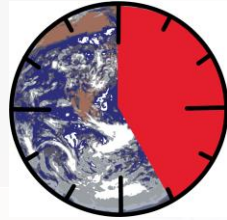


Pricing Options for Equitable Mobility (POEM)

Report,
recommendations
and next steps

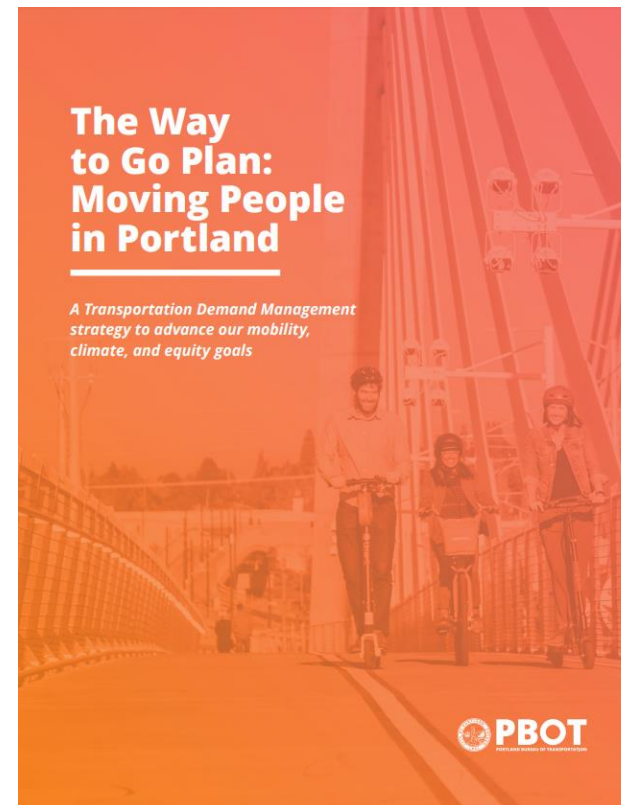
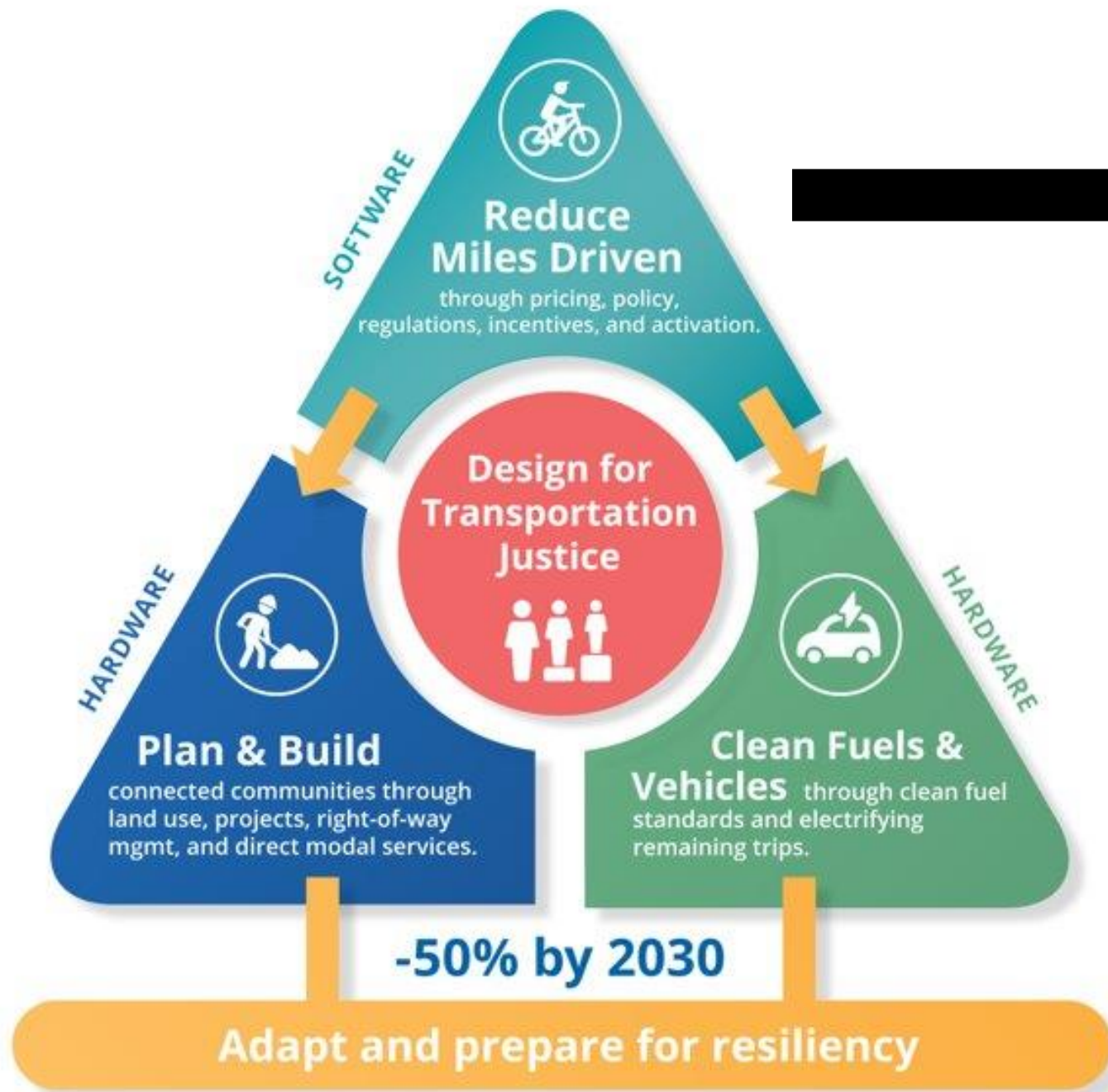


Pedestrian Advisory
Committee
11/16/2021



8.5 Years





Pricing

Could we use new pricing strategies in Portland to improve mobility, address the climate crisis and move toward a more equitable transportation system?



Why now?

- Carbon emissions rising
- Fatalities and serious injuries rising
- Driving trips and congestion rising
 - Lost time
 - Economic costs



43%

of Portland area
carbon emissions
come from
transportation

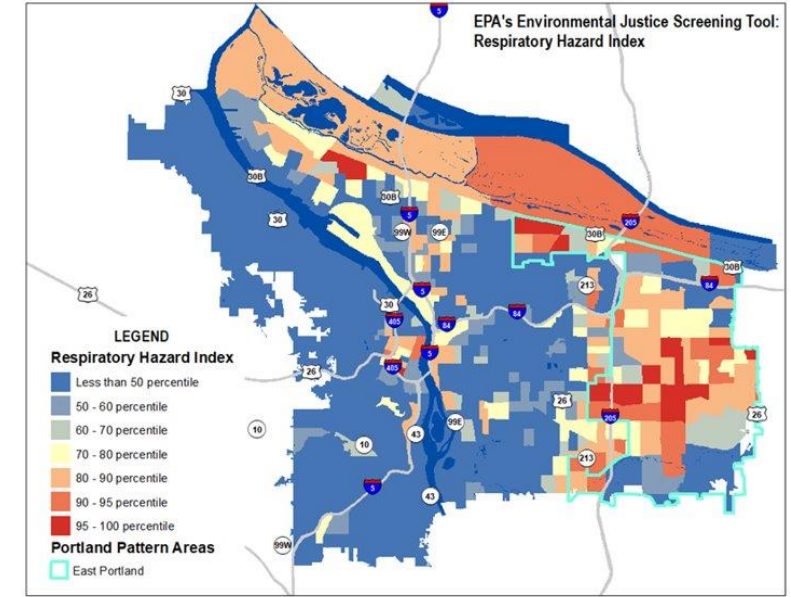




Why now?

Inequitable status quo:

- Safety
- Mobility options
- Infrastructure condition
- Health
- Access to places and services
- Economic opportunity





Why now?

- Decreasing and unsustainable transportation revenues
- Regressive funding sources
- Increasing competition for our roads
- System costs are rising, but ability to cover them is falling





**GOLDEN
TRANSPORTATION WALLET**
Low Income transit fare
FREE

The Golden Transportation
Wallet comes with this package.

← Includes additional discounts
with these companies!

Eligibility based on
TriMet's Fare Assistance Program
(less than double the
federal poverty level)

A graphic with an orange border. At the top, it says 'GOLDEN TRANSPORTATION WALLET' in bold, followed by 'Low Income transit fare' and 'FREE' in bold. Below this, it says 'The Golden Transportation Wallet comes with this package.' and 'Includes additional discounts with these companies!' with an arrow pointing left. In the center, there are five circular icons: a red bus, a green train, an orange bicycle, a purple scooter, and a blue car. At the bottom, it says 'Eligibility based on TriMet's Fare Assistance Program (less than double the federal poverty level)'.

We need new tools



Pricing is a
proven tool

Weekday AM Period (7 AM – 11 AM)



Weekday Mid-L



Weekday PM Period (4 PM – 10 PM)



Saturdays (7 AM - 10 PM)



\$
\$4.75/hr
\$5.50/hr
\$6.00/hr
\$6.50/hr
\$7.00/hr



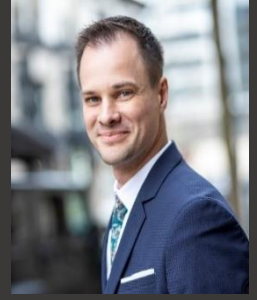
**But can pricing be an
equitable tool?**





Direction from Council

- Convene a community task force
- Focus on equity



Moving to Our Future:
*Pricing Options for **Equitable Mobility***



PBOT
PORTLAND BUREAU OF TRANSPORTATION





PRICING OPTIONS FOR EQUITABLE MOBILITY

FINAL REPORT



CITY OF PORTLAND
PORTLAND BUREAU OF TRANSPORTATION
PORTLAND BUREAU OF PLANNING AND SUSTAINABILITY



PBOT
PORTLAND BUREAU OF TRANSPORTATION

The Task Force process

- ✓ Met for 18 months (Jan. 2020-July 2021)
- ✓ Learned about the history of transportation in our region
- ✓ Created an Equitable Mobility Framework to help analyze pricing strategies and consider if they could make the system more equitable
- ✓ Analyzed 5 types of pricing
- ✓ Received presentations from international experts
- ✓ Reviewed technical modeling information
- ✓ Voted on recommendations



What is “Pricing”?

POEM Project explored
five types of pricing
strategies



Prices on parking



Prices on vehicle-based
commercial services (e.g., private
for-hire trips and urban delivery)



Highway tolling



Cordons or area pricing



Road usage or per-mile charges

Defining Equitable Mobility



WORKING DRAFT EQUITABLE MOBILITY FRAMEWORK

WE CARE ABOUT



Moving People
& Goods

Indicators: EFFICIENCY,
TRANSPORTATION
AFFORDABILITY, CONNECTIVITY,
AVAILABILITY, RELIABILITY,
ACCESSIBILITY, QUALITY



Sustainability
& Health

Indicators: CLIMATE IMPACT,
AIR QUALITY, HEALTH IMPACT



Safety

Indicators: TRAFFIC SAFETY,
PERSONAL SAFETY



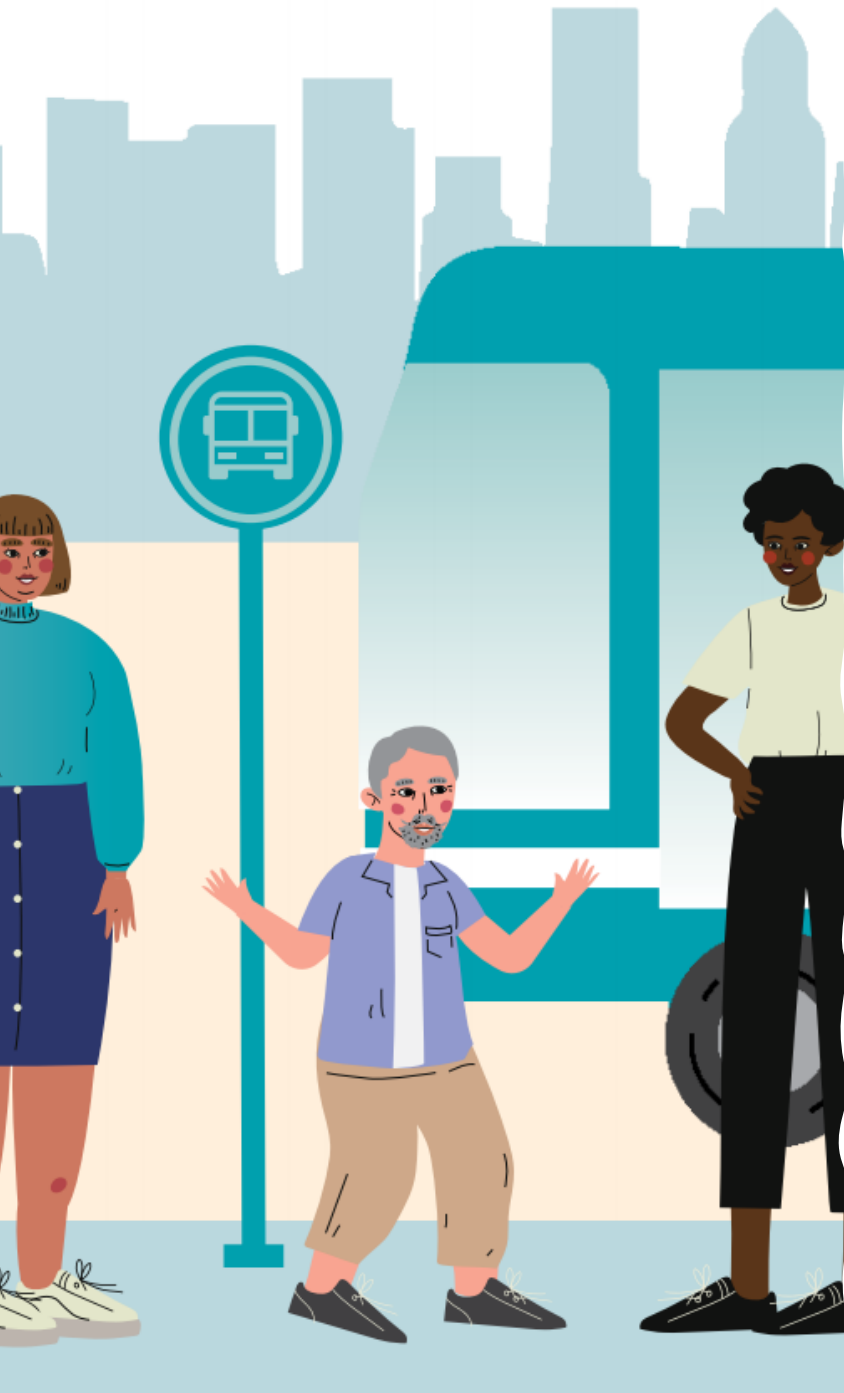
Economic
Opportunity

Indicators: JOB CREATION,
WORKING CONDITIONS,
CONNECTED THRIVING LOCAL
ECONOMY



Equitable
Transportation
Planning Process

Indicators: INCLUSIVE
ENGAGEMENT AND
OUTREACH, ACCOUNTABILITY
AND EVALUATION



Principles for Pricing for Equitable Mobility

Pricing holds promise, but only if designed, implemented, & adjusted with intention

The City should:

- Urgently advance pricing options for equitable mobility policies
- Utilize the Equitable Mobility framework
- Not advance pricing alone
- Do deeper community engagement
- Design according to equitable mobility guidelines

Principles, ctd.: Design guidelines

- Prioritize reducing miles driven and center climate & equity outcomes
- Provide exemptions for households living on low-incomes
- Reduce unequal burdens of technology and enforcement
- Reinvest revenue generated into equitable mobility strategies



Recommendations related to:

- Nearer-term pricing strategies, including:
 - Commuter benefits, TNC/urban delivery fees, public & private parking fees, advocate for equitable mobility design in tolling
- Longer-term pricing strategies, including:
 - Dynamic parking, vehicle miles travelled fees, cordon
- Complementary strategies, including:
 - Transit, bike/ped infrastructure and programs, safety improvements, incentives and financial support, electric vehicle transition, affordable housing & land use



Implementation next steps

- City should take a leadership role
- Regular data collection and surveying
- Study near and longer-term mobility impacts of Covid-19
- Conduct wider community engagement and coalition building
- Explore models for a unified financial assistance system





Council resolution on October 13th: Directed next steps

- Develop more specific policy proposals
- Additional stakeholder outreach
- Consider how to advance strategies that both advance policy goals and help with revenue needs
- Return to council within 9 months

Thank you!