

# Centers and Corridors Parking Toolkit and Area Parking Permit pilot

Presentation to City Council – 24 January 2018

WE KEEP PORTLAND *MOVING.*



**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION

# Request to Council

- Accept the Centers and Corridors Parking Management Toolkit as a technical reference document
- Direct PBOT to seek community input to establish a new Area Parking Permit pilot in an area without an existing permit program

# Presentation Outline

- Centers & Corridors Parking Management Toolkit
  - Parking problems
  - The Toolkit
- Area Parking Permit Program
  - Why we need pilots
  - Next steps

# Public Outreach

- Stakeholder Advisory Committee met 10 times throughout 2014 and 2015
- Unanimous recommendation in December 2015
- Dozens of meeting with neighborhood and business groups throughout 2015 and 2016
- Several open houses and a Parking Symposium
- City Council work session
- Planning and Sustainability Commission briefing



# Timeline

- 2013: Zoning Code changes introduced minimum required parking for some multi-dwelling developments
  - Ordinance included a Council directive for PBOT to revise the Area Parking Permit Program
- 2014: PBOT awarded Transportation and Growth Management grant from ODOT/DLCD for the Centers and Corridors Parking Project
- 2014/2015: Stakeholder Advisory Committee and public process led to these recommendations
- 2016: Zoning Code (Title 33) amended to exclude units with affordable housing from minimum parking requirement



# Policy Directives

## Comprehensive Plan:

- **Policy 9.55:** Parking management
- **Policy 9.56:** Curb Zone
- **Policy 9.57:** On-street parking
- **Policy 9.58:** Off-street parking
- **Policy 9.63:** New development impacts

## Climate Action Plan:

- **Policy 4BB(c):** Transportation Demand Management
- **Policy 4CC:** Portland Parking Strategy

## Transportation System Plan:

- **Objective 9.26.g and 9.26.h:** Mode share goals
- **Objective 9.26.j:** Car ownership rates in mixed use zones

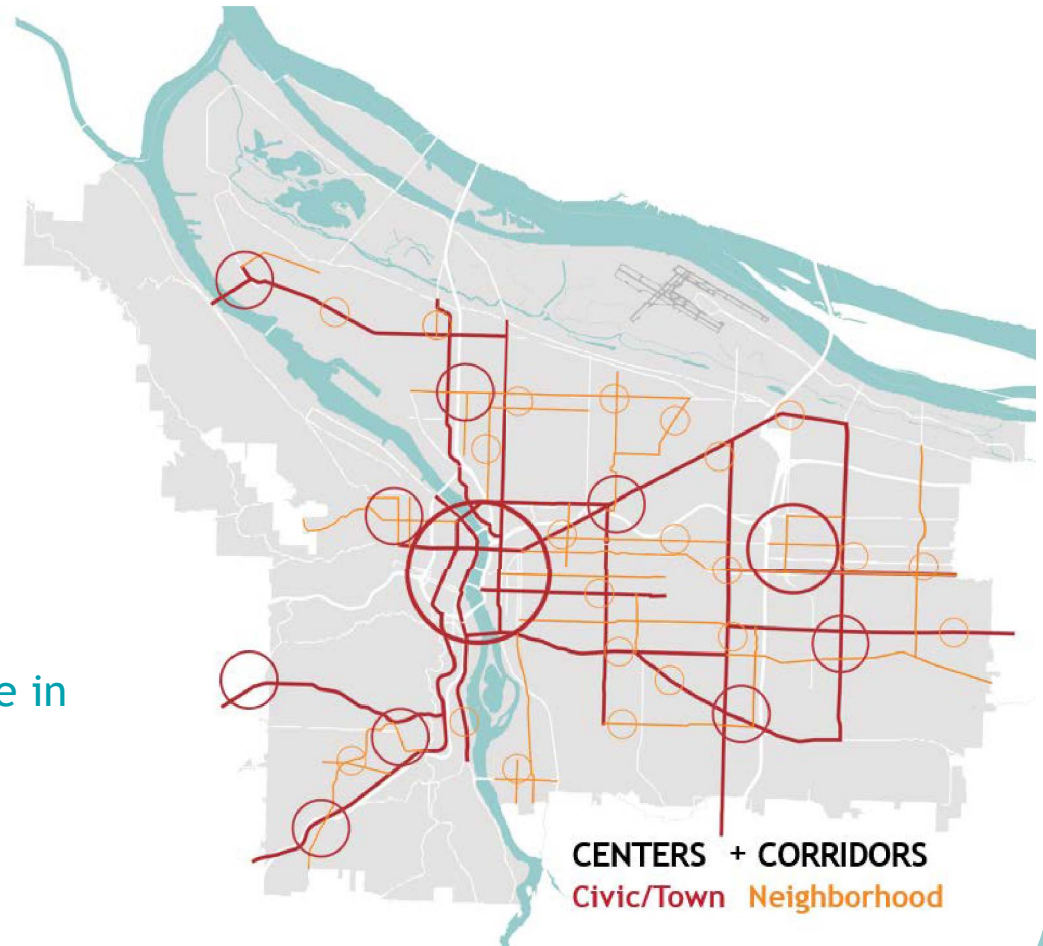


# What we are expecting

## Growth is coming

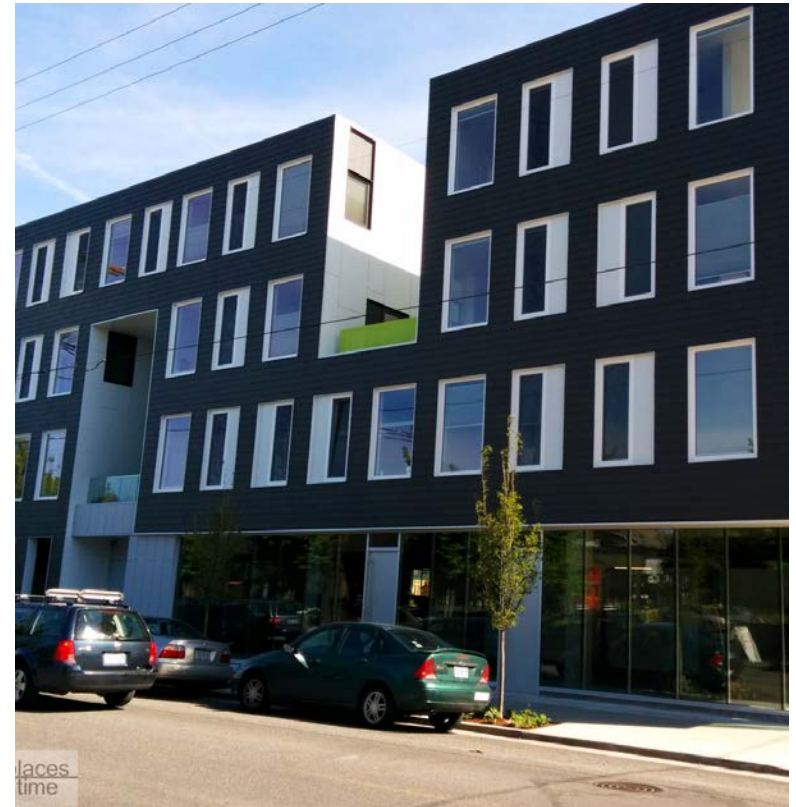
In 2035 Portland will have:  
260,000 new residents and  
140,000 new jobs

Most of the growth will take place in  
Centers and Corridors



# What problem are we addressing?

- Parking supply is getting tighter as commercial districts redevelop and demand for limited parking spaces increases
- Parking demand spills over into other areas
- “Main Street” customers can’t find parking
- New tools and strategies are needed to guide parking management over time as areas change





# How to use the Toolkit

- Shelf 1 – User Information
- Shelf 2 – Transportation Demand Management
- Shelf 3 – Manage Existing Parking Supply
- Shelf 4 – Enforcement
- Shelf 5 – Implement and Manage an Area Parking Permit Program
- Shelf 6 – Implement and Manage Paid Parking
- Shelf 7 – Create New Parking Supply

# How to use the Toolkit

Strategies	High Parking Demand	Unbalanced Parking Demand	Underutilized Parking Facilities	Lack of Parking Facilities	Limited Transportation Options	Supporting Commercial Activity	Accommodating New Development	Accommodating Special Events	Spillover into Residential Areas	Low Turnover	Time Stay Violations	Effective Use of the Curb Zone	Lack of Enforcement	Vehicle Ownership	Traffic Circulation and Congestion	Safety Concerns	Parking Policy and Code Issues	Lack of Information/Education
1. User Information	•	•	•	•		•	•	•	•		•	•		•	•	•		•
2. Transportation Demand Management (TDM)	•			•	•	•	•	•				•		•			•	
3. Manage the Existing Parking Supply	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4. Enforcement	•	•	•	•		•	•	•	•	•	•	•	•	•	•			
5. Implement and Manage a Parking Permit Program	•	•	•	•					•			•		•				
6. Implement and Manage Paid Parking	•	•	•	•	•	•	•	•	•	•	•	•		•	•			
7. Create a New Parking Supply	•	•	•	•	•	•	•	•	•			•			•			

# Toolkit

## Shelf 1 – User Information

- I. **Consistent Parking Branding**
- II. Multi-family Branding: "Certified Car Free"
- III. FAQ "How to Park" Resources
- IV. Neighborhood Parking Maps
- V. **Wayfinding and Signage**
- VI. Coordination with Community Destinations
- VII. Stakeholder Outreach and Education
- VIII. Public Information Campaign
- IX. Active Media Outreach
- X. Web-Based Communication and Social Media
- XI. **Real-Time Availability Applications**
- XII. Parking Guidance Systems



# Toolkit

## Shelf 2 – Transportation Demand Management

- I. Improve Bicycle and Pedestrian Facilities
- II. Improve Transit Facilities and Services
- III. Increase Transit Supportive Programs
- IV. Improve Safety and Security
- V. Provide Preferential Parking
- VI. Support Car-Share Programs
- VII. Support Vanpooling Programs
- VIII. **Support Bicycle Share Programs**
- IX. **Bicycle Parking**
- X. Establish Neighborhood Rideshare Program
- XI. Parking Cash-out Program
- XII. Unbundle parking
- XII. Require Developers to Provide Off-street Space for Carshare
- XIV. Require Developer and/or Property Manager to Provide a Monthly Mobility Subsidy to Tenants



# Toolkit

## Shelf 3 – Manage Existing Parking Supply

- I. Good Neighborhood Agreement
- II. Shared Parking (Joint Use Parking)
- III. Public-Private Partnership/Parking Collaborative
- **IV. Encourage Valet Operations**
- V. Curb Lane Management Policy
- **VI. Implement Time Limit Restrictions**
- VII. Eliminate Parking Minimums
- VIII. Implement Parking Maximums
- IX. Reduce Parking Requirements
- X. Monitor, Measure, Evaluate Performance



# Toolkit

## Shelf 4 – Enforcement

- I. **Implement Parking Enforcement**
- II. Focused Enforcement
- III. **Issue Warnings**
- IV. Ticket Forgiveness
- V. Extend Grace Period
- VI. Extend Enforcement Hours
- VII. Graduated Citation Structure
- VIII. Booting and Towing
- IX. Parking Ambassador
- X. License Plate Recognition Enforcement



# Toolkit

## Shelf 5 – Implement and Manage an Area Parking Permit Program

- I. Implement Area Parking Permit Program
  - I.A. Exclude New Developments That Build With No Parking from Program Eligibility
  - I.B. Limit the Number of Permits Issued
  - I.C. Constrain the Number of Permits Available to Residents with Access to Off-Street Parking
  - I.D. Graduated Rates for Multiple Permits
  - I.E. Demand-Based Pricing for Permits
  - I.F. Virtual Permitting



# Toolkit

## Shelf 6 – Implement and Manage Paid Parking

- I. Implement a Paid Parking Program
  - I.A. First Hour Free Program
  - I.B. Demand-Based Pricing
  - I.C. Progressive Parking Pricing
  - I.D. Balance On-and Off-Street Parking Rates
  - I.E. Extend Paid Hours
  - I.F. Validation Program
  - I.G. Establish Parking Meter District
  - I.H. Improve Payment Technology

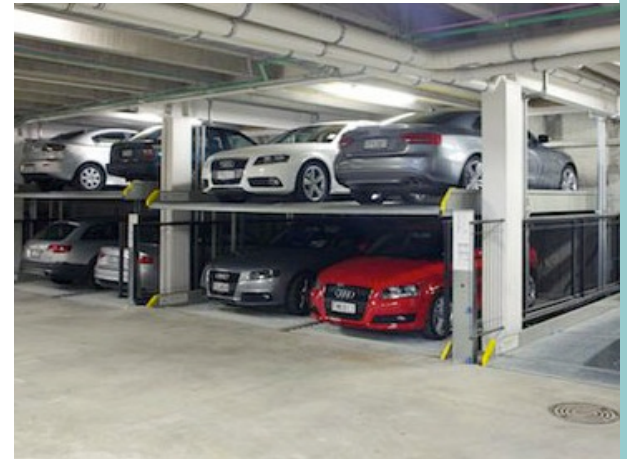




# Toolkit

## Shelf 7 – Create New Parking Supply

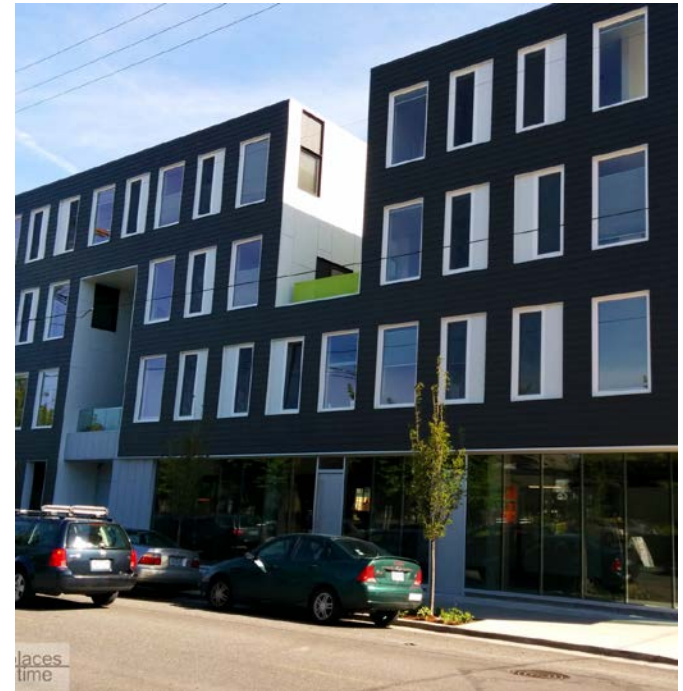
- I. Incentivize Construction of Driveways/Parking pads
- II. Blocked Driveway Permit Program
- III. Support a Driveway Share Program
- IV. Convert No Parking Areas to Parking Areas
- V. Convert Regular Parking to Carpool Parking
- VI. Create Motorcycle or Compact Vehicle Parking
- VII. Reconfigure Existing Off-street Parking Facilities
- VIII. Restripe Parallel Parking to Angled Parking
- IX. Convert Travel Lanes to Parking Lanes
- X. Stacked Parking (horizontal)
- XI. **Car Stackers (vertical)**
- XII. Establish Remote Parking Areas Served by Transit
- XIII. Construct a New Parking Facility



# Area Parking Permit Program

## What problem are we addressing?

- Parking supply is getting tighter as commercial districts redevelop and demand for limited parking spaces increases
- Parking demand spills over into other areas
- “Main Street” customers can’t find parking
- Existing area parking permit program does not have the tools to address issues related to growth and redevelopment



# Area Parking Permit Program

## Existing Program Summary

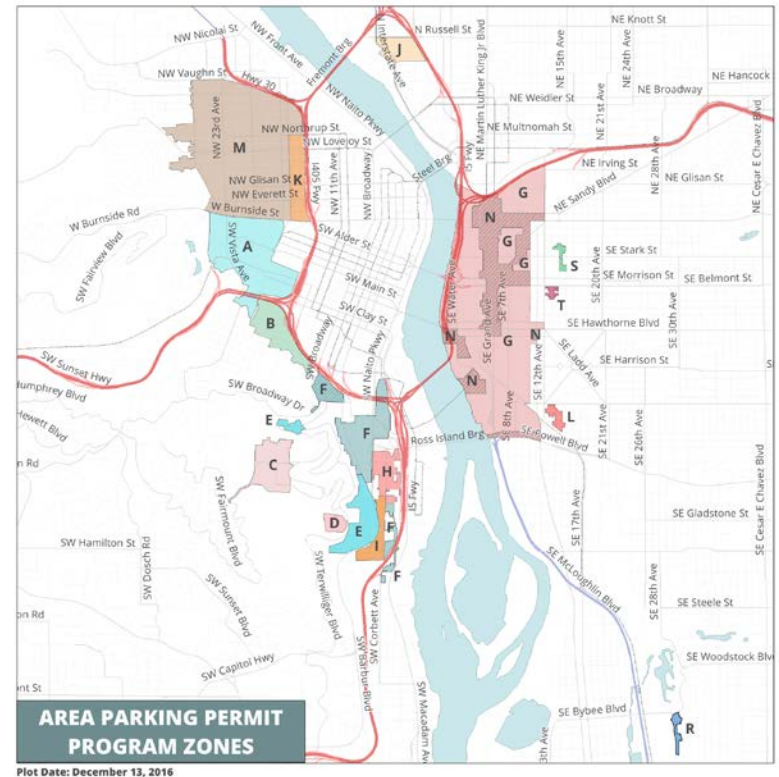
- Created in 1981; modified in 1992 to include non-residential areas
- Designed to address **commuter parking**: people who park in a neighborhood as part of their commute, but do not work or live there
- Only people who live or work within a permit area may purchase permits
- Cost recovery program: current fee is \$60/year per permit



# Area Parking Permit Program

## Existing Program Summary

- Permit areas established by vote within the district
- Currently 18 permit areas, each with an implementation plan developed by an *Area Parking Committee*
- Permits issued to residents and businesses within the permit area
- Code allows limits on business permits, not on residential permits or the total number issued



# Establishing a new residential permit area

**1**

PBOT receives a request to establish a new residential permit area

**2**

PBOT staff works with Neighborhood Association & businesses to finalize proposed permit area boundaries

**3**

PBOT conducts a public meeting about the proposed program and boundaries

**4**

PBOT mails ballots to each address in the proposed permit area asking if they would like a permit area

**5**

An Area Parking Permit Committee is established

**6**

The Area Parking Committee develops a Supplemental Plan for the permit area

**7**

PBOT sells permits

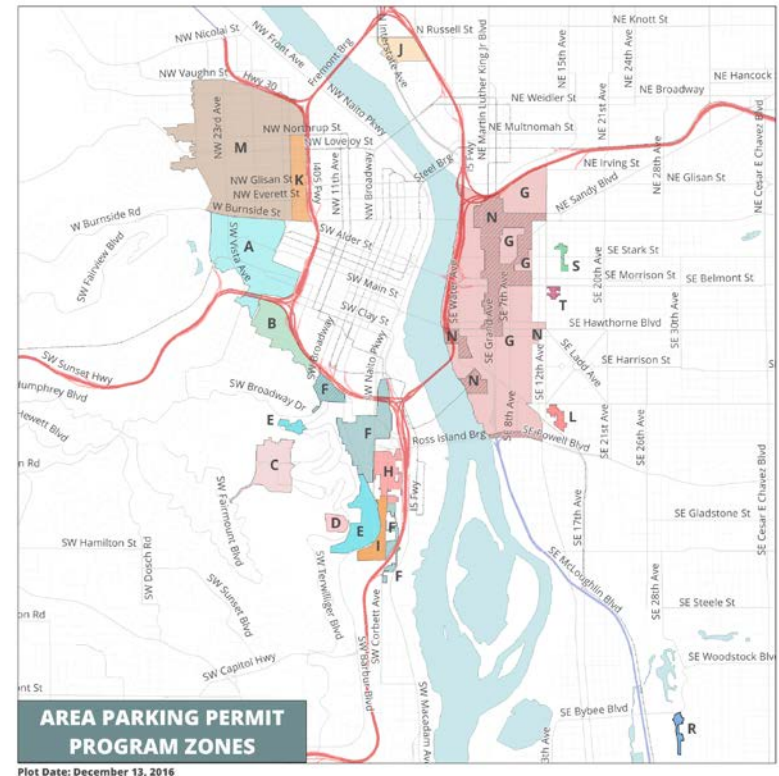
**8**

Signs are installed and enforcement begins

# Area Parking Permit Program

## Limitations of existing program

- Created to solve commuter-problem, not internal growth issues
- No limit on permits issued to residents
- No limit on the total number of permits issued
- Annual fee is based on the cost of administration and enforcement



NOW, THEREFORE, BE IT RESOLVED, that Council accepts the Centers and Corridors Parking Management Toolkit, attached as Exhibit A, as a technical reference document; and

BE IT FURTHER RESOLVED, the Bureau of Transportation is directed to refer to the toolkit while working with local stakeholders to develop customized parking management plans in centers and corridors throughout the City; and

BE IT FURTHER RESOLVED, staff is directed to seek community input to establish a new Area Parking Permit pilot in an area that does not have an existing permit program to learn more about how to implement parking management tools fairly and equitably; and

BE IT FURTHER RESOLVED, staff is directed to return to City Council with an Ordinance to create a new Area Parking Permit Program pilot

**Thank you**



**Extra slides**

# NW Zone M by the numbers

## **Total number of Zone M Permits sold**

- Business: 3,345
- Resident: 3,508
- Total: 6,853

## **Of the 63 buildings in NW with 30 or more units (3,590 units):**

- 8 buildings are at capacity
- 10 applicants are waitlisted for a permit

## **Number of \$50 return incentives**

- 26 Residents

## **Opt-outs**

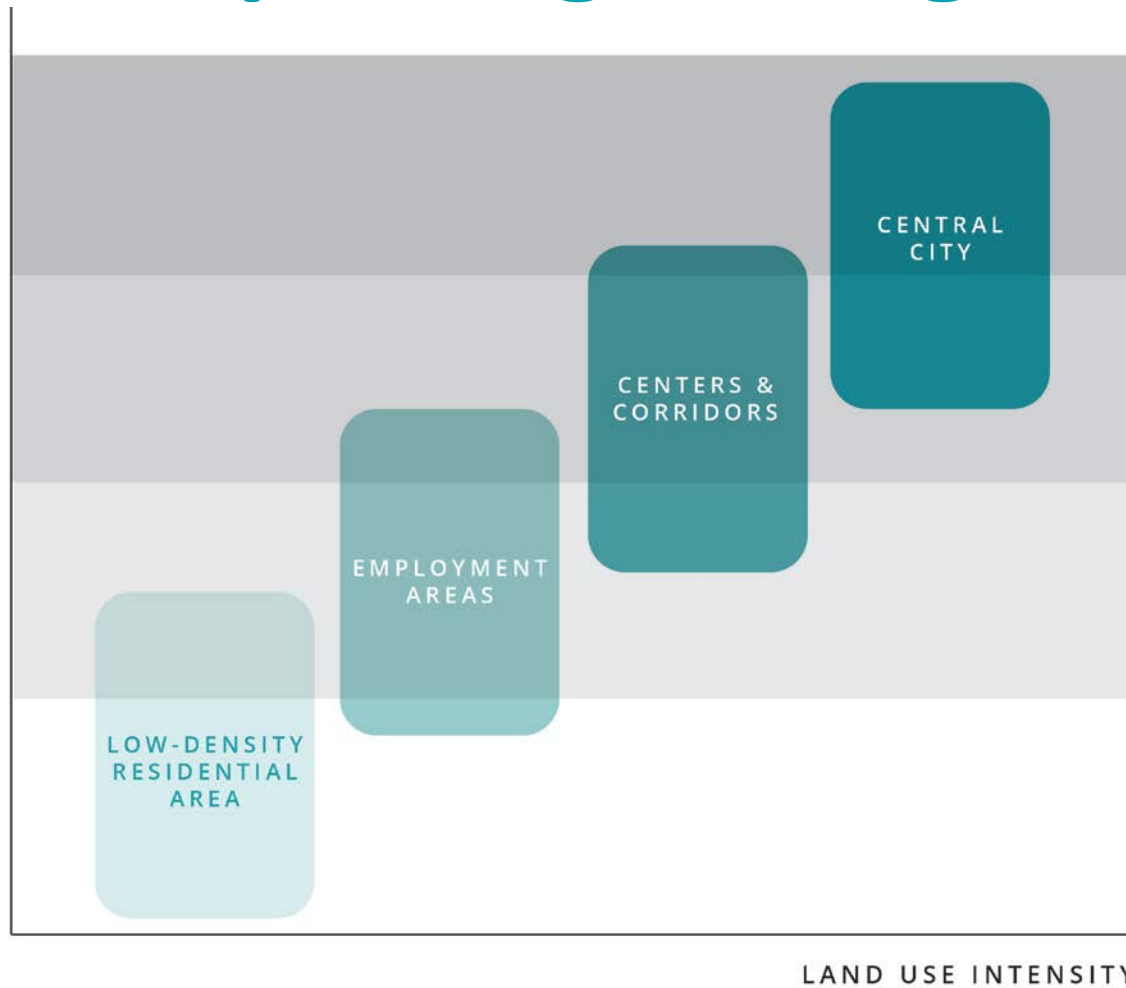
- 94 residents
- 24 employees/2 employers

# How to use the Toolkit

- Levels of parking management
  - Low – minor issues that impact a few people in a specific location or small area
  - Moderate – moderate issues that impact multiple people in a large area
  - High – complex issues that impact and entire neighborhood or corridor



# Levels of parking management



# Upcoming parking items

Month	Topics
January	<ul style="list-style-type: none"><li>Centers and Corridors Parking Management Toolkit</li><li>Permission to pursue 2<sup>nd</sup> APP Pilot</li></ul>
March	<ul style="list-style-type: none"><li>Zone M (Northwest) APP Pilot report back to Council</li><li>New APPP pilot(s) areas selected (follow up from January)</li><li>Area Permit Program surcharge allocation policy</li></ul>
April	<ul style="list-style-type: none"><li>Citywide Parking Strategy</li><li>Parking Management Manual</li></ul>
May/June	<ul style="list-style-type: none"><li>Off-street parking policy</li></ul>