



Jessica Vega Pederson
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The Honorable Tammy Baney, Chair
Oregon Transportation Commission
355 Capitol Street, NE MS11
Salem, OR 97301-3871

Dear Chair Baney and Oregon Transportation Commission members,

As a member of the Oregon Department of Transportation (ODOT) Value Pricing Policy Advisory Committee (PAC), I have appreciated the time, attention, and thoroughness of the process undertaken to examine value pricing in the metro region. I also deeply appreciate the Oregon Transportation Commission (OTC) and the state legislature's commitment to exploring this innovative tool to manage congestion and improve safety, reliability, and accessibility issues of our road system, as well as public health and climate change concerns.

After participating in the PAC meetings, talking with members of the community, and examining successful value pricing systems in other regions, I believe that our system must be grounded in the following principles:

- **Manage demand, don't try to raise revenue.** The primary goal of any pricing program must be to manage demand, not raise revenue. We are all feeling the impact of increased congestion in our region; time spent in traffic means less time spent doing other things we'd rather be doing. That stress exerts a cost that we all feel when we're late to a meeting or to pick up kids, or struggling to deliver goods on time. Reliability in the overall system matters, and that's the goal we're trying to achieve.

Based on that overall objective, I believe scenarios B and modified E, and eventually C are the most demand-management based, and thus the most likely to deliver equitable and significant results to the region and minimize diversion on arterials. Long term, I

believe our region needs to explore congestion pricing in other corridors as well, such as along Sunset Highway, Highway 217 and I-84.

- **Improve transit before implementation.** The most successful congestion pricing strategies marry transit improvements with value pricing, to provide an enhanced, affordable, and reliable alternative to being tolled. These improvements help mitigate the impact on low-income communities in particular, and provide choice in moving more people through the system with greater efficiency. They also offer a benefit to the transportation system overall - an important selling point to those skeptical of tolling.

Managing demand can mean reducing demand during rush hour, but it can also mean shifting people to a more efficient mode of transportation – transit – as well. Demand management used in isolation won't equitably address the issue of congestion, particularly for low income individuals, if not paired with transit enhancements.

It is my hope that any pricing program will include increased transit access on routes related to the priced corridors, particularly on routes that currently have no transit option and/or serve low income communities and communities of color. Improved transit access should be made explicit in the value pricing program's framework and problem statement. The value pricing conversation must be done in lock step with improvements in the transit system. This cannot wait until the end of ODOT's process.

- **Address safety and diversion on arterials.** The implementation of value pricing will result in diversion onto arterials and local streets, meaning additional traffic, safety concerns, and quality of life impacts. While OTC's explicit legislative direction is to only consider I-5 and I-205, a value pricing program must take into consideration the impact of that program on the rest of the region, including arterials. As stated before, funding generated from value pricing should be used on these local arterials to help address these concerns.
- **Focus on equity.** While the second and third principles above will help provide transportation alternatives and keep funding in communities most impacted by the imposition of congestion pricing, we must ensure that the concerns of low income communities and communities of color are fully addressed and that they continue to be provided with an opportunity to determine what's best for their communities, particularly when ensuring that affordable, efficient, and usable options to tolling are provided.

Successfully implementing congestion pricing will not be easy, but I'm confident that working collaboratively and thoughtfully it can be done. I also believe value pricing will be a more responsible, effective, and appropriate tool for addressing congestion than trying to expand our freeway and road system. Given our burgeoning population, warming climate, and values around walkability, health, and alternative transportation, we must make value pricing work.

The PAC has provided strong recommendations for you to consider, and I believe that the principles above are essential to the success of a pricing program and must be incorporated into the OTCs final proposal. I also agree with the staff recommendation that there be future, system-wide analysis done, and hope that these principles are incorporated into that study as well.

Thank you for your service to our state.

Sincerely,

A handwritten signature in black ink that reads "Jessica Vega Pederson". The signature is written in a cursive, flowing style.

Jessica Vega Pederson
Multnomah County Commissioner