



1000 S.W. BROADWAY, STE. 2300 | PORTLAND, OR 97205 | 503.275.9750 TEL | TRAVELPORTLAND.COM

October 18, 2011

Columbia River Crossing  
c/o Heather Wills  
CRC Environmental Manager  
700 Washington Street, Suite 300  
Vancouver, WA 98660

Dear Columbia Crossing project;

RECEIVED  
OCT 20 2011  
Columbia River Crossing

**A-002-001** Thank you for providing us with a copy of the Columbia River Crossing Final Environmental Impact Study.

We are pleased to see that the preferred alternative includes a new bridge, light rail, and improved bicycle and pedestrian facilities, as we believe these will all best serve the transportation needs of visitors to our city and region.

We do have some concerns and recommendations on the tolling system with regards to visitors who may not have transponders. We are very concerned with the final impression of Oregon that will be left with visitors if they receive a license-plate recognition bill in the mail, especially with a processing fee added to the amount that other users pay for crossing the bridge. This seems to punish visitors who may have no other reason to have a transponder in their car.

Visitors to the Portland region directly spend \$3.8 billion per year our area. That spending creates 28,000 jobs, and supports many businesses and attractions that Oregon residents also enjoy. It is important that these visitors have a positive experience here—this increases the chance that they will come back for repeat visits, and will encourage friends and relatives to visit Portland as well.

For this reason, we strongly recommend that options for pre-payment and/or on-site payment be integrated into the tolling process design. We understand that payment booths may not be possible; however we have heard suggestions for online pre-payment, rest area or convenience store kiosk payment options and mobile phone applications. We believe that technological advances over the next few years should make it plausible and reasonable to provide options that are more comfortable for our visitors than a bill in the mail with an added fee.

It is also important that these payment options be obvious and well publicized.

### **A-002-001**

Tolling policies, including the start date, are still to be determined, but we know that the toll collection process will be electronic –without toll booths to slow drivers down. Electronic systems are currently in use in Washington, and at locations across the country and internationally. In the future, drivers traveling over the I-5 bridge with a transponder will be able to set-up tolling accounts with cash, or to deduct funds from a checking or credit account. Similar to the Washington system, CRC assumes that users without a transponder will be able to pre- or post-pay for their trip. Payment will be possible online, over the phone, or in person at locations still to be determined. As noted in your comment, technology will continue to progress over the next years. The system utilized by CRC will take full advantage of the latest innovations.

Prior to implementation, widespread and visible outreach and notification will occur about the tolling system and options available for drivers. Signage along the corridor, in Oregon and Washington, will be in place once the tolling system is in place.

Mr. Miller has been added to our email update list and will continue to receive news and information from the project on a monthly basis.

**A-002-001** Please keep these recommendations in your consideration as you move forward. We understand that there are two possible timelines for development of tolling plans depending on whether tolling starts during construction or not until at least one span is opened. In either case, we would like to remain engaged in this discussion and would appreciate continued information about the planning process.

Thank you for the opportunity to comment on the FEIS.

Sincerely,



Jeff Miller  
President & CEO

cc Jason Tell, ODOT Region 1  
Andy Cotugno, Metro