

Parking Management Manual SAC

Monday, May 15, 2017

4 p.m. – 6 p.m.

Portland Building

1120 SW 5th Ave, Suite 800

Portland, OR 97204

Meeting Notes

Members in Attendance

Rani Boyle (Downtown N.A.), Reza Farhoodi (Pearl District N.A.), Lisa Frisch (Portland Business Alliance), Heather Hoell (Venture Portland), Deborah Howe (OCOM), Tony Jordan (Portlanders for Parking Reform), Mauricio Leclerc (PBOT), Kate Merrill/Peter Stark (CEIC), Rick Michaelson (NW Parking SAC), Owen Ronchelli (Go Lloyd), Pia Welch (Freight committee)

Project Team in Attendance

PBOT: Chris Armes, Malisa McCreedy, Nicole Powell; Kimley-Horn: William Reynolds, Vanessa Solesbee, Dennis Burns; Rick Williams: Rick Williams, Pete Collins; Spencer: Joseph Spencer

Team Introductions

- Malisa introduced William Reynolds with Kimley-Horn.
- William gave overview about the process the team will go through to develop the Parking Management Manual. The first meeting will layout timeline and overview of topics, while upcoming meetings will focus on specific areas of the plan.
- All advisory committee and project team members introduced themselves (see attendance above).

Why We're Here

1. Committee Charge

- Guide the development of comprehensive citywide parking management manual, share lessons from individual areas of expertise
- Develop a data driven and performance based approach to parking management

2. Roles and Expectations

- Bring a lot of elements together, champion a performance based process to develop tools for parking management
- Collaborative process – the committee's process – let the consultants know what you need

3. Focus Area/Schedule

- 1) Meter Districts/APPPs, 2) Pricing & Time Limits, 3) Loading Zones, 4) Enforcement
- 5/15: Manual Intro, 6/19-7/17: Meter Districts/Revenue Allocation, 7/17-8/21: Price/Time Limits, 8/21-9/18: Exceptions/Event Districts, 9/18: Loading Zones/Enforcement, 10/16 Draft Manual

Focus Area

1. Meter Districts

- Establishing New Districts
 - There are no guidelines on when to collect data
 - Committee's charge is to inform metrics, residential management requirements, provide guidance for data
 - Peter - Land use drives different characteristics for use, ex: CEIC has experienced rapid growth, need to collect data more frequently – how/when to collect data varies based on growth, etc.
 - William - The manual is about creating guidelines to serve as a starting point, it is a learning process
 - The increasing demand for parking leads to parking complaints in areas like CEIC
 - Heather – Who wants to create management zone? Look at neighborhood based commercial districts, need to find balance between businesses and residents in these areas.
 - Rick M – How big should districts be? Size, shape, circumstances?
 - Heather – There is a need for assessment in districts with rapid transitions, considers flexibility & change in program because we won't know results until change has been made.
 - Tony – What is realistic from a City perspective? Helpful to know parameters.
 - Malisa – City is launching Parking Kitty on 5/18, mobile pay test/launch. Need enforcement to be able to enforce new technologies, looking at pay by plate and virtual permits.
 - Peter – Would you need pay stations if you have the app?
 - Malisa – It might be possible to not have pay stations, but currently payment options are tied to a time limit related to the pay station. This year is the first step in launching the technology.
 - Vanessa – Other communities are going meter less, ex: Boulder, CO
 - Committee to consider: Establish districts by zoning code? Have meters only in commercial districts? What are peak occupancy thresholds? Are residential areas protected?
 - Rick M – Having meters in commercial areas shifts problem to residents, the big issue is where employees park (shifts to residential area when there are meters) – Zone M is a hybrid with meters on commercial streets and permits in residential areas.

- Heather – Employee side is critical to manage. All areas are public right of way, consider balance of protecting residents vs. parking management (goal is parking management), need to keep in mind nontraditional work shifts, and consider commercial district boundaries.
- Deborah – Limited supply of parking – at what point does the City invest in parking infrastructure?
- William – Deborah’s question relates to the next topic of net meter revenue allocation process.
- Meter Revenue/APPP Surcharge Allocation Process
 - There are guidelines for meter revenue/APPP surcharge.
 - There is a net meter revenue allocation policy, but want to tighten up policy, intent was that funds were spent towards mode shift.
 - Owen – If you take away free commuter parking, it can lead to mode shift for some people.
 - Rick M – Have modes shifted in CEIC or NW?
 - Rick W – No data yet, but Lloyd TDM collects data annually and has seen shifts in their district.
 - Owen – People that are new to Portland adjust their behaviors more (don’t have existing habits). A survey in the Lloyd District had results that 51% of 500 residents surveyed own cars and about 30% drove alone to work.
 - Reza – Is intent to be revenue neutral?
 - Malisa – The intent is to create management tools for policy, the current tools are 20 years out of date, this is direction from Council. With better management revenue is shown to increase, but that is not the goal. Better parking management should improve customer experience and decrease demand.
 - Reza – Is there a potential to have a surcharge increase do back to the specific districts? Ex: funds from downtown to specific portions of Pearl District.
 - Malisa – Yes in general, but downtown is already established.
 - Lisa – Employees have to get to work, but customers choose where to shop. A survey of downtown shoppers had results that 30% of people don’t want to pay to park (keeps them away), 72% drive to shop and 0% bike.
 - Peter – CEIC meters protect businesses, people change modes because parking is limited.
 - Rick M – Do meters and permits lead to mode split?

- Peter – It comes down to supply and demand, meters help address high demand for parking near businesses, increasing permit fee creates funds to pay for TDM to help with mode shift.
- William – Directs group to reference 11x17 handout to discuss at next meeting.
 - It is noted that right of way improvement is missing from the list on the handout.

2. Pricing and Time Limits

- Performance-Based Pricing/Time Limits
 - Current issues include pricing limits are set at Council, no process for sub district rates, no standard time stay guidance.
 - Committee's charge is to inform new rates, provide guidance for time stays, inform data.
 - Peter – Why set minimum and maximum prices? Why not demand based?
 - Rick W – Performance based pricing fluctuates by demand and current policy doesn't allow for this, if a range with a minimum and maximum are set price can fluctuate within range.
 - Heather – Establishing a time stay guidance would be helpful because it is difficult to know when enforcement is happening if signs don't clearly state enforcement times. Would like to look at possibility of using off street lots during hours when businesses aren't operating (ex: bank parking lot being used at night).
 - Mauricio – CEIC, NW, Central City, and Centers and Corridors can start establishing off street shared parking options. Some areas will be able to do this in 2018, while NW is starting to look into shared parking now.
 - Reza – What are occupancy rates?
 - Malisa – Ex: 85% in commercial areas, 65-70% in residential, based on district personality, create range to establish criterion, what makes sense?
 - Want to look into demand based pricing and establish thresholds in downtown.
 - Look at case studies of performance based pricing/issues to address: price range, time block, area, adjustments, guidance, period, and time limits.
 - Tony – Can there be performance driven blocks or extend time stay at a higher fee?
 - Malisa – Encourage creative thinking, based on best practices, but need size that is effective for enforcement.
 - Rick W – 85% occupancy is national standard for commercial areas, some cities have set lower rate for residential areas, 85% was set as standard with goal of 1 available parking space per block face. Team collected APPP data at 1am & 9am, license

plates that are the same at both times are considered residents, while license plates that changed are considered visitors, about 25% of license plates were visitors.

- Time Limit Exception Process
 - Set standard time limits? No time limits?
 - City currently has 2, 4, and 5 (for carpools) hour time limits, but trying to standardize blocks, data collection, and enforcement.
 - Rick M – Take a look at NW to convert some 30 minute limits back to 15 minutes.
 - There isn't a current process for handling exceptions, would be helpful to have metrics to present for exceptions.
 - Rick M – If certain types of spots are needed for certain businesses they shouldn't be considered exceptions.
 - Malisa – Consider if there is a consistent way to have 15 minute spots instead of businesses calling to request?
 - Joseph – What is expectation for enforcement? Ex: 15 minute spaces on a block of 2 hour spaces is challenging to enforce because other spaces only need to be checked every 2 hours.
 - Peter – What percent of certain signs/zones are needed based on land use? Could have businesses make requests every 2 years to find out if there is still a business need for signage.
 - Case study ex: NW have 30 minute stalls, exceptions for high turnover spaces at the end of a block, goal of 85% occupancy, consider 15 minute spaces.
- Event Districts
 - Consider standard pricing, time stays, comes up with framework for guidance: minimum and maximum rates, time stay, data collection.
 - An example of event district is Providence Park event parking when time stays and prices change, there are extended enforcement hours near the Moda Center.
 - Lisa – Should we have representatives from the event districts at our meetings?
 - Malisa – They will be invited to meeting dates where Event Districts are discussed.
 - Heather – How do you become an event district?
 - Chris – Providence Park was established with a good neighbor agreement, no formal guidelines for establishing event districts.
 - Owen – Desire to establish event district near the Moda Center. How to change time stays (extend them from 2 hours) to keep people from parking in neighborhood.

3. Loading Zones

- No guidance for requests, no process for reviewing nearby zones or periodic review.
- Committee's charge is establishing data collection process, distance thresholds, consider shared opportunities.
- In central business district highest use is around 9am (68%), lowest use is around 5pm (23%), look at shared parking possibilities for loading zones.
- Loading zones in downtown, NW, Lloyd, and CEID function differently from one another.
- There is some pushback for having loading zones as part of new construction projects from design/development review committee.
- Tony – Vision Zero/traffic safety considerations are important around loading zones, look at bike safety.
- Heather - Consider rerouting bikes away from loading zones?
- Pia – How do you define a truck?
 - Delivery vehicles can use truck loading zones. Truck loading zones are intended for larger trucks, special permits that currently allow other vehicles to park in loading zones.
- Zoning code allows for some new development to not have loading zones, design committee determines this.
- Pia – Is there a usage study?
 - Malisa – We know where loading zones are located, but not how they are being used.
- Lisa – Lots of businesses have deliveries at different times of day.
 - We can't determine private use.
- Malisa – Goal is to manage on street to inform discussion, will have a representative at the loading zone meeting to provide design review perspective.
- Heather – Different districts might need different guidelines, ex: NW, CEID, central business district, and other commercial districts.

4. Enforcement

- There are not standard hours – should we set up a standard city wide and refine by districts based on data?
- Joe – Citations are to train people to park legally, need to enforce all times there are restrictions, tailor enforcement to meet regulations, have more deployment during high occupancy times.
- Heather – Need for signage that states when parking is enforced, but don't want enforcement to be too predictable, ex: Hollywood is enforced on Tuesdays and people in the area know that.

- Malisa – Consider consistency, ex: start times at all meters are the same throughout the city.
- Lisa – Enforcement trains customers not to shop downtown, they get a ticket and won't come back (ex: ticket for 5 minutes over time purchased).
 - Agreement that it is heavy handed, but lawful.
 - Peter – Consider citation system w/ increasing penalties for violations that are a greater length past allotted time stay.
 - Rick M – There is not enough enforcement in NW to be effective.
 - Malisa – Kezia Wanner with Parking Enforcement will attend the meeting when this topic is discussed in further detail. Parking Enforcement is increasing hiring, looking into scheduling and customer service training.
 - Joe – The challenge is that you want to modify behavior in a positive way, but need to find a balance. The best cities cite 1 out of 5 parking violations, but most cities cite 1 out of 15.
- Reza – Want to look into enforcement for improperly parked vehicles along street car tracks.
- Tony – Consider increasing prices to change behavior instead of enforcement.

Next Steps

1. Homework

- Review 11x17 handout, brainstorm, and bring ideas on meter districts/revenue allocation for next meeting.

2. Missed Topics

- Deborah: Equity – ex: low income clients/employees in meter districts – how to balance equity with market?
- Peter - Homeless and derelict vehicle taking up parking spaces.
 - Malisa – This is being addressed through enforcement.

3. Communication

- Can have delegate attend meeting in your place if you are unable to attend.
- Meetings will always be on Mondays from 4-6pm.
- Committee would like to receive materials electronically before the meeting.
- Contact project team with case study examples, recourses, etc. you'd like for meetings.

Meeting adjourned.