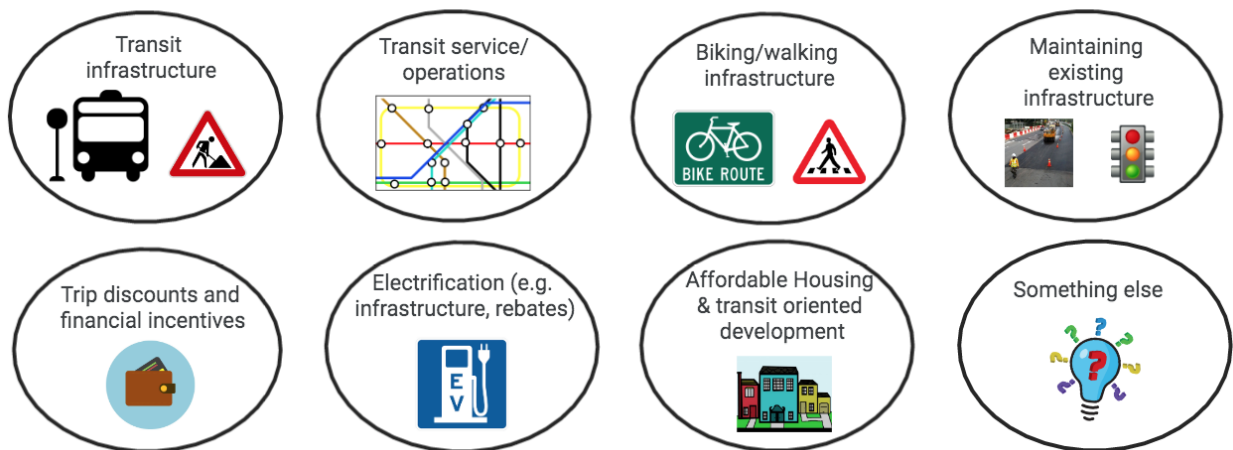
- Jamboard link:  
<https://jamboard.google.com/d/1Xa3UshOLVhxDrnjmMVBI7jIXMBMpsukql6jO857wKzU/edit?usp=sharing>

**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 & Report Back**

**Hypothetical Reinvestment Exercise Overview**



**Key Takeaways from Small Group Discussions**

Shoshana’s Group

- Affordable housing
  - Critical to solve housing problems
  - Transformational and bold idea to tackle transportation and housing issues at the same time

- Important to help people with the behavior change, change/shift transportation norms and help people use different modes
- When live in a bigger city where people ride transit, then its easier, not everyone has that experience in Portland
- Narrative important to shape policies going forward- need to talk about transportation pricing in the context of gentrification and displacement

#### Eric's Group

- Transit Infrastructure & Operations
  - Need to provide alternative options
- Bike/Walk Infrastructure
  - Need to provide transportation options
- Affordable Housing & TOD
  - Complete communities
  - Lessen need to travel
- Tensions & headwinds in policy contexts
  - Better alignment of price signals
  - Charge users consistently but don't only reward folks that drive with more driving infrastructure- invest across modes
  - Understand geographic impacts and investments across space

#### Michael's Group

- Transit Service Operations
  - Strongest area of investment
- Trip discounts & financial incentives
  - Want to clarify what that means- direct cash option vs. Transportation Wallet- want to give people spending power to put where they want/need- trust people to make the spending decision that they need
- No investment in affordable housing
  - Critical but is transportation pricing the right revenue source to make a meaningful impact?
- Complement of pricing policy to the reinvestment tool
  - Think reinvestment should be tied to source
- Many strategies are interrelated

The final results of the reinvestment exercise were as follows:

Category	Pricing revenue investment from Task Force exercise (# of dollars)*
Transit service and operations	\$31
Biking and walking infrastructure	\$20
Transit infrastructure	\$18
Affordable housing and transit-oriented development	\$18
Trip discounts and financial incentives	\$10
Maintaining existing infrastructure	\$5
Electrification (e.g., infrastructure, rebates)	\$5
Something else	\$1
<p><i>*Task Force members were each given \$9 of hypothetical revenue, broken out into different bill denominations (one \$\$\$, two \$\$, and two \$), to reflect that investments in these areas cost different amounts. These values are not intended to correlate with any actual revenue estimates—the exercise was intended only to capture feedback on priorities.</i></p>	

## Draft Recommendations

### Road to Final Votes & Task Force Recommendations

- 2 meetings left!
- **Meeting #15** (Tonight)
  - POEM Staff team to distribute draft recommendations & homework packet
- **By June 1, 2021**
  - Homework Due- Task Force members review draft recommendations and submit comments to staff
- **Meeting #16** (June 14, 2021)
  - Staff to share revised recommendations
  - Final deliberation as a group
- **Between June-July 2021**
  - Staff will summarize final revisions to recommendations
- **Meeting #17** (July 12, 2021)
  - Task Force votes on recommendations (consensus not required; all dissenting opinions will be noted)
  - Celebrate!

## Task Force Homework

### Directions

1. Staff will send Homework packet + optional exercises to Task Force members via email shortly
2. Task Force members Review Draft 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. Task Force members return recommendation feedback to [poemcomments@portlandoregon.gov](mailto:poemcomments@portlandoregon.gov) by June 1, 2021

### Homework Packet

- System level impacts of pricing
- Task Force brings human impact of pricing (households, businesses, etc.)
- Created 5 hypothetical Portland households- identify what means for each-use human lens in June



## Next Steps & Wrap-Up

*Emma Sagor thanked participants for their participation and shared the topic for the next Task Force meeting.*

### **Meeting #16**

Date: **June 14, 2021 6-8 p.m.**

Topic(s): **Final Deliberation on Recommendations**

- Commissioners Hardesty & Rubio will provide remarks at the meeting.