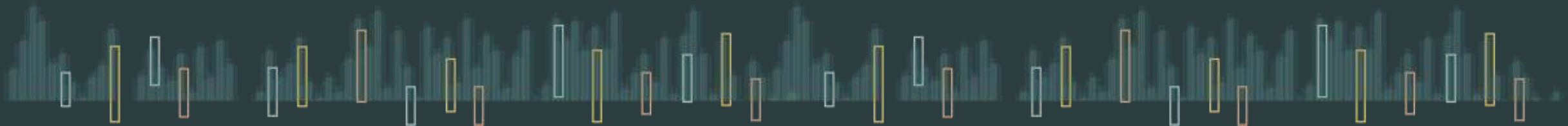




# Regional Tolling Survey

February 2024

Prepared for the cities of West Linn, Tualatin, and Wilsonville, the United Food & Commercial Workers Local 555, and the Stafford Hamlet



# Research Purpose

- Prepared for the cities of West Linn, Tualatin, and Wilsonville, and the United Food & Commercial Workers Local 555, and the Stafford Hamlet
- Gauge public opinion about congestion and road quality in the Portland metro region
- Assess general awareness of tolling and its purpose
- Assess awareness and support of current ODOT tolling plans (Regional Mobility Pricing Project and the I-205 & Abernethy Bridge Project)
- Gauge interest in alternative methods to fund transportation

# Methodology

- Hybrid (phone and text-to-online) survey of N=600 Portland metro region voters (Multnomah, Washington, and Clackamas counties)
- Conducted February 7-13, 2024; 14 minutes to complete
- Quotas were set by age, gender, race, education, income, county, and political party affiliation to ensure a representative sample
- Margin of error  $\pm 4.0\%$
- Due to rounding, some totals may differ by  $\pm 1$  from the sum of separate responses.
- ODOT's tolling proposals were tested twice to understand how voter opinions differ after learning more information. **Respondents followed the subsequent flow through the survey:**



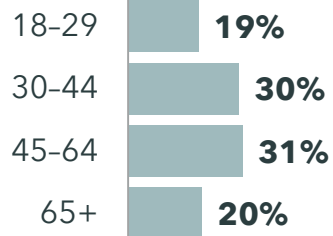
# Who we heard from



# Demographic breakdown of survey respondents

N=600 Tri-County Voters

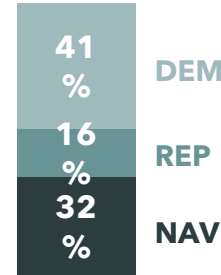
## AGE



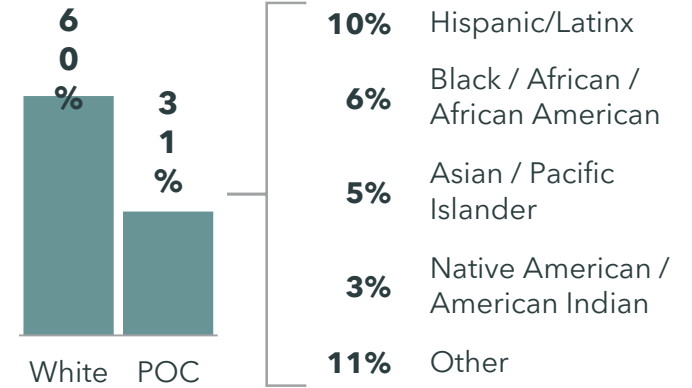
## GENDER



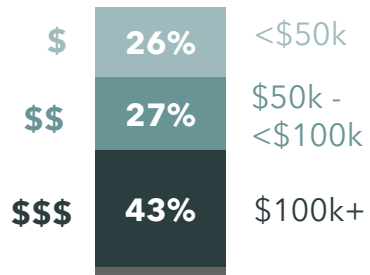
## PARTY



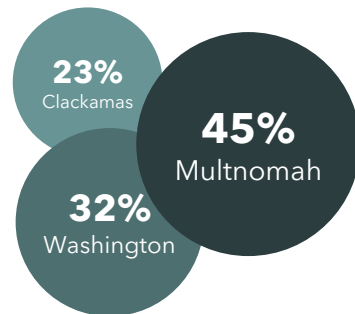
## RACE / ETHNICITY



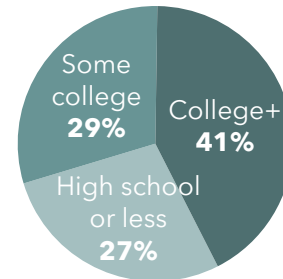
## INCOME



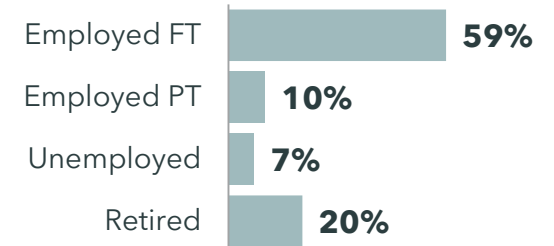
## COUNTY



## EDUCATION

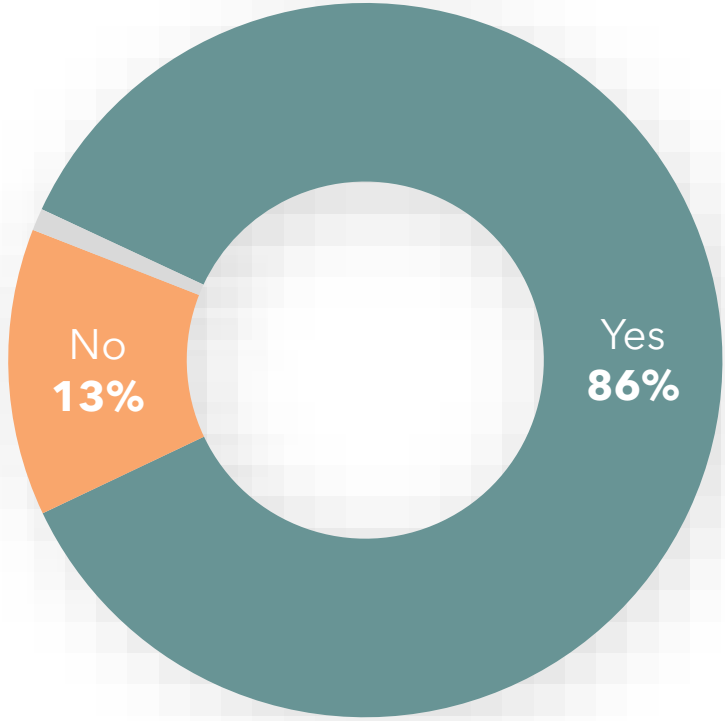


## EMPLOYMENT STATUS

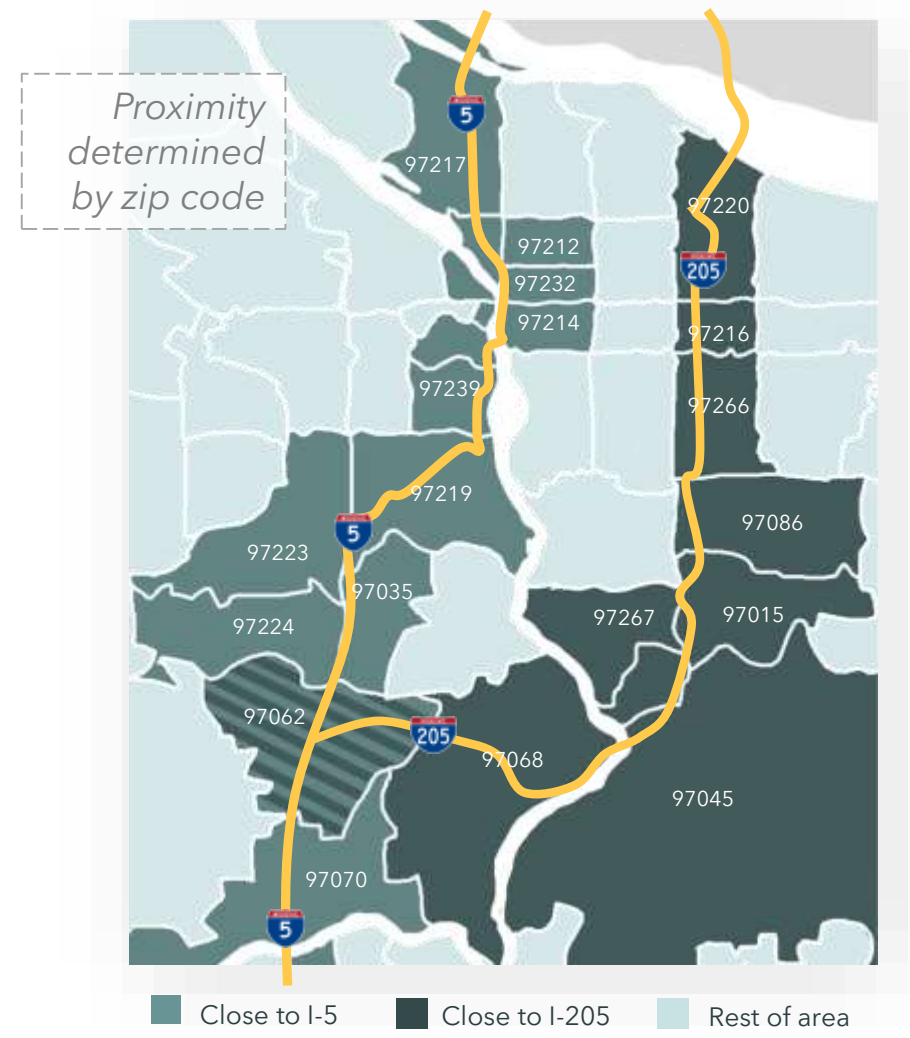
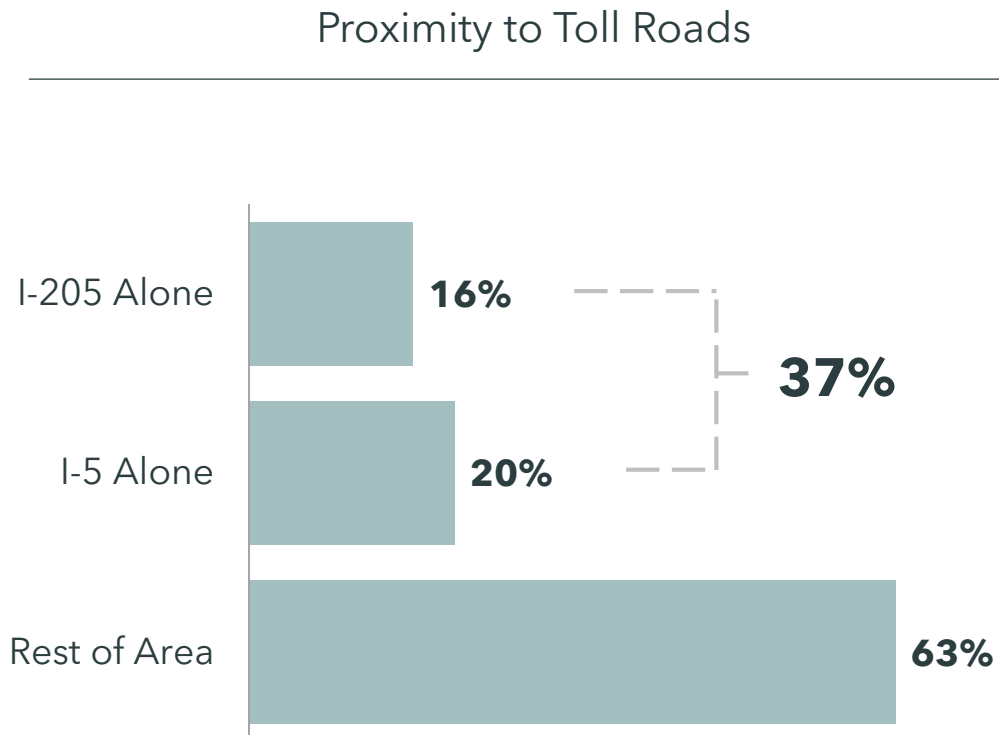


Approximately 9 in 10 voters in the Portland metro region own or lease a vehicle.

Do you own or lease a vehicle?

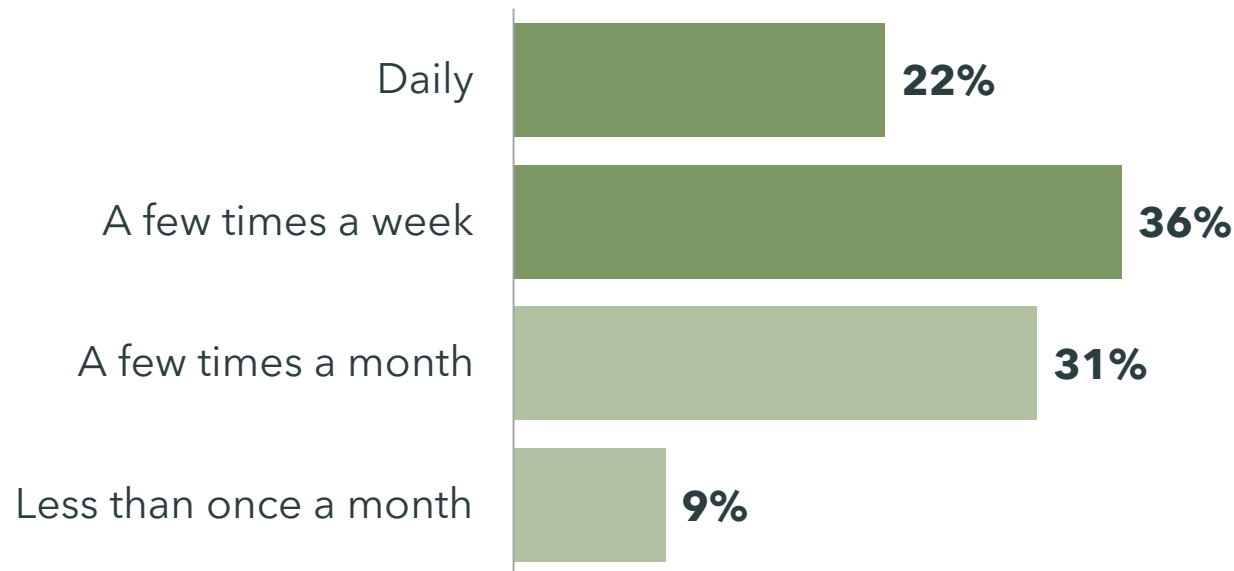


# Approximately 2 in 5 voters in the Portland metro region live near at least one proposed toll road.



Over half of voters drive on either I-5 or I-205 a few times a week or more—with approximately 1 in 4 using the highways daily.

How often do you drive on I-5 and I-205 within the Portland metro region?



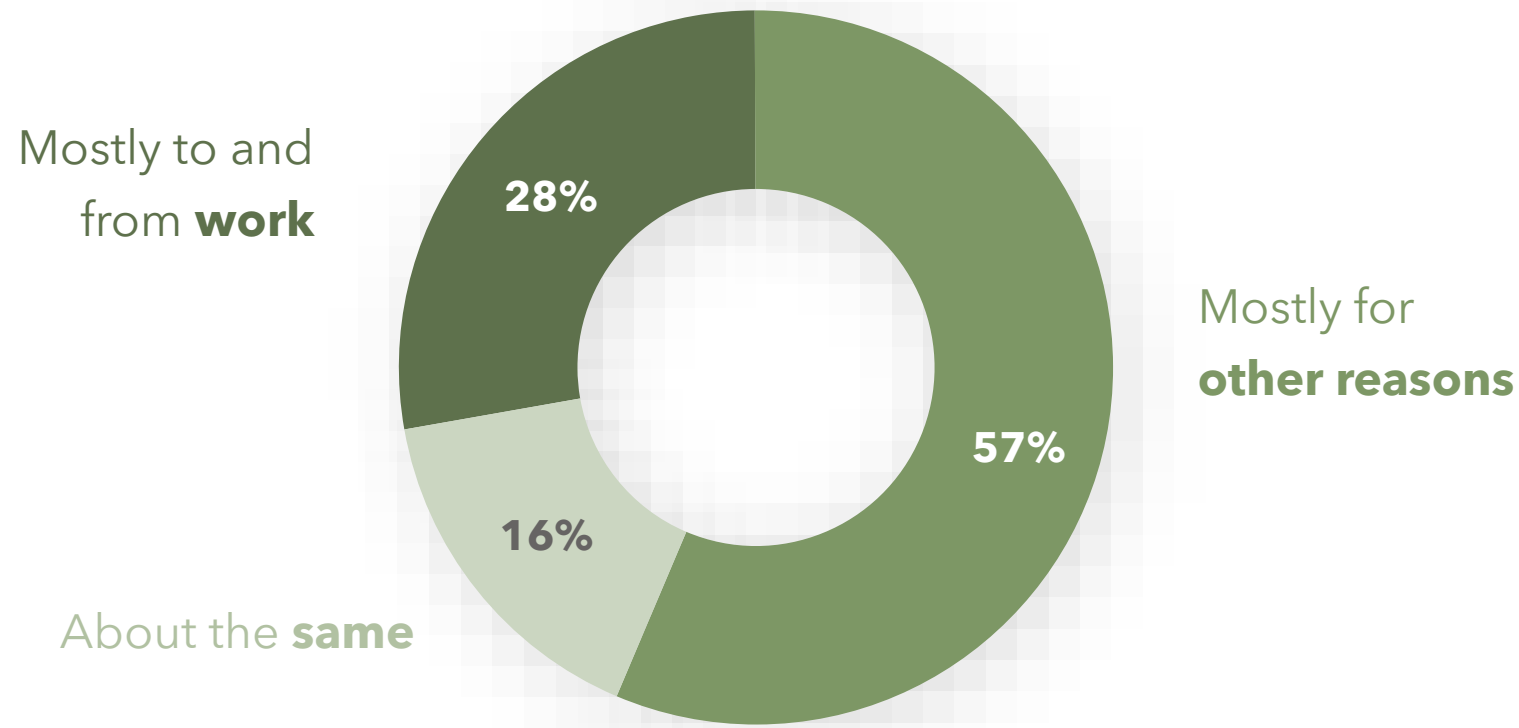
**58%**

Drive on I-5 and I-205  
a **few times a week**  
**or more**



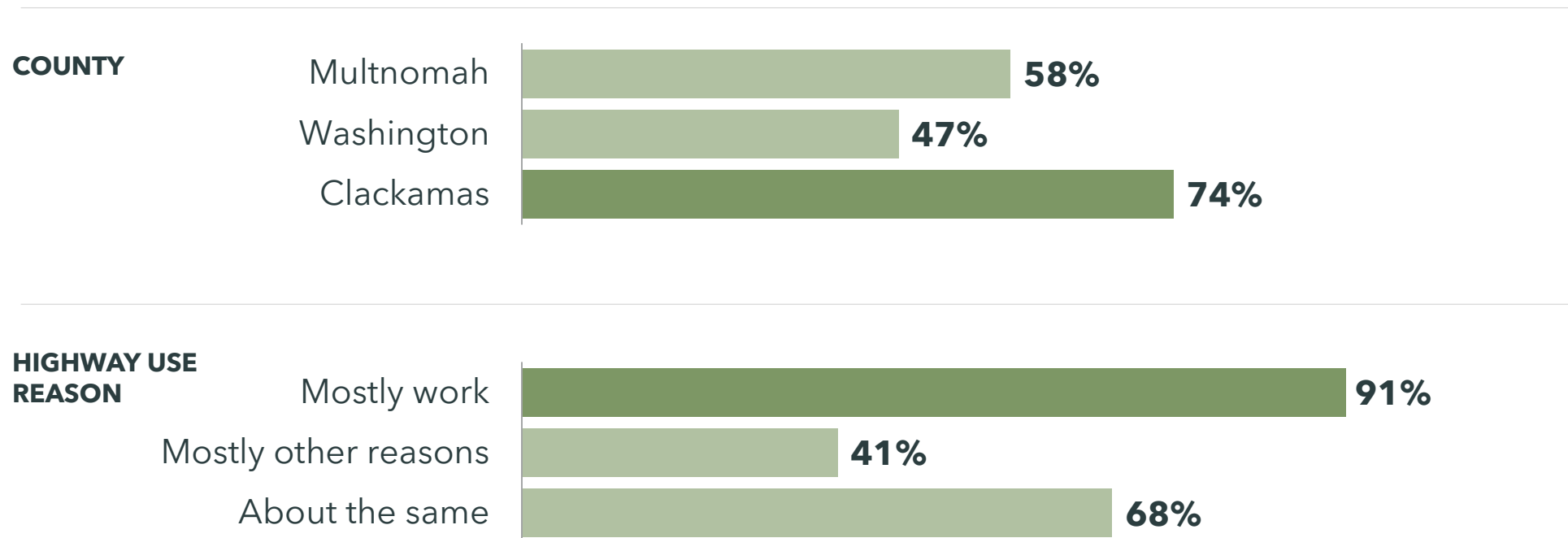
# Of those who use the highways, voters are more likely to be using them for reasons other than commuting to work.

When you drive on I-5 and I-205, is it mostly to commute to and from work, mostly for other reasons, or about the same? (n=591)



# Those from Clackamas County and those commuting to work drive on I-5 and I-205 with the highest frequency.

% total those who drive on I-5 and I-205 **a few times a week or more**



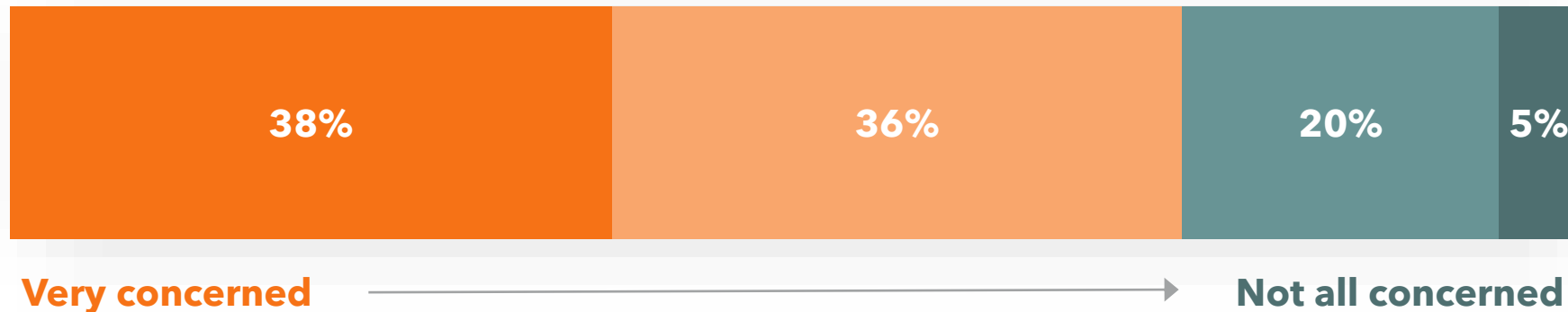
# Transportation Attitudes



The quality of major roads and highways is concerning to 3 in 4 voters in the Portland metro region.

**74%**

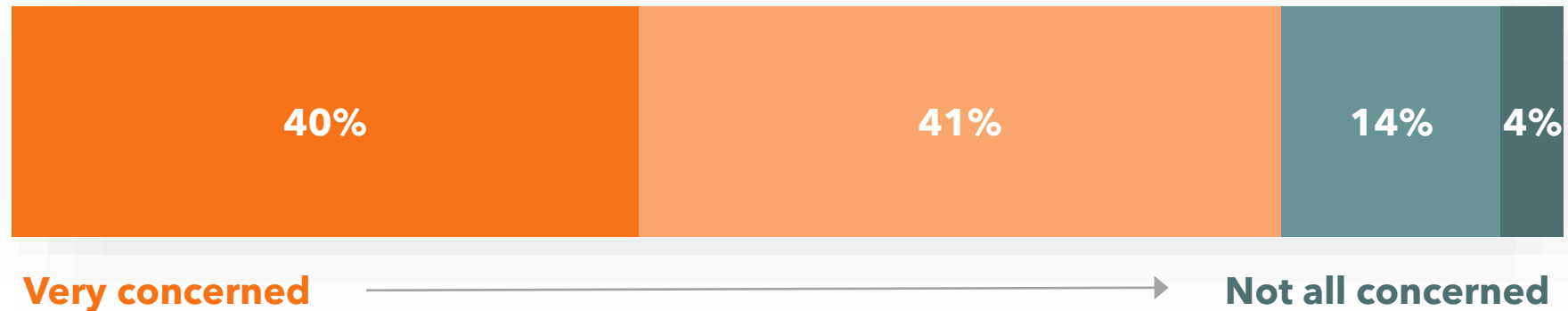
Are **very/somewhat** concerned about the **quality of major roads and highways** in the Portland metro region.



Additionally, traffic congestion on major roads and highways is of high concern for most voters.

**81%**

Are **very/somewhat** concerned about the **traffic congestion on major roads and highways** in the Portland metro region.



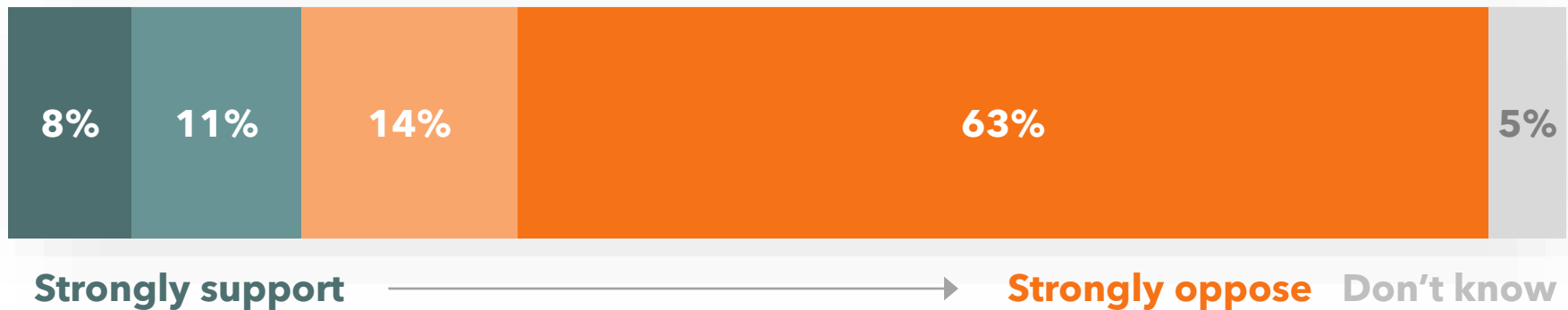
# General Tolling Attitudes



Over 3 in 4 Portland metro region voters are opposed to tolls—with nearly two-thirds being strongly opposed.

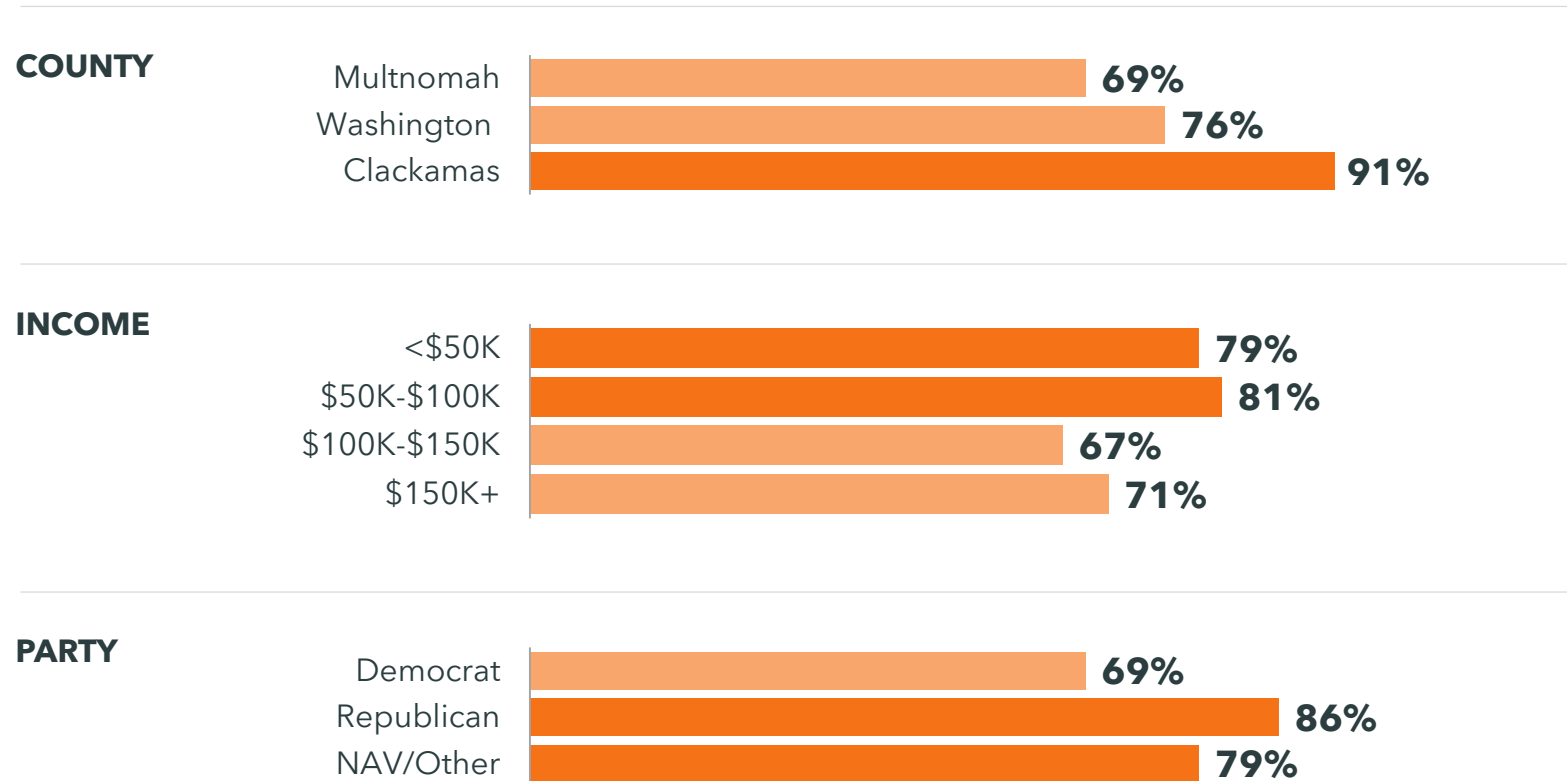
**76%**

Are generally **very/somewhat** opposed to tolls in the Portland metro region.



# Clackamas County voters, those making less than \$100k/year, and Republicans and non-affiliated voters are more likely to oppose tolling than their counterparts.

Total general opposition to tolls by:





# Proximity to I-205 and frequency of road use correlates with opposition to tolls in the region, but opposition remains high across geographies and driving behaviors.

Total general opposition to tolls by:

## PROXIMITY TO TOLL ROADS



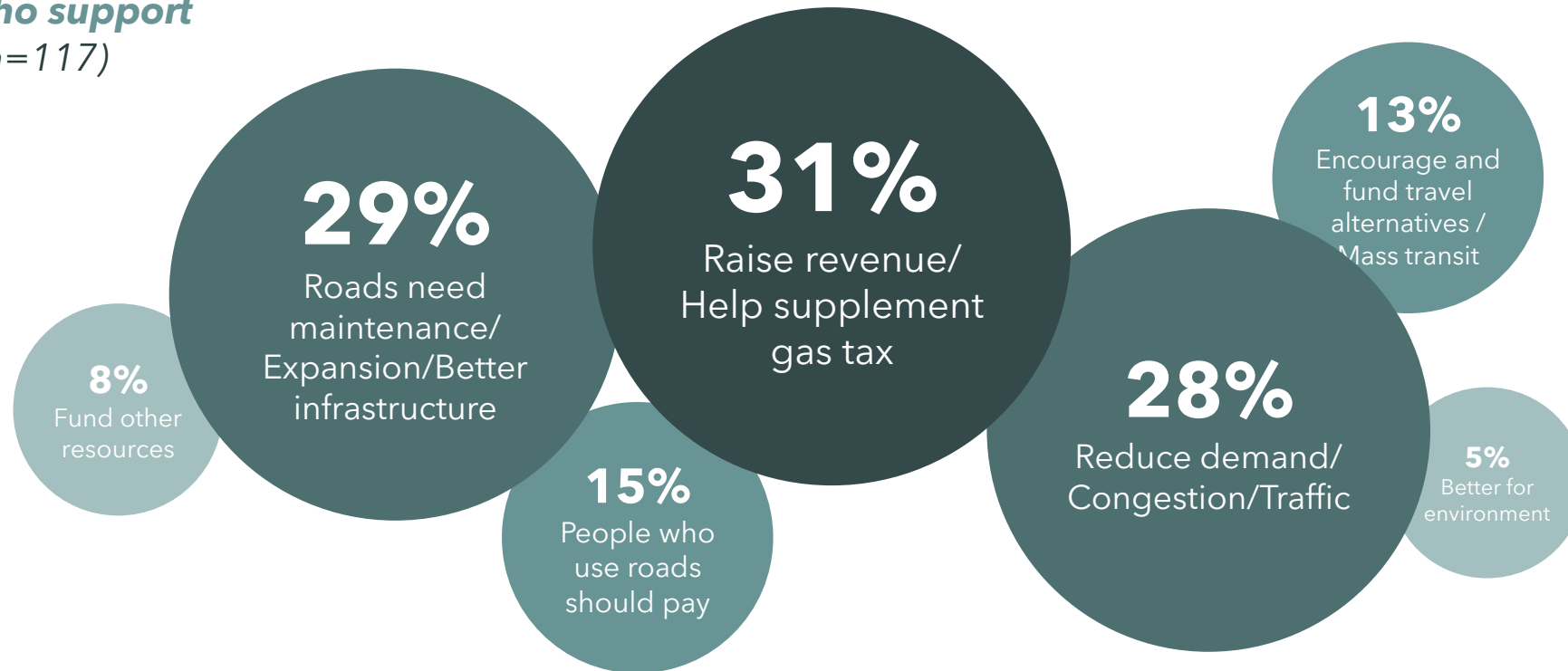
## HIGHWAY USE FREQUENCY



# Supporters of tolling identify needing to increase revenue, better road maintenance, and decrease congestion as core reasons they support tolling.

Why do you support using tolls in the Portland metro area?

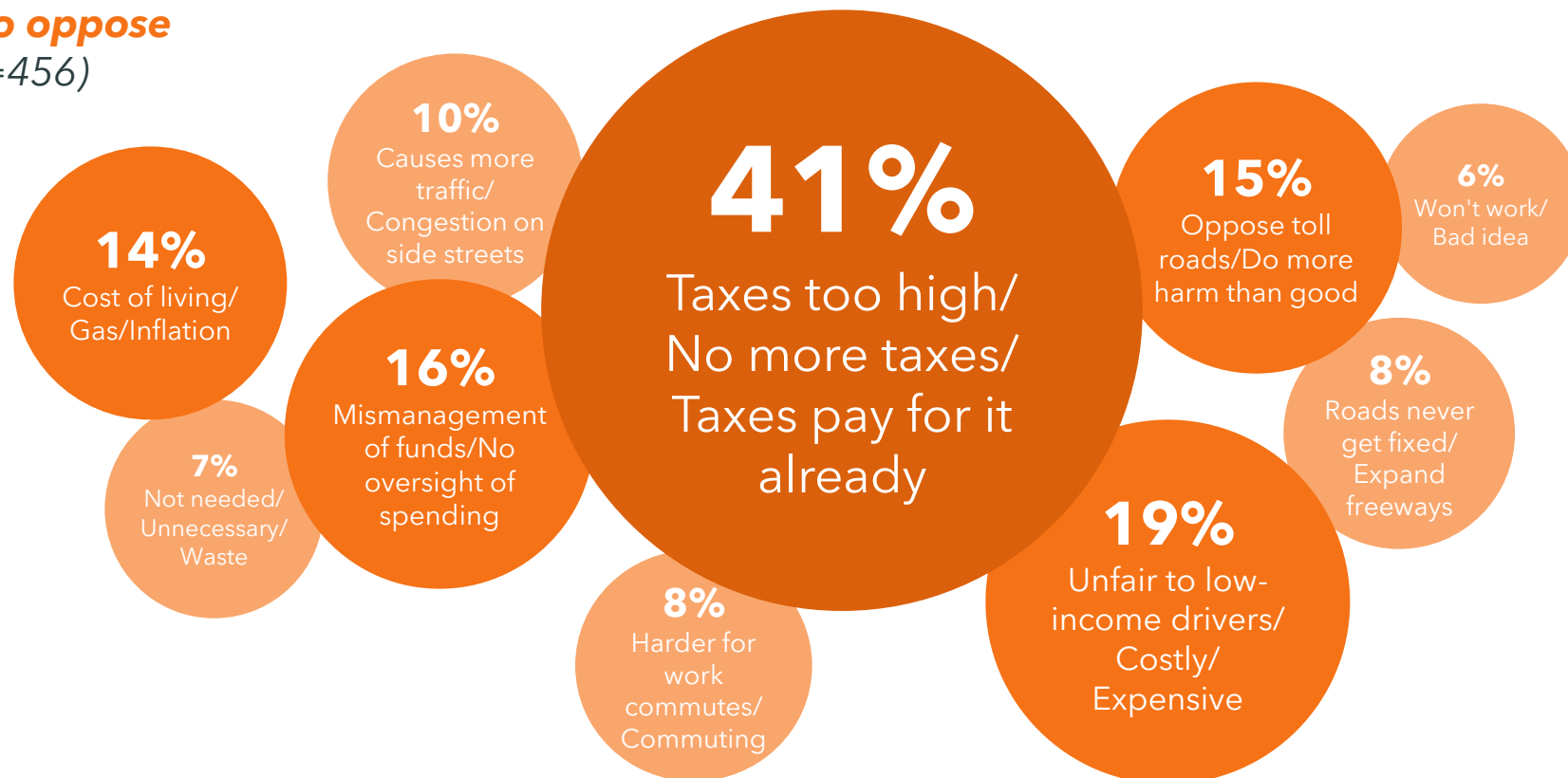
*Those who support tolling (n=117)*



# Voters oppose tolling because they feel overtaxed and believe their current taxes already fund transportation infrastructure.

Why do you oppose using tolls in the Portland metro area?

**Those who oppose tolling** (n=456)

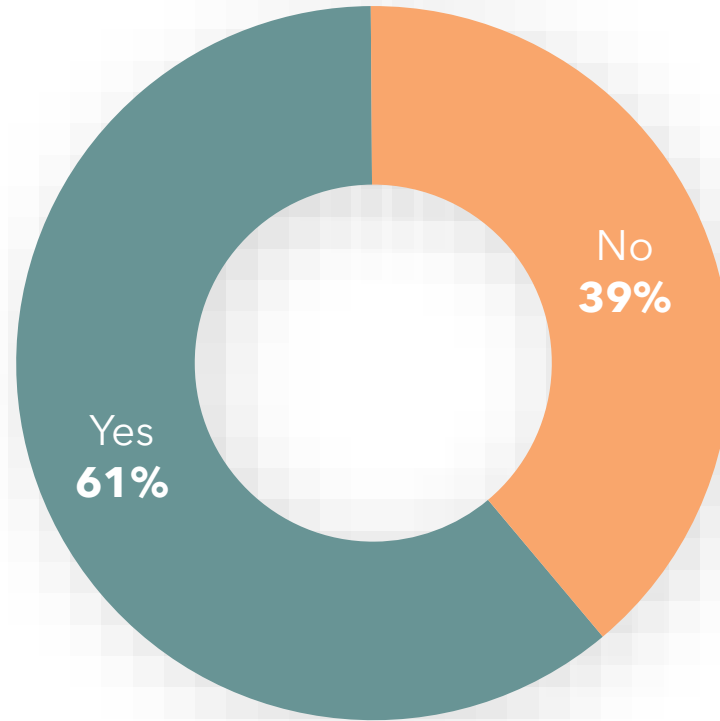


# ODOT Tolling Proposals



# Most Portland metro region voters are aware of ODOT's tolling proposals to some extent.

Have you heard or read anything about ODOT's tolling proposals in the Portland metro region?

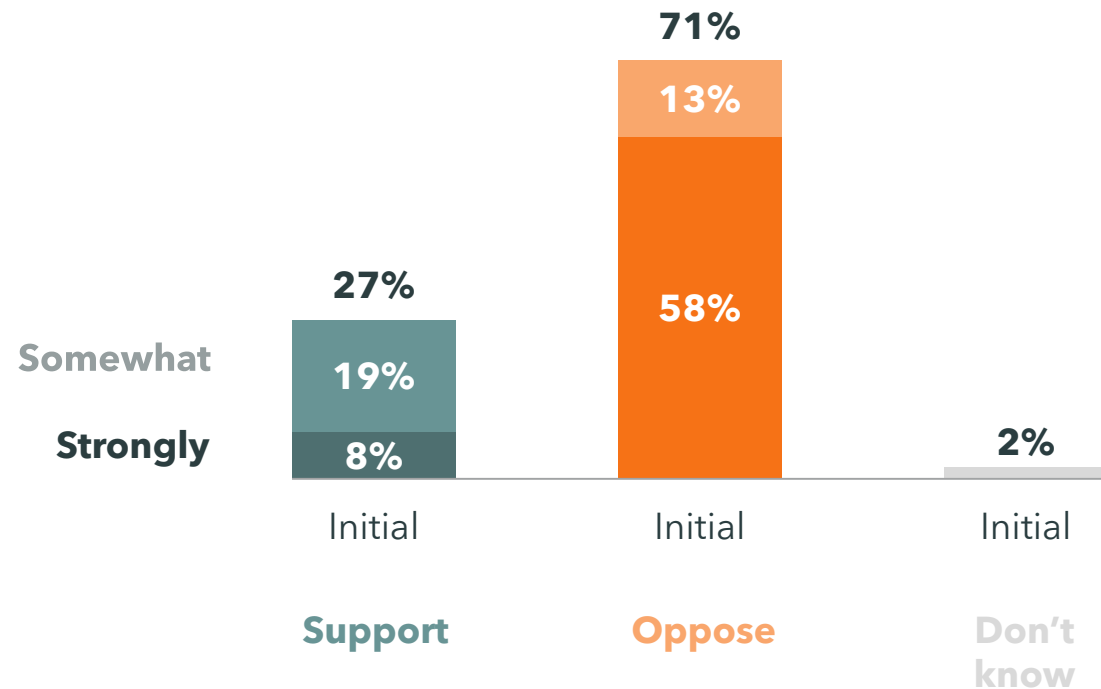


# 71% of voters in the region oppose the RMPP, with more than half expressing strong opposition.

The **Regional Mobility Pricing Project** would toll all lanes of I-5 and I-205 in the Portland metro region. Tolls would be higher during the busiest times. ODOT estimates that drivers would save 5-10 minutes in travel time on I-5 and 3-5 minutes on I-205, when driving these roads across the entire length of the region.

The revenue from the tolls would fund the maintenance and improvements of the existing roads. They would not fund adding lanes or building new roads. ODOT has not set the rate for the tolls yet. There are plans to implement discounts on tolls for low-income drivers.

*Do you support or oppose the Regional Mobility Pricing Project?*

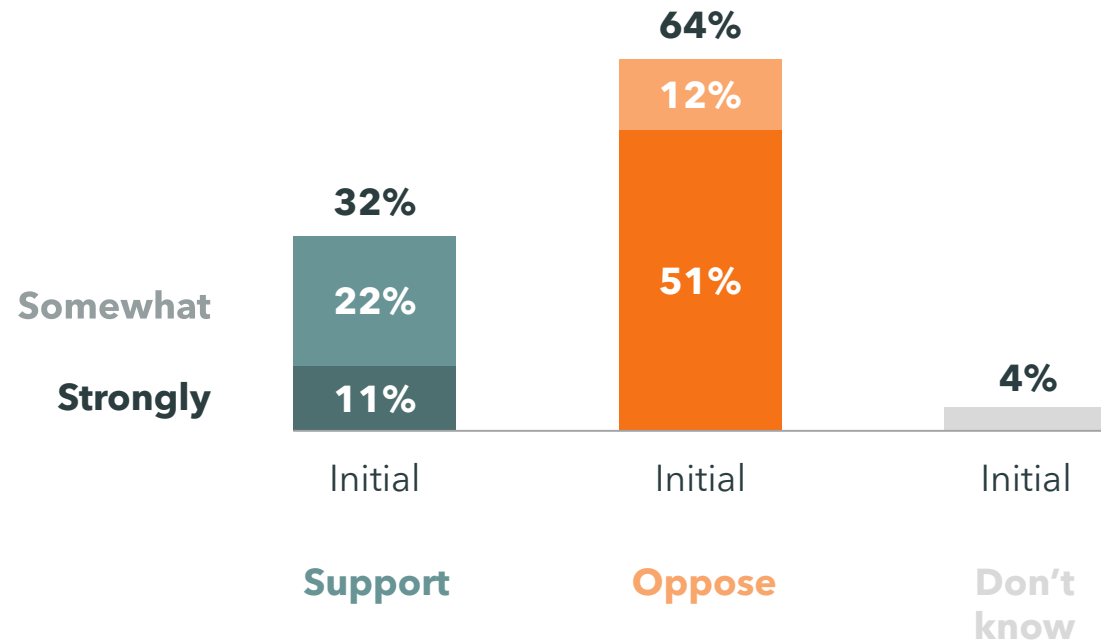


# 64% of voters in the region oppose the I-205 and Abernethy Bridge Project, with more than half expressing strong opposition.

**The I-205 and Abernethy Bridge Toll Project** would toll the Abernethy Bridge, which is the I-205 bridge across the Willamette River between Oregon City and West Linn. Tolls would be higher during busiest travel times.

The revenue from the tolls will be used to pay some of the construction costs to make the Abernethy Bridge earthquake-ready and fund other local road and transit improvements.

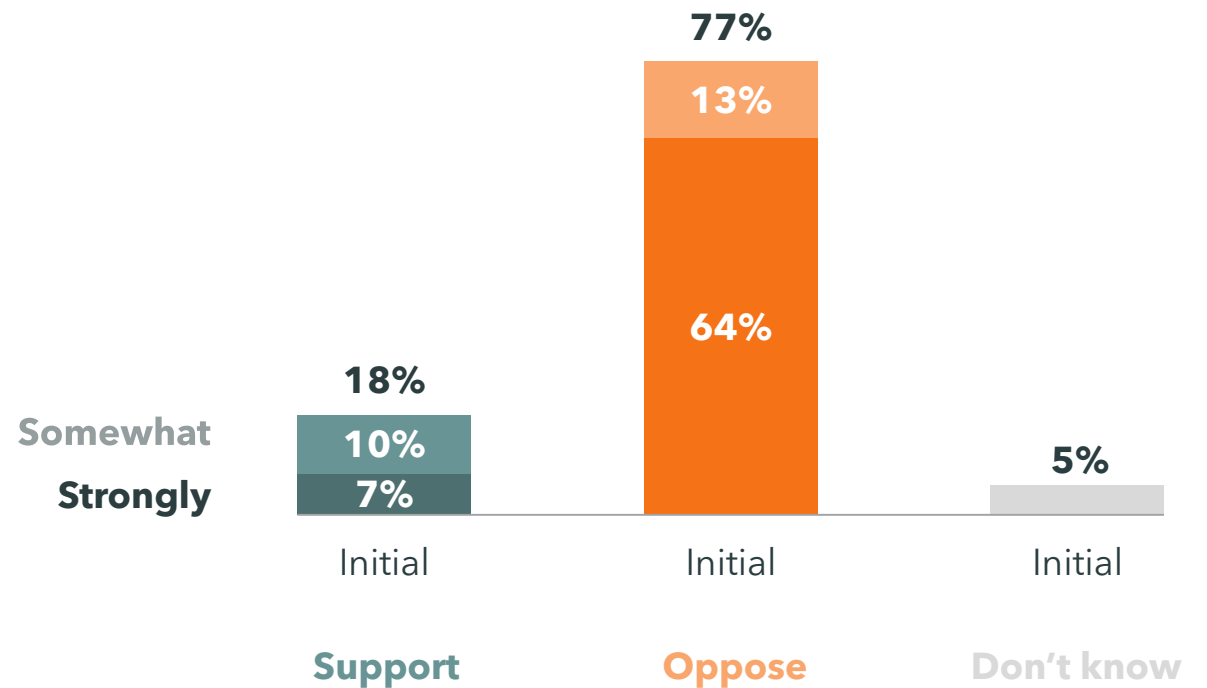
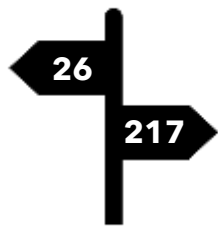
Do you support or oppose the I-205 and Abernethy Bridge Toll Project that would toll the Abernethy Bridge, which is the I-205 bridge across the Willamette River between Oregon City and West Linn?



# Nearly 8 in 10 voters in the region oppose the idea of adding tolls to Highways 26 and 217.

Additionally, there has been discussion to add tolls to other major highways in the Portland metro region, including **Highway 26 and Highway 217.**

Would you support or oppose adding any additional tolls like these?

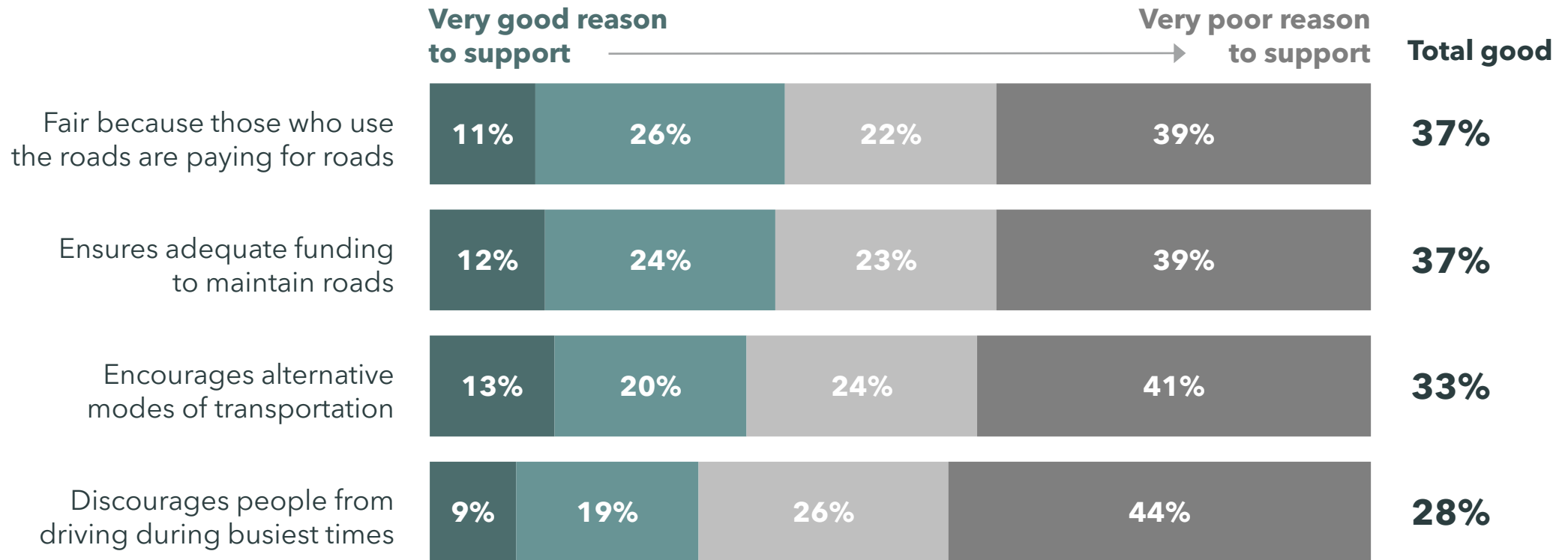




# Support Messaging



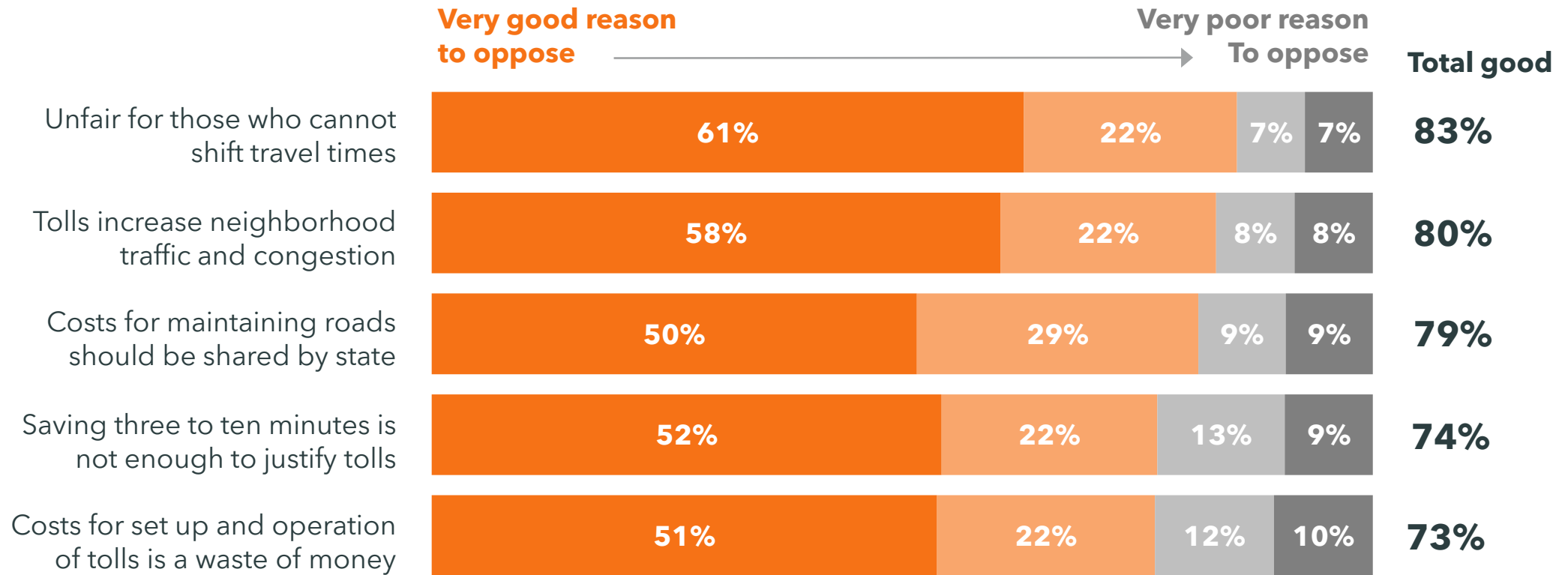
# Voters generally do not find the statements supporting tolling to be compelling.



# Oppose Messaging

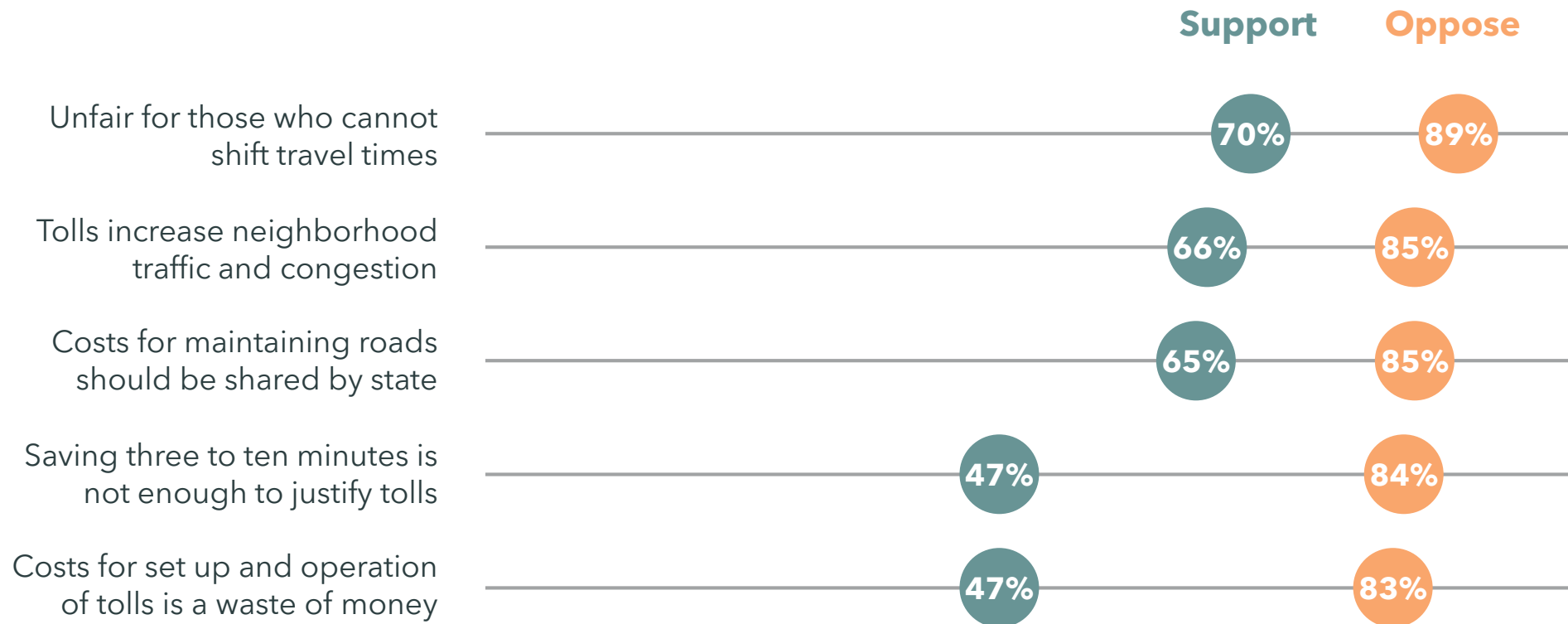


# Around three-quarters of voters found all statements in opposition to tolling convincing.



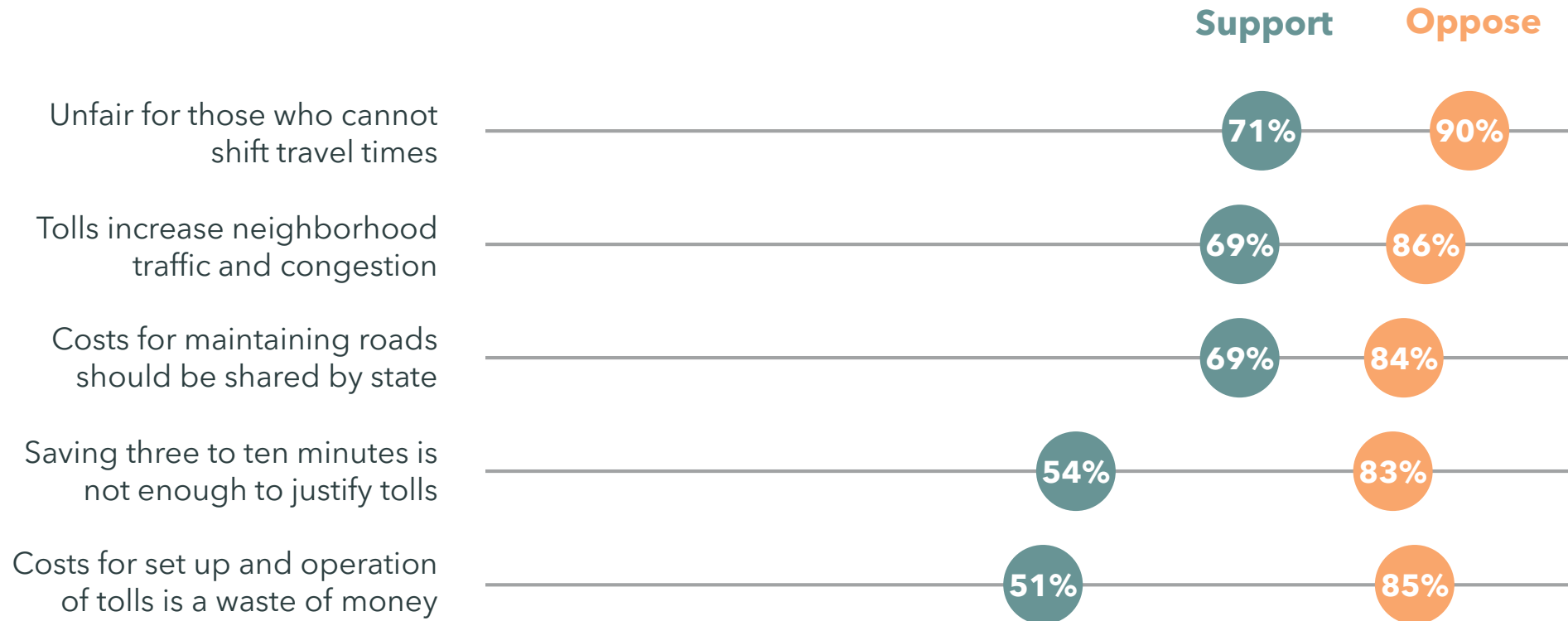
# More than half of RMPP supporters see arguments against tolling related to equity, traffic diversion, and sharing road maintenance costs as valid reasons to oppose tolling.

Endorsement of anti-tolling statements by stance on RMPP



# Most supporters of the Abernethy Bridge toll view opposition statements as valid, as do those opposed to the toll, though at higher rates.

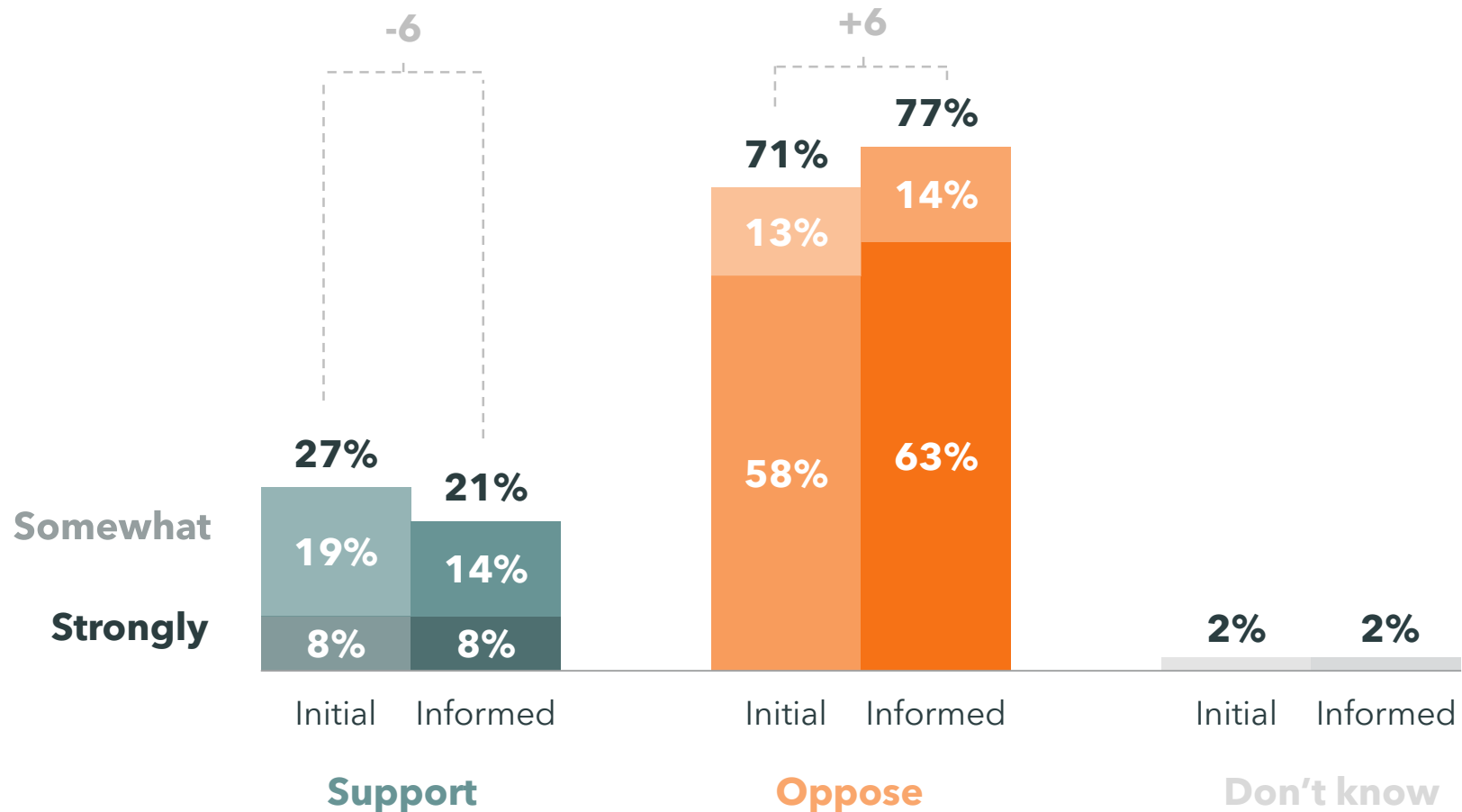
Endorsement of anti-tolling statements by stance on Abernethy Bridge toll



# Second Tolling Proposal Test

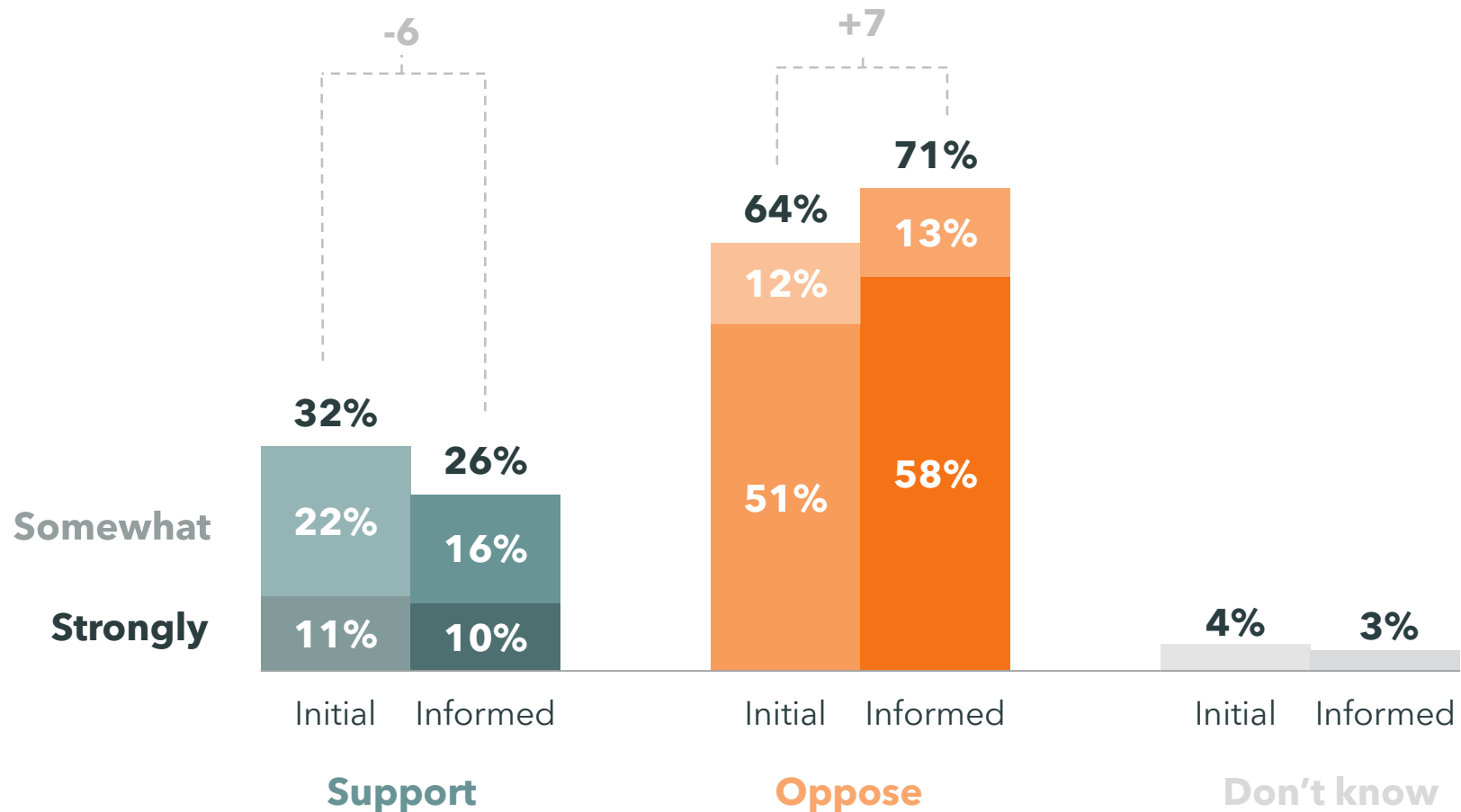


Opposition for the RMPP increased by six-percentage points after voters read the statements both in support and opposition of tolling.





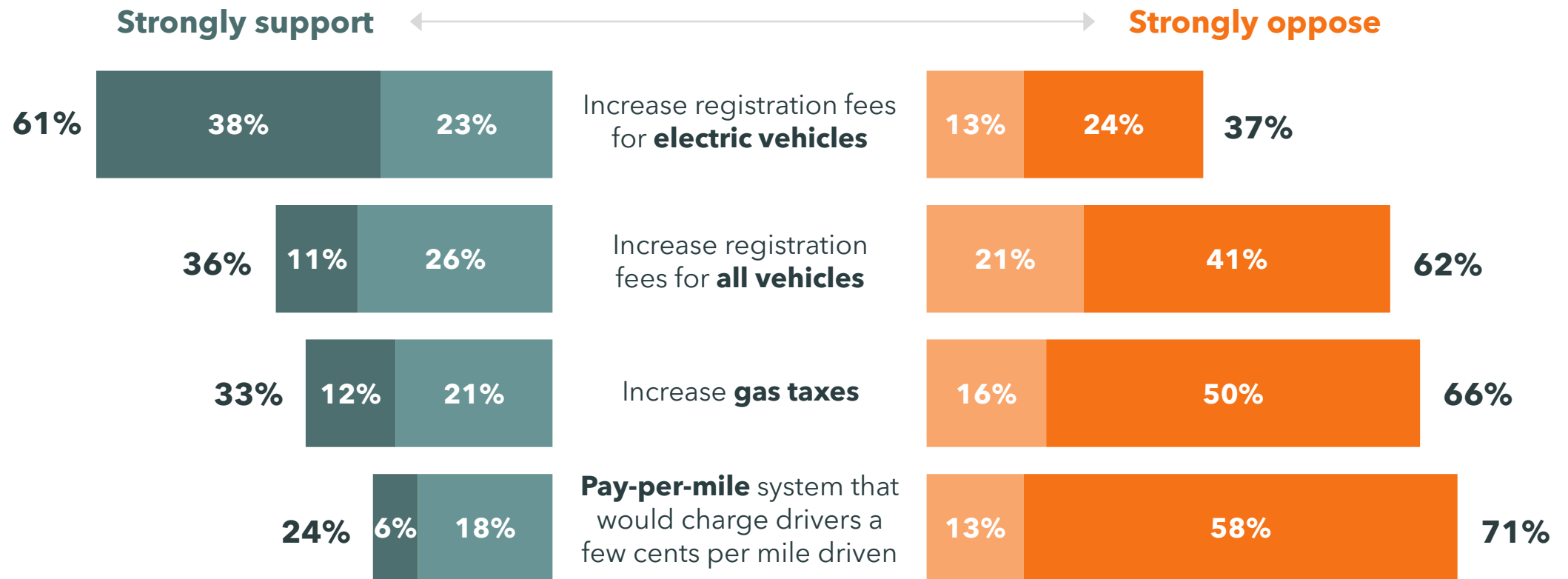
Additionally, there was a seven-percentage point increase in opposition to the Abernethy Bridge Toll after reading both sets of statements regarding tolling.



# Tolling Alternatives



Over half of voters support increasing registration fees for electric vehicles, but they generally oppose alternatives to tolling that would impact all drivers.





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