

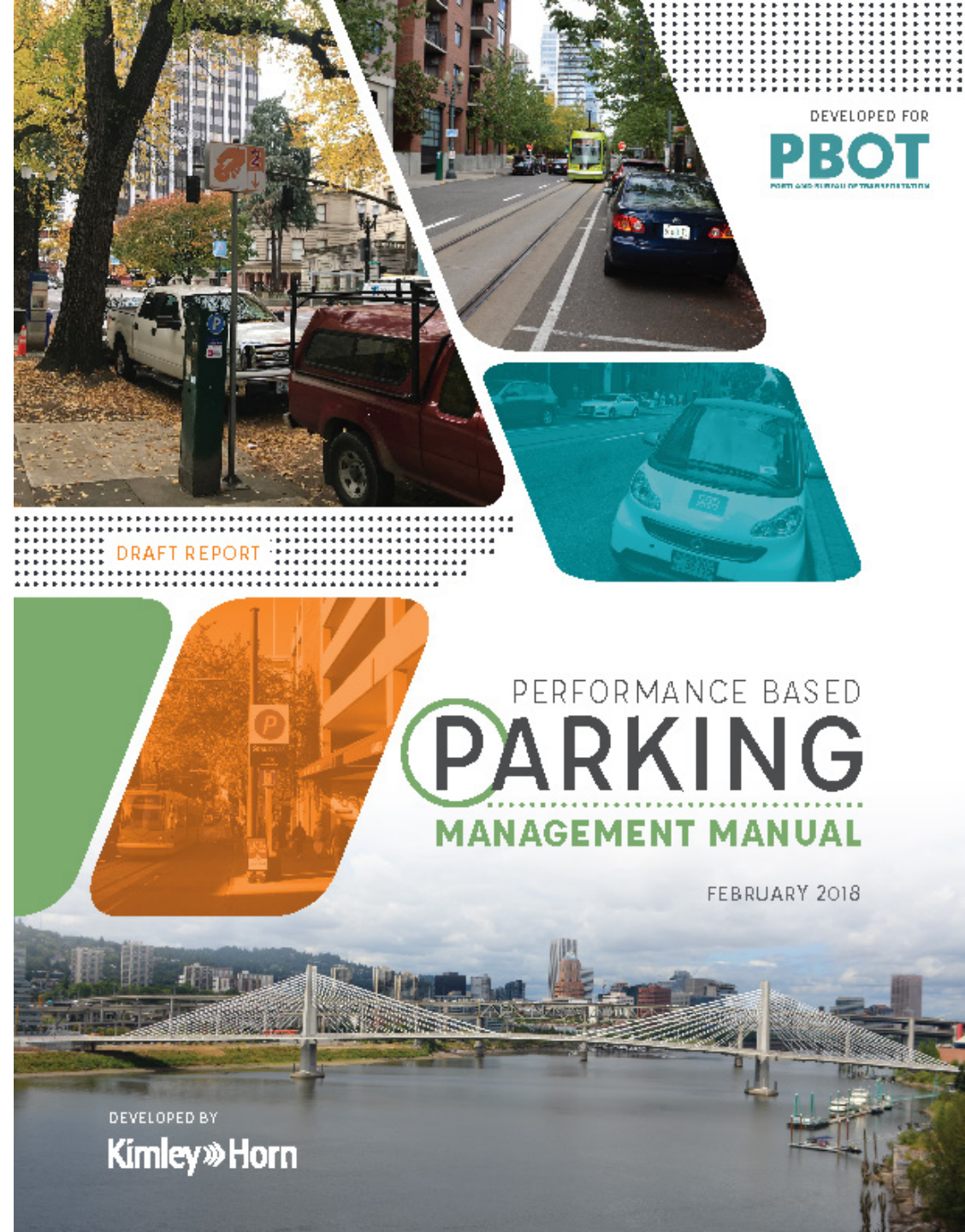
PARKING MANAGEMENT MANUAL

July 25th, 2018



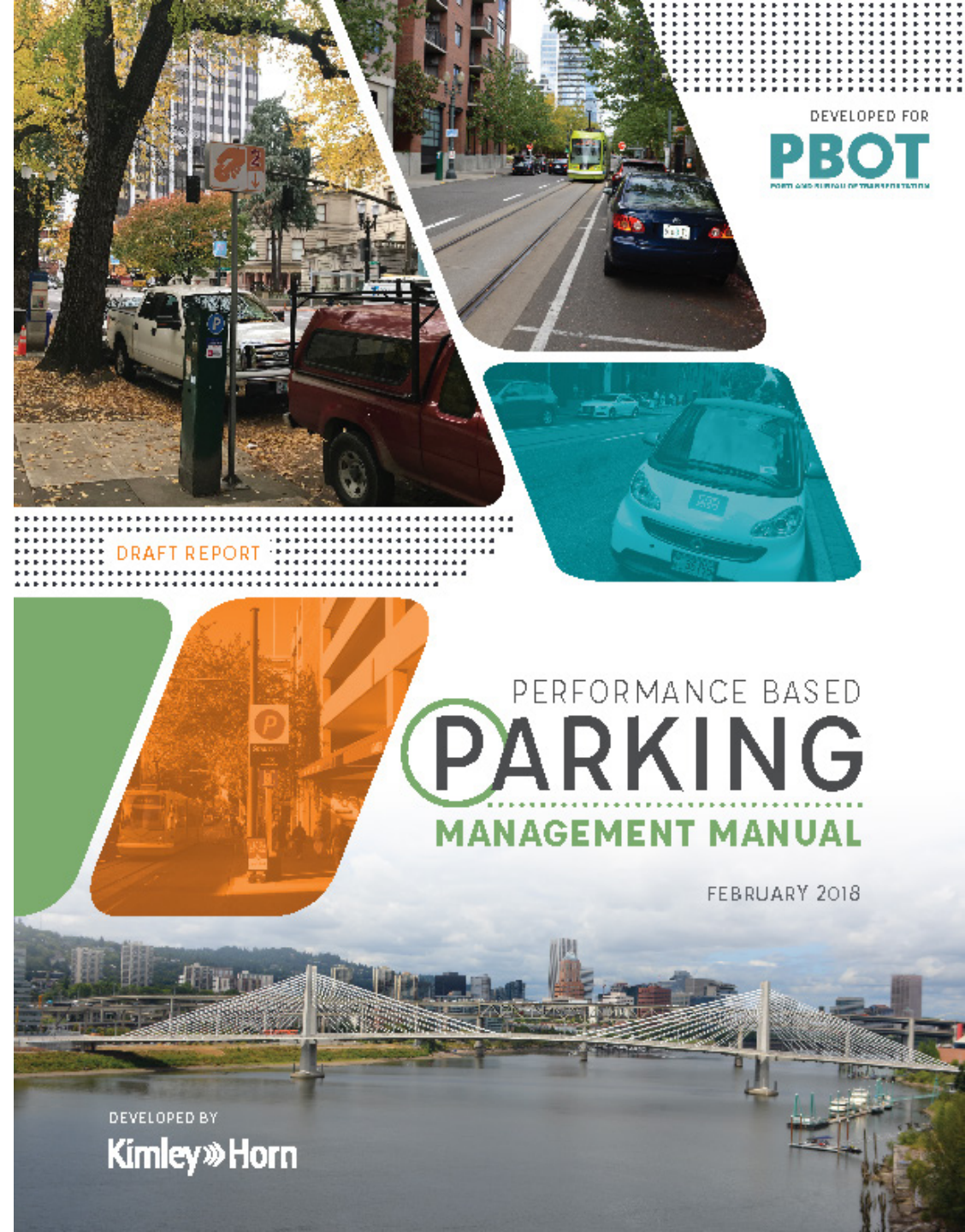
ITEMS TODAY

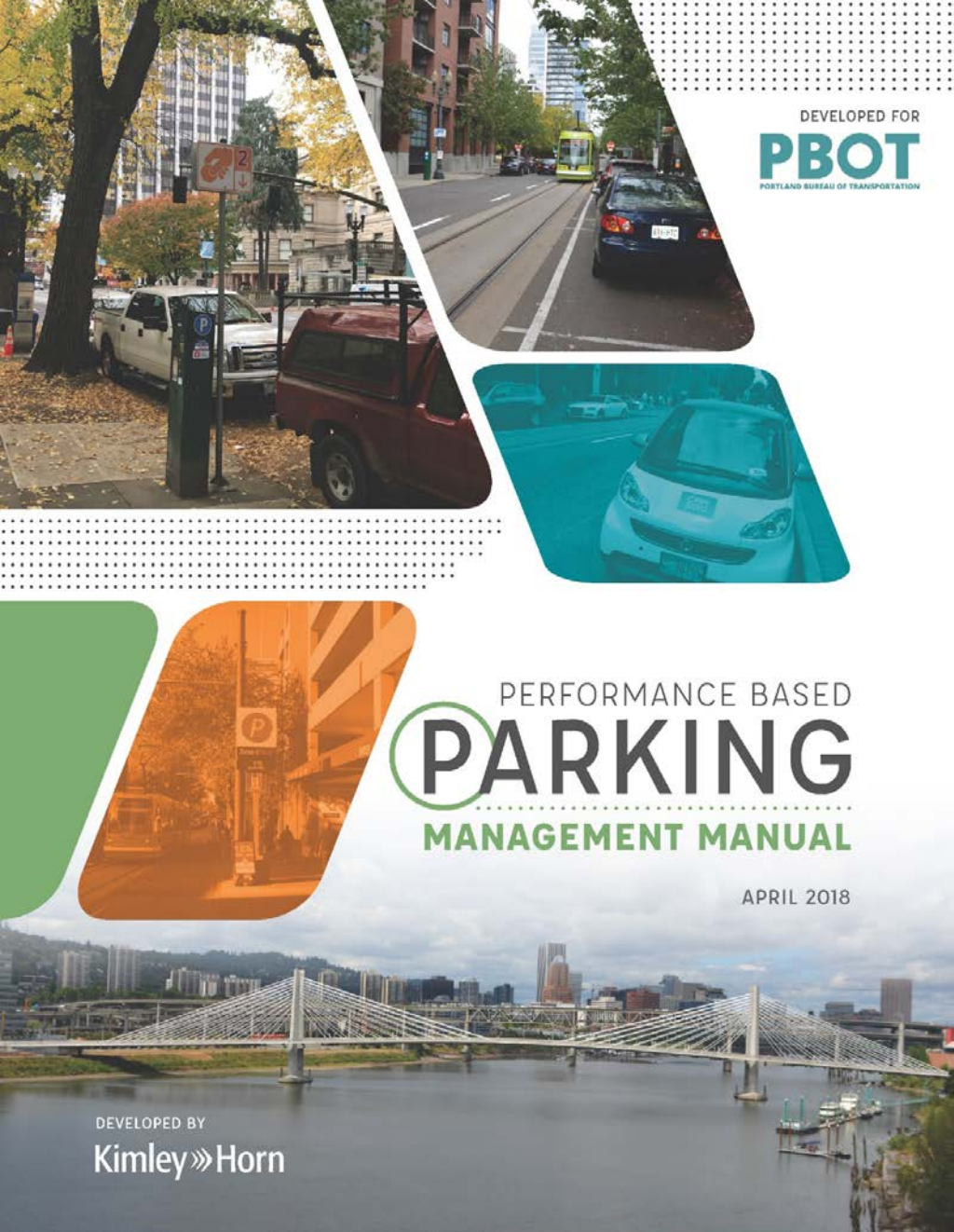
1. Adopt new parking management policies in Parking Management Manual (Resolution)
2. Adopt new Parking Meter Rate Policy
 1. Rescind outdated policy (Ordinance)
 2. Adopt new performance-based parking management pricing policy for meter areas and event districts (Ordinance)



OVERVIEW OF TOPICS COVERED

- 1. Introduction
- 2. Parking Management Districts
- 3. Time Limits
- 4. Pricing
- 5. Event Districts
- 6. Truck Loading Zones





- **Planning & Engagement to Date**

- 2035 Comprehensive Plan
- Transportation System Plan
- Citywide Parking Strategy
- Central City 2035 Plan
- Mixed Use Zones Project
- Centers and Corridors Parking Toolkit
- Performance-Based Parking Management Stakeholder Advisory Committee



Better use of existing parking

- Existing parking assets are often underutilized for much of the day
- Redefining the role and function of parking in the curb zone
- Manage parking to achieve highest and best use



Better on-street management

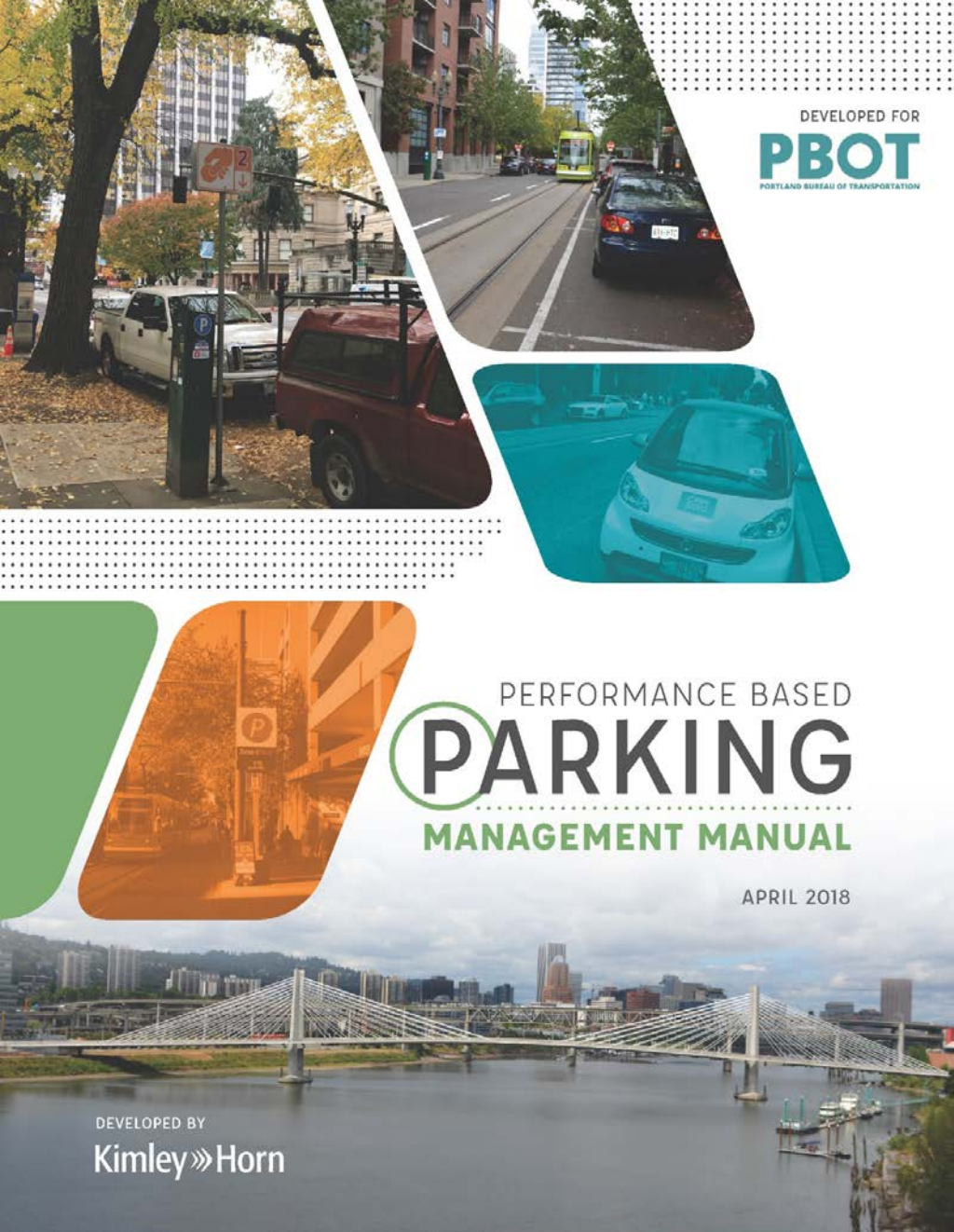
- Parking supply is getting tighter as commercial districts redevelop and demand for limited parking spaces increase



More demand-responsive management

- It is challenging to adjust parking rates and initiate parking management plans
- New technologies and practices allow for more responsive management





PERFORMANCE BASED PARKING MANAGEMENT MANUAL (Per Resolution 37204 –April 2016)

- **Purpose** of the parking system
- **Performance** targets
- **Procedures** for establishing new meter districts
- **Using data** to adjust rates, set frequency of adjustments, establish hours of enforcement, monitor and evaluate operations
- **Communication** procedures for parking management
- **Coordinating** on- and off-street parking into a more seamless system



Public Support

Citywide Parking Strategy Process

- Communication with close to 1,000 people
- Support for data-driven management

Centers and Corridors Parking Project SAC

- Endorsed the Parking Management Toolkit

Central City Parking Policy Update SAC

- Recommended that staff develop a performance-based parking management program

2016 Downtown Meter Rate Adjustment Subcommittee

- Recommended to transition from existing process to PBPM



ADOPT THE PARKING MANAGEMENT MANUAL

(Resolution)



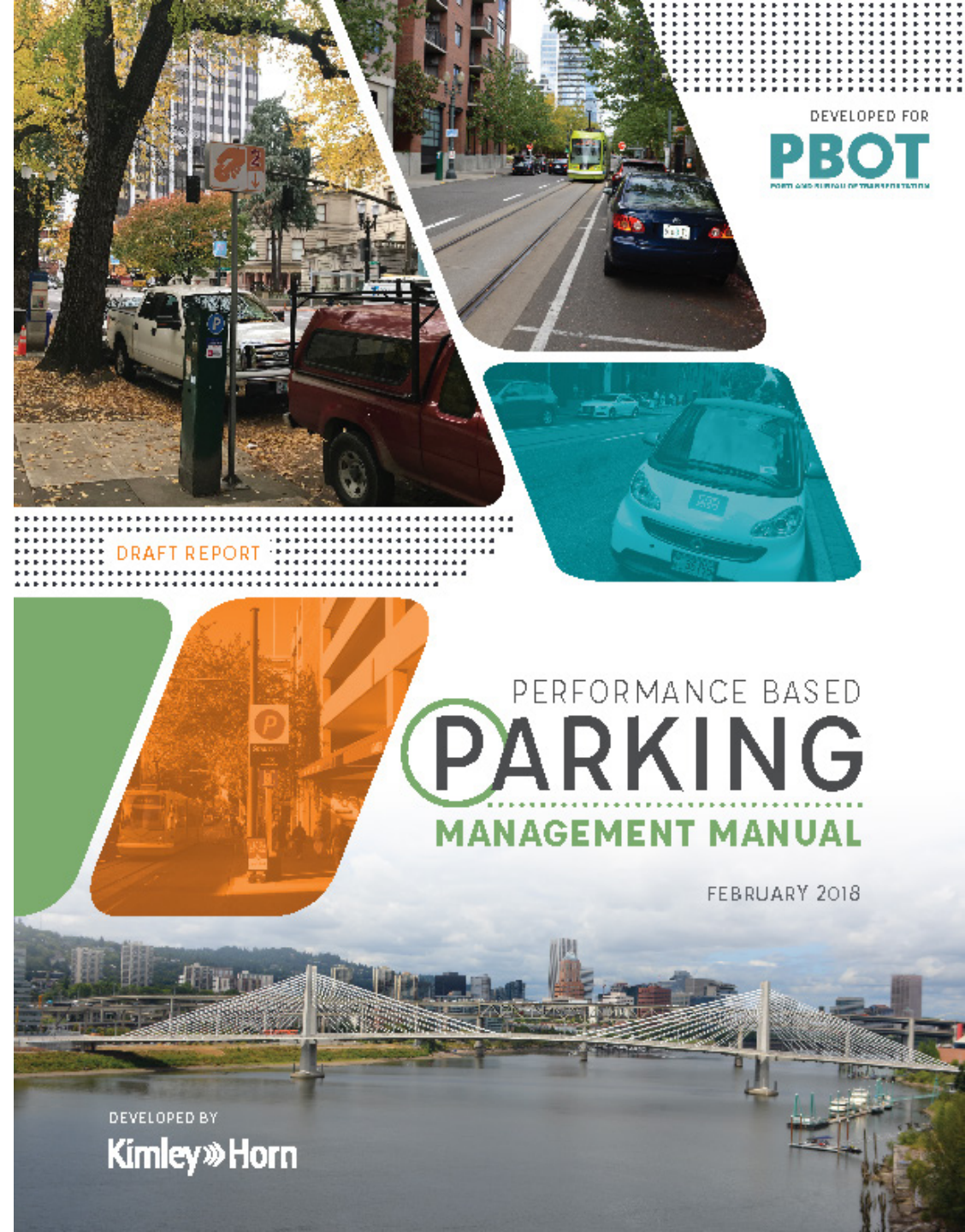
PARKING MANAGEMENT MANUAL



PBOT
PORTLAND BUREAU OF TRANSPORTATION

OVERVIEW OF TOPICS COVERED

- 1. Introduction
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PARTNERS



PORTLANDERS FOR PARKING REFORM



Portland Freight Committee



PARKING MANAGEMENT MANUAL



PUBLIC OUTREACH

1. Parking Management Manual Online Open House

- Available in 10 languages online (February 2018)
- Multiple comments in support of using data to set rates.

2. Letters of Support

- Individuals
- Go Lloyd
- Portland Business Alliance
- Portland Freight Committee
- Bureau of Planning and Sustainability

“I'm very excited to see data & performance be used to set parking policy...”

“I think a data-driven approach is the best way to set parking management policy”

“I like that hourly parking prices will be adjusted to meet demand.”

“Bravo! I encourage the Commissioners to approve it... because studied, data-based policymaking is what we need.”

GUIDELINES INCLUDED:

- Establishing New Parking Management Districts
 - 8-Step Process
 - Outreach to Surrounding Communities



AMENDMENT LANGUAGE

1. Added language in Resolution about the composition of a workgroup or Parking Committees for *new Parking Management Districts (PMD)*
 - Should include ten (10) stakeholders consisting of:
 - 3 business owners
 - 5 residents
 - 2 employees of the proposed PMD who live outside of the area
2. Added language that Parking Committee should consider the *equity implications* of the changes to the parking system in their PMD
3. This language will be incorporated into the Final Parking Management Manual



**PARKING
MANAGEMENT
DISTRICTS (PMD)**



THIS GUIDANCE
APPLIES TO:

- ☒ Existing Parking Management District
- ☒ Future Parking Management Districts



PARKING MANAGEMENT MANUAL

GUIDELINES INCLUDED:

- Standardized Time Limits
 - 15-Minutes or 30-Minutes
 - 2 Hours
 - 4 Hours
- For New Parking Management Districts in Commercial Corridors:
 - Default Time Limit: 2 Hours



TIME LIMITS

GUIDELINES INCLUDED:

- Consistent Approach to Loading Zone Management
- Support Business Needs while Providing Access for All Users

Proposed guidelines supported by the Portland Freight Committee



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TRUCK
LOADING ZONES

RESCIND TRN 3.102 METER DISTRICT POLICY

(Ordinance)



UPDATES TO TRN-3.102

1996

TRN-3.102 –
Parking Meter
District Policy

2018

NO CHANGES:

Parking Meter Revenue
Allocation Policy

REVISED:

Parking Meter Rate
Setting

(New Ordinance)

(New Ordinance)

ADOPT NEW PARKING AND EVENT DISTRICT POLICY

(Ordinance)



OVERVIEW OF TOPICS COVERED

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PERFORMANCE-BASED PARKING MANAGEMENT (PBPM)

What is PBPM?

- Is data-driven, clear and transparent
- Relies on performance metrics
- Maximizes customer experience and efficiency of parking system
- Is not driven by revenue
- Improves reliability of transportation system and overall livability of places
- Includes industry best practices for parking management



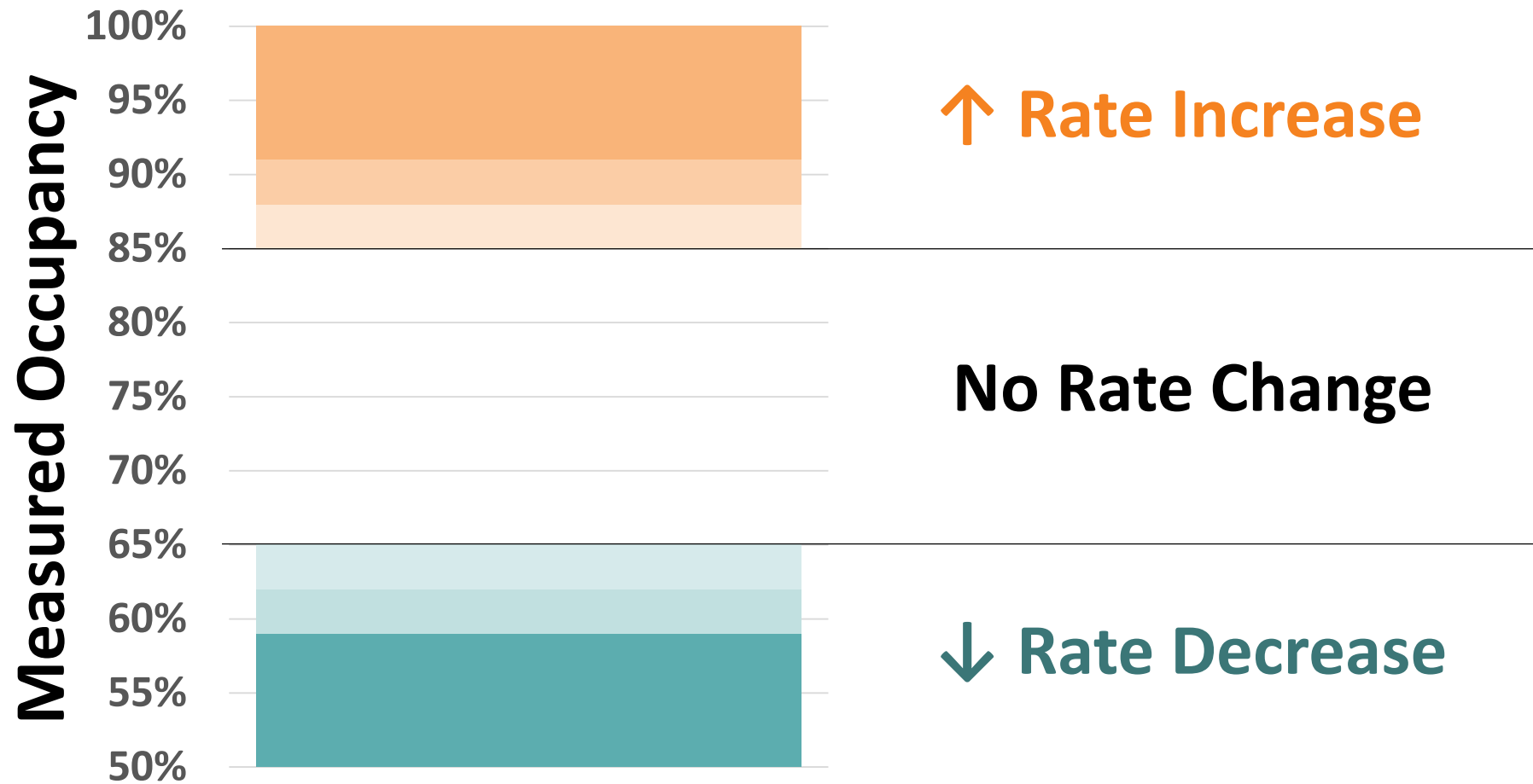
GUIDELINES INCLUDED:

- **Performance-Based Process**
 - Performance Target: 65% - 85% occupied during peak period
- **A predetermined rate range**
 - From \$1 up to \$5 an hour
- **Standardized Annual Review Process**
 - Either no change, or adjust up or down by increments of \$0.20, \$0.40, or \$0.60 (maximum) based on data
 - Final rates approved by Council
- **Enforcement hours for both and new and existing meter districts have to be approved by Council**

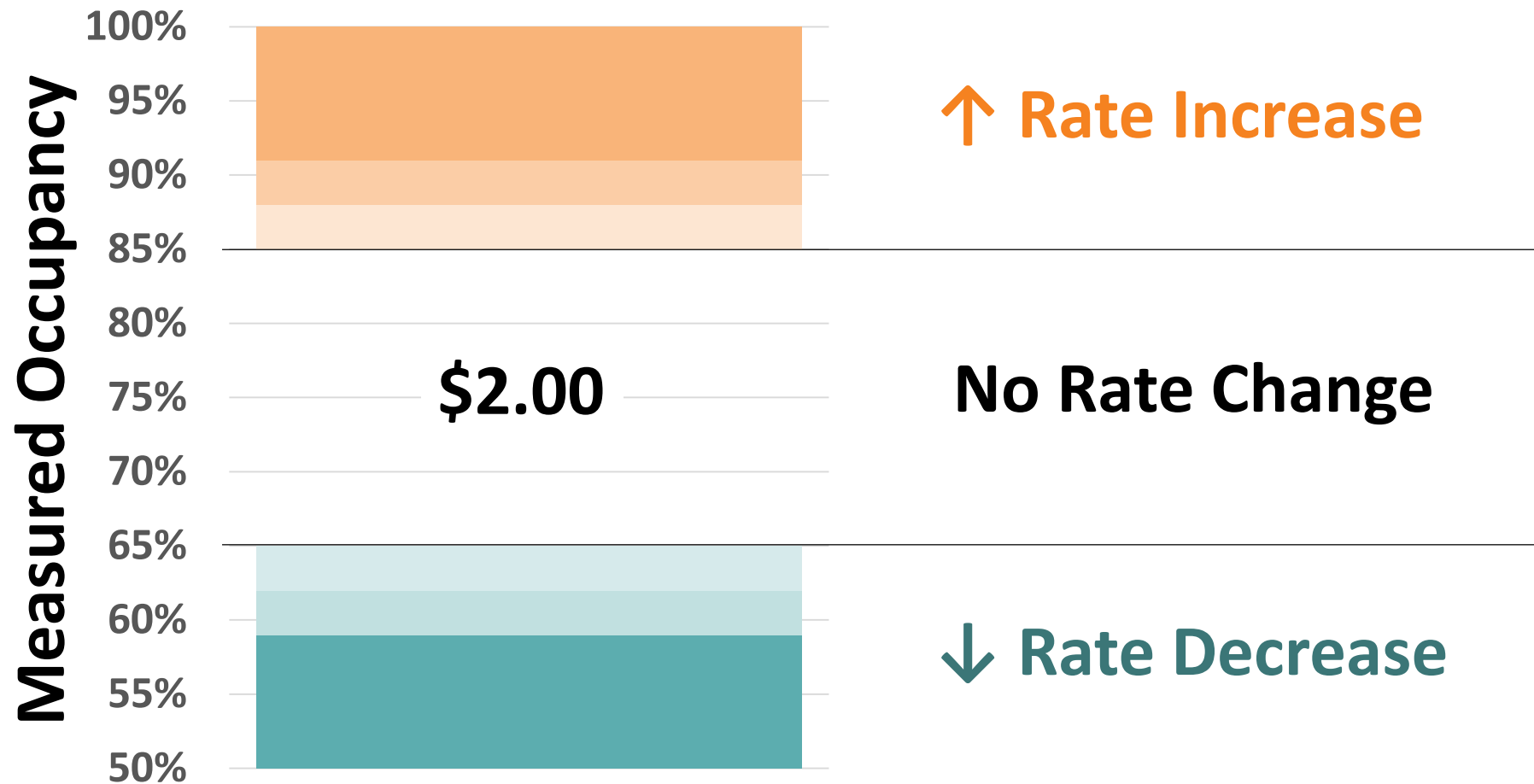


ANNUAL RATE REVIEW PROCESS

1. PBOT collects data and recommends rate adjustment based on parking occupancy/demand every year
2. City Council considers recommendation and adopts yearly rates as part of budget process rate fee schedule

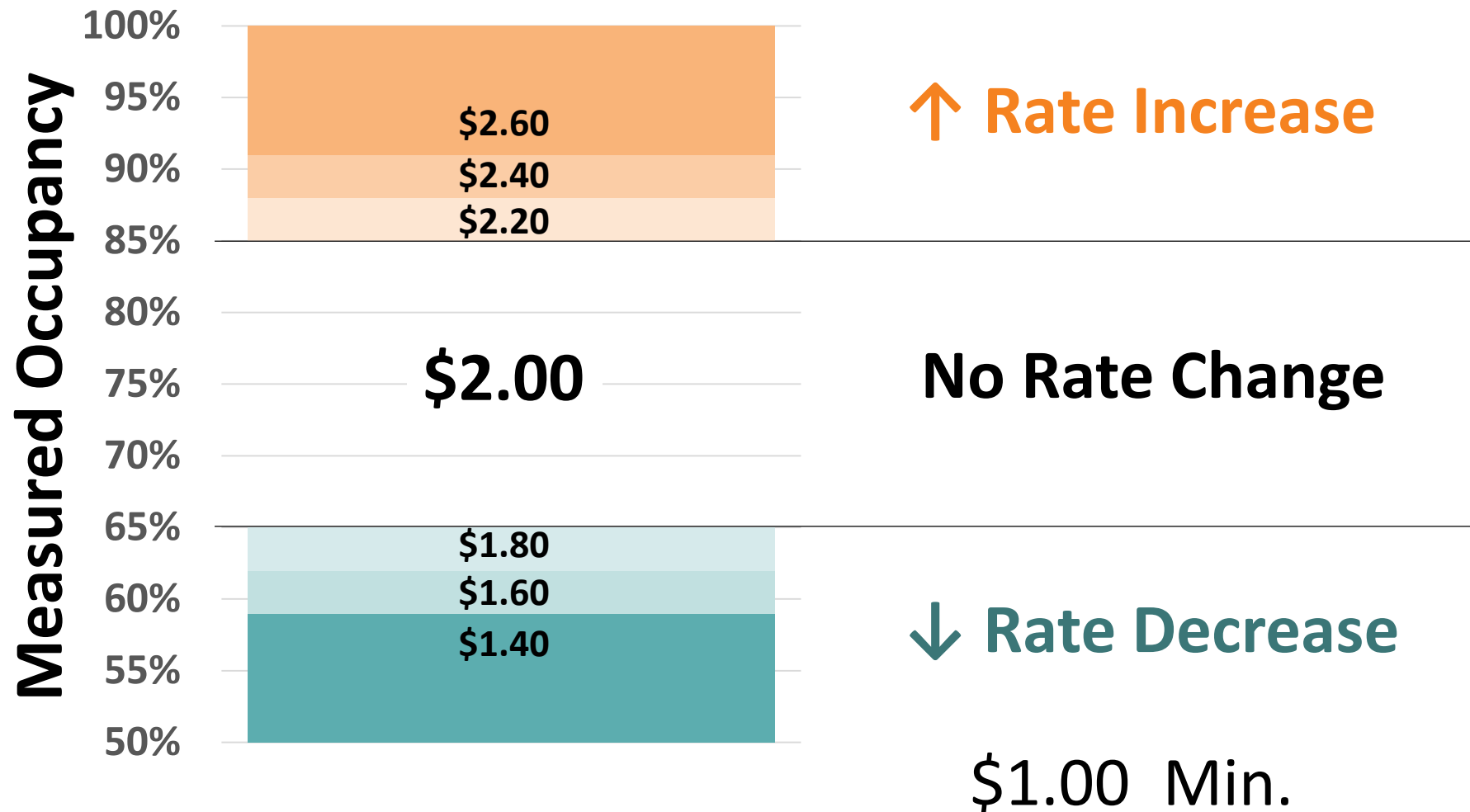


ANNUAL RATE REVIEW PROCESS

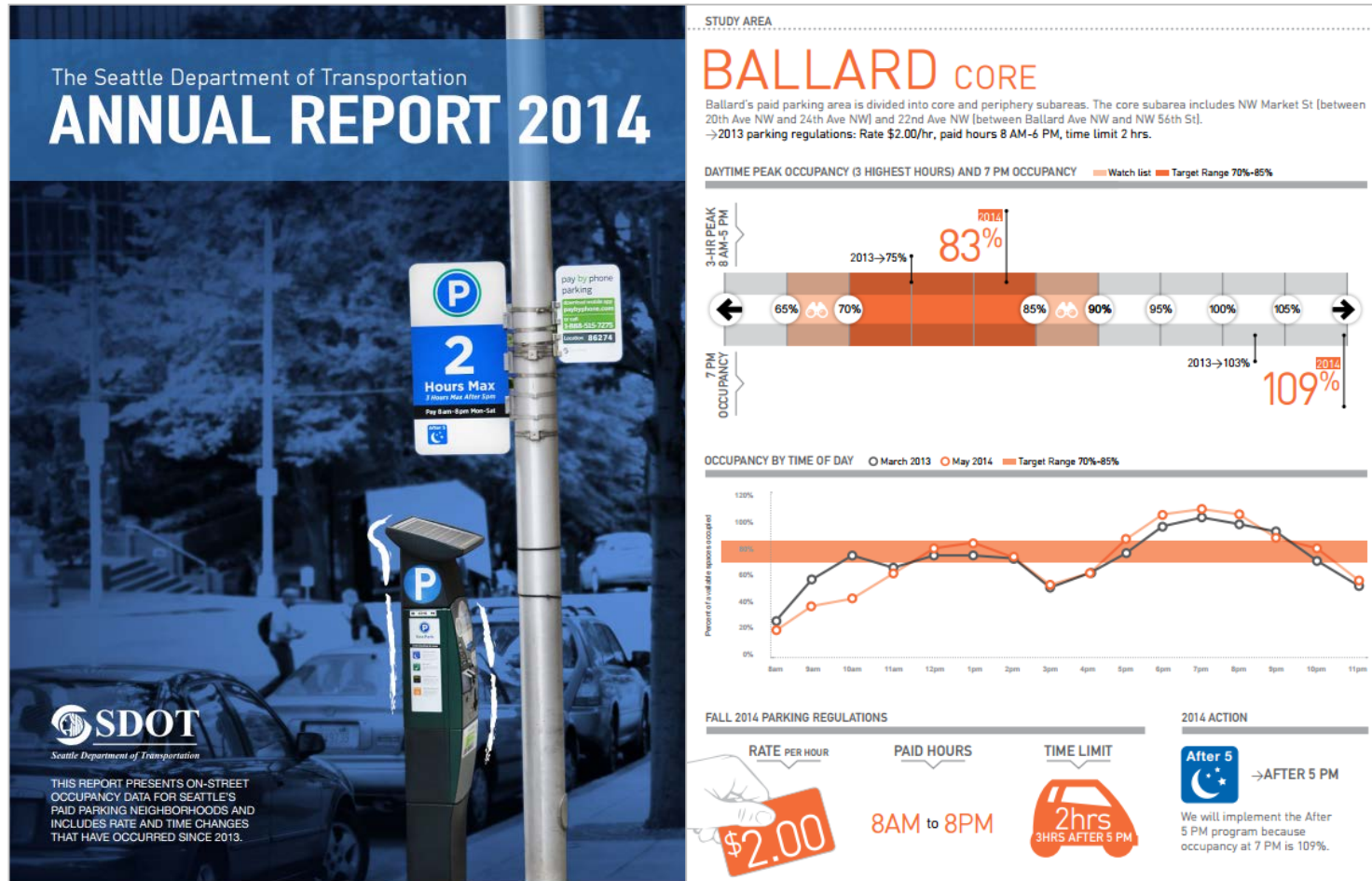


ANNUAL RATE REVIEW PROCESS

\$5.00 Max.



Seattle example: REPORTING

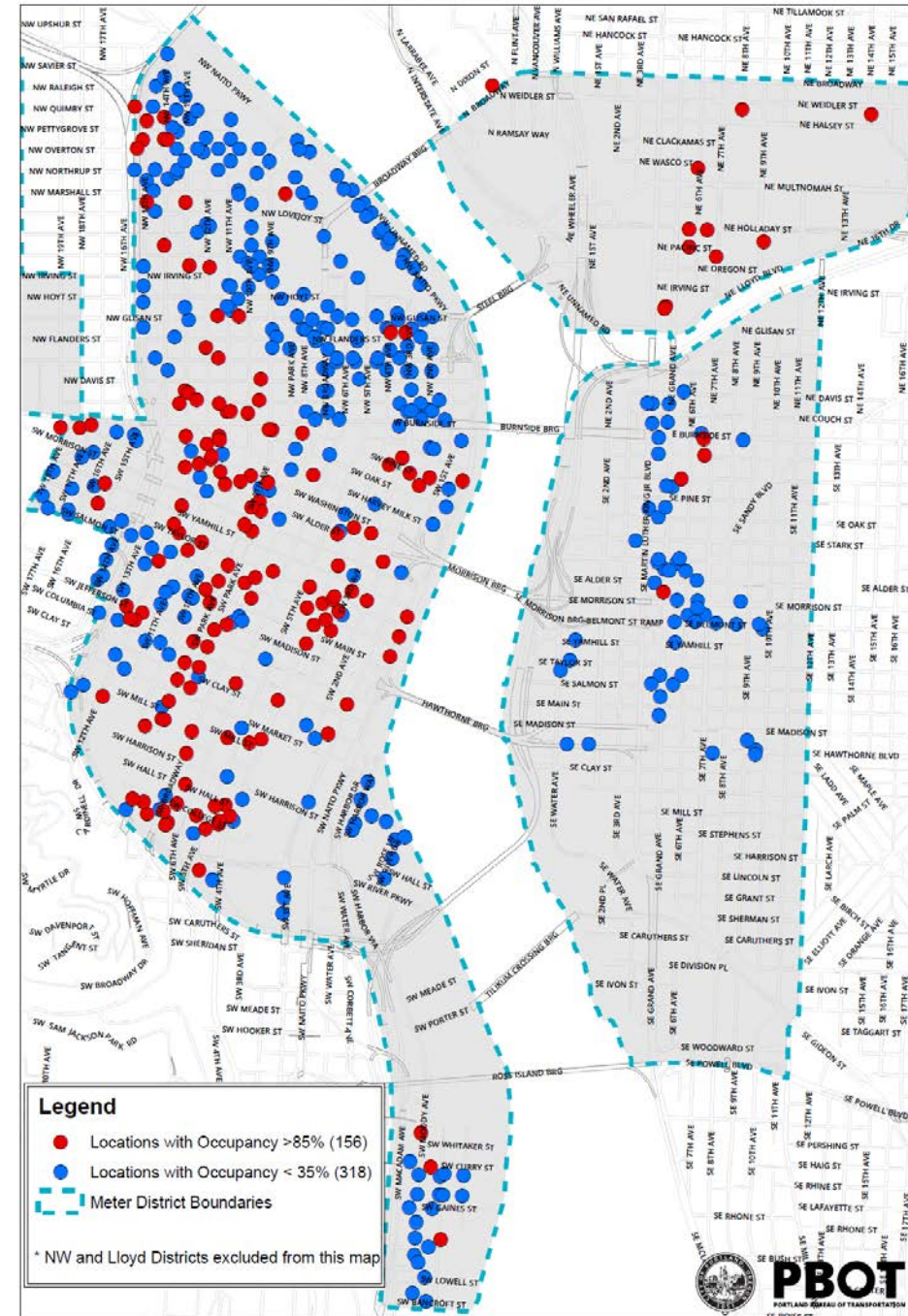


EXAMPLE: Seattle Department of Transportation (SDOT) 2014 Annual Paid Parking Report



DATA-DRIVEN MANAGEMENT

- PBOT receives very few comments that rates are too high, but frequently hears that finding on-street parking is very difficult in some parts of the City.



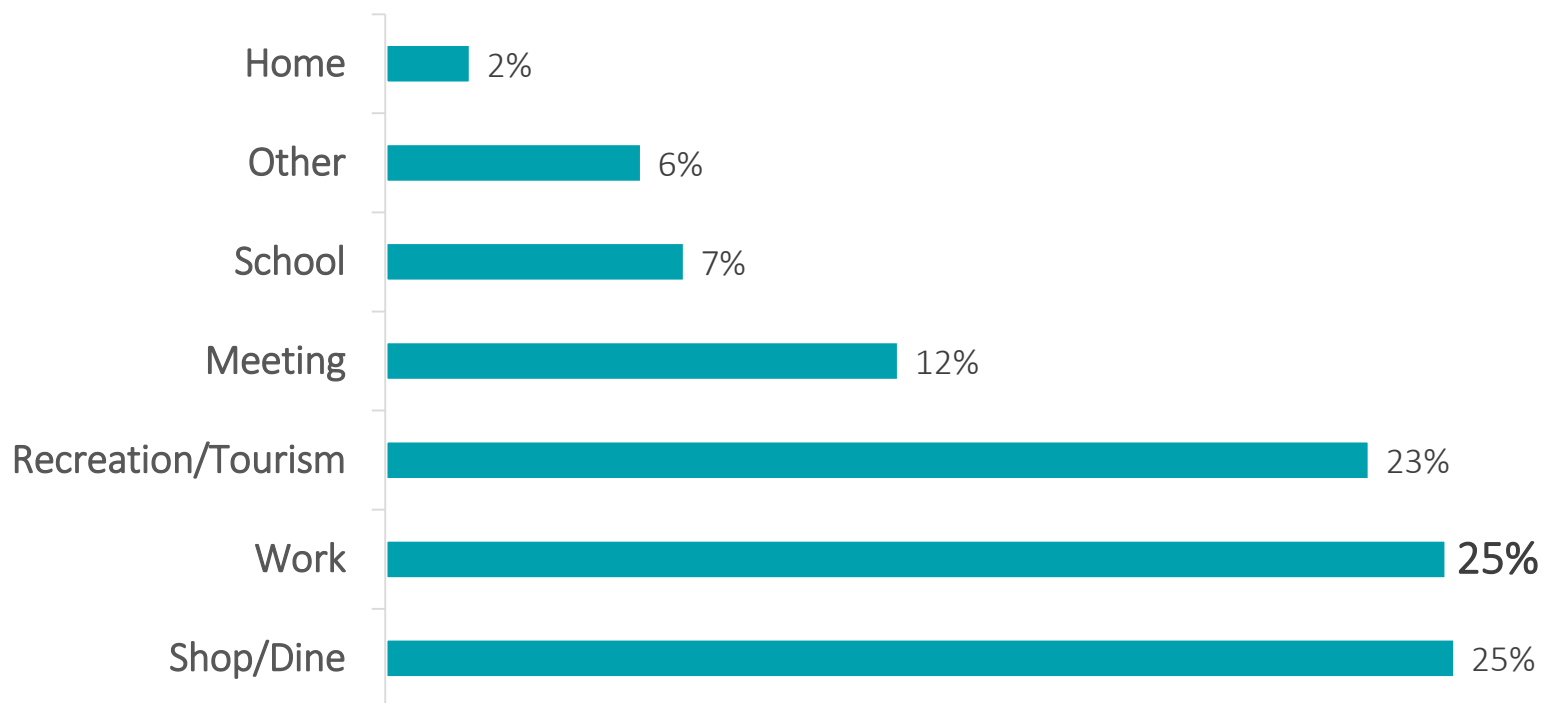
WHO USES PUBLIC PARKING

PBOT 2015 Downtown
Meter Rate Intercept Survey

Downtown Parkers Trip Purpose

Fall 2015, Weekday evenings 4-7pm
n=121

By policy, most public parking along commercial corridors is managed for short-term uses, not commuting





PBOT

Portland Bureau of Transportation

1120 SW Fifth Ave, Suite 800, Portland, OR 97204

PHONE: 503-823-5185

FAX: 503-823-7576

[MORE CONTACT INFO](#)



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[Parking](#)

[PDX Streets & Infrastructure](#)

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[Historic Black Williams Avenue Art Installation](#)

[Safe Routes to Schools and the Equity Matrix](#)

[Smart Park Garage Low Income Discounts](#)

[Sunday Parkways and Communities of Color](#)

[Adaptive BIKETOWN](#)

[BIKETOWN for ALL](#)

[East Portland Block Party Pilot Program](#)



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[Historic Black Williams Avenue Art Installation](#)

[Safe Routes to Schools and the Equity Matrix](#)

[Sunday Parkways and Communities of Color](#)

Smart Park Garage Low Income Discounts



Reduced Rate Swing Shift Pass

On February 1, 2016 the City of Portland Bureau of Transportation increased the on-street hourly parking rate in Downtown from \$1.60 to \$2.00 per hour. A concern raised during the discussion of this increase is the impact on downtown employees earning low wages, working swing shift or evening shift schedules who are not served well by available transit options.

To mitigate this impact the SmartPark Program has developed a new **Reduced Rate Swing Shift** monthly pass that is available based on qualifications and availability. This new program is intended to provide a reasonable option to lower income workers while leaving readily accessible on-street parking spaces available for evening customers and visitors.

The new reduced rate program was started on April 1, 2016. The swing shift monthly pass is valid from 3 p.m. to 7 a.m. daily at all SmartPark Garages except for the O'Bryant Square Garage. The new rate is available to individuals not exceeding an annual income of \$35,000 per year. The applicant's employer must verify that the applicant meets the income threshold and that they work for the company on a swing shift or evening shift schedule.

EVENT DISTRICTS



GUIDELINES INCLUDED:

- Establishing Event Districts
 - Providence Park (Existing)
 - Rose Quarter
 - Convention Center
- Standardized Annual Review Process
 - Adjust rates based on data to incentivize the use of alternative modes
 - Predetermined rate range

Enforcement hours for both and new and existing meter districts have to be approved by Council

Proposed guidelines supported by the Oregon Convention Center and the Rose Quarter

5

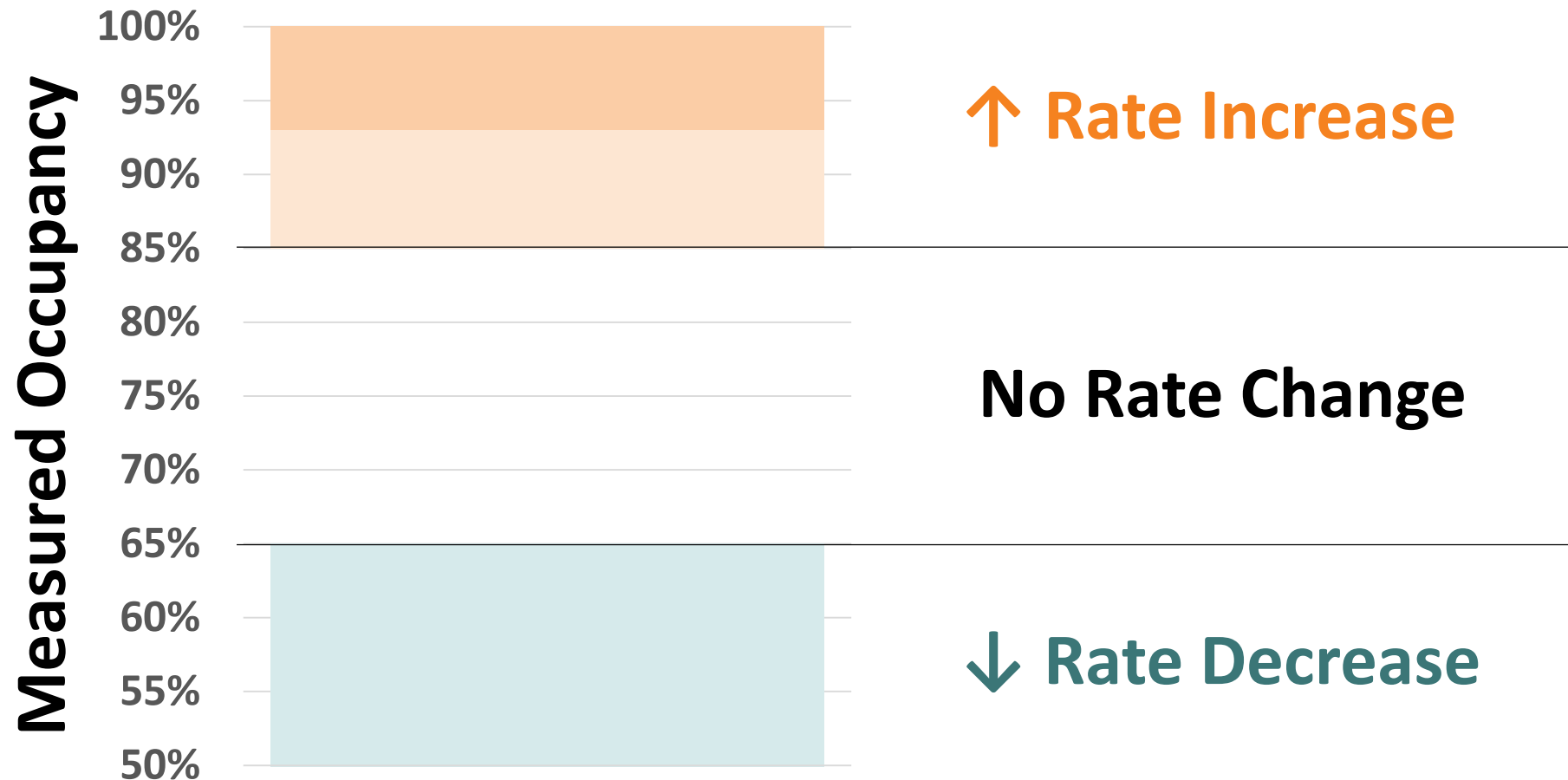


EVENT
DISTRICTS



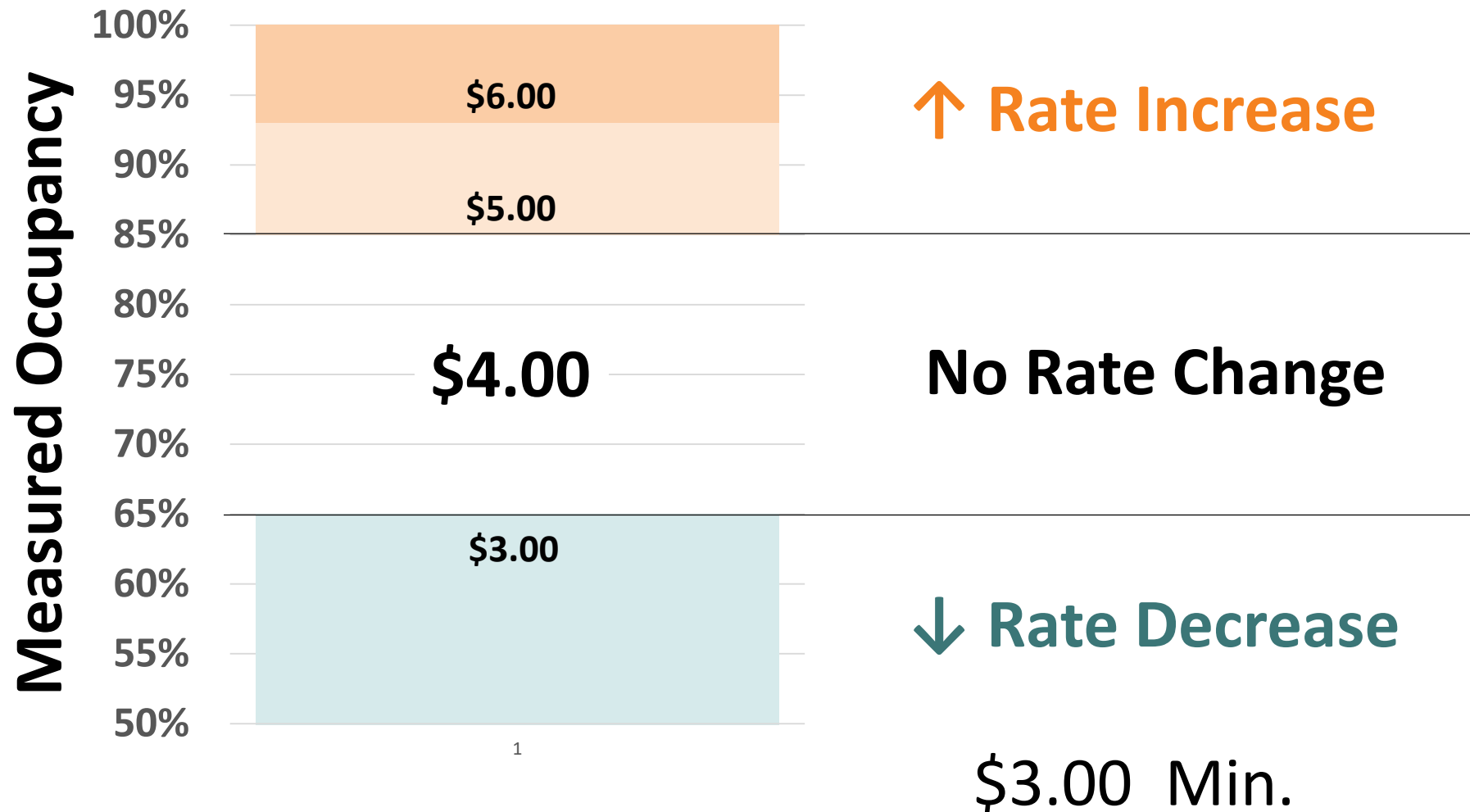
EVENT DISTRICT RATE REVIEW PROCESS

1. PBOT collects data and recommends rate adjustment based on parking occupancy/demand every year
2. City Council considers recommendation and adopts yearly rates as part of budget process rate fee schedule



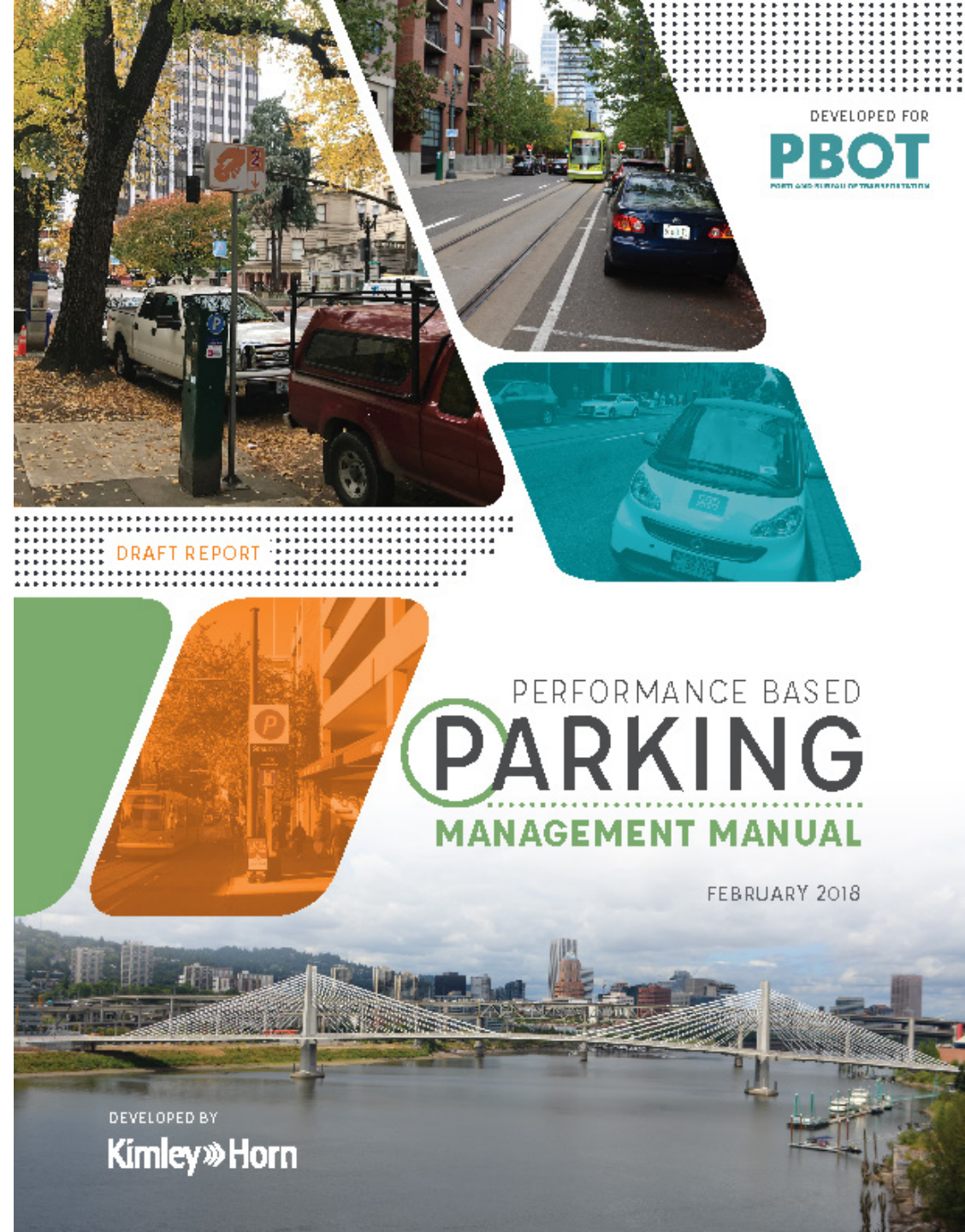
EVENT DISTRICT RATE REVIEW PROCESS

\$10.00 Max.



THANK YOU

1. (Resolution) Adopt new parking management policies in Parking Management Manual
2. Adopt new Parking Meter Rate Policy
 1. (Ordinance) Rescind outdated policy (and maintain meter rate allocation policy with new number)
 2. (Ordinance) Adopt new performance-based parking management pricing policy

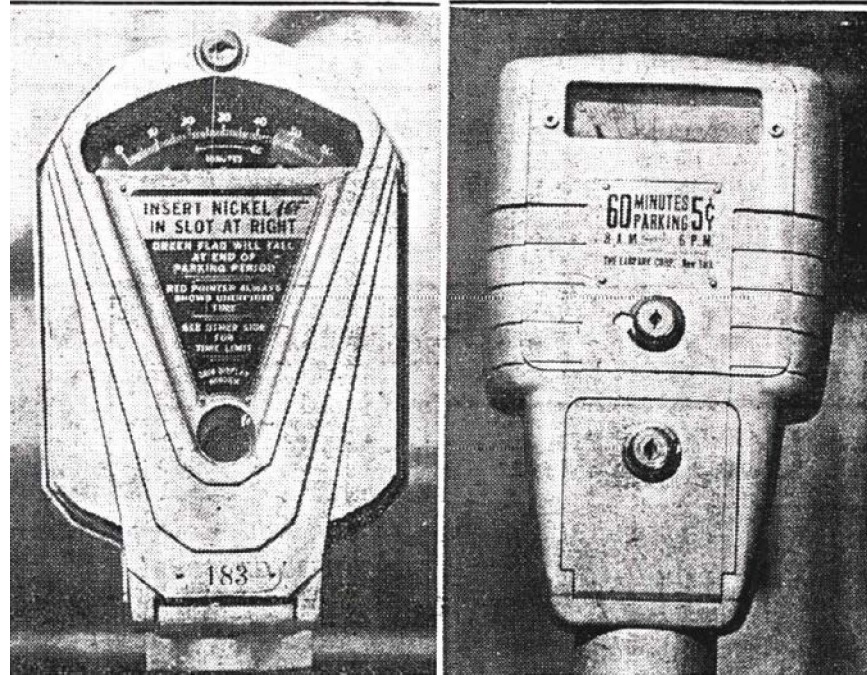


ADDITIONAL SLIDES



1938

Coins *N.T. - 3/8/38*



*1,336 parking meters installed between
SW 3rd, SW 10th, SW Salmon and
SW Oak Streets*



EXAMPLE TRANSPORTATION COSTS FOR EVENT IN ROSE QUARTER

2 People, Stay of 4 hours

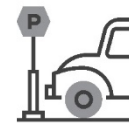
	Cost
Off-Street Event Parking	\$26.00
Transit	\$10.00
Biketown	\$9.60*
On-Street Parking (@ \$1.00/hr)	\$4.00

*Assuming a 30-minute ride each way



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PARTNER



PORTLANDERS FOR PARKING REFORM



Portland Freight Committee



GUIDELINES INCLUDED:

- Establishing New Parking Management Districts
 - 8-Step Process
 - Outreach to Surrounding Communities
- Implementing On-Street Paid Parking
 - 5 Minimum Requirements



GUIDELINES INCLUDED:

- Standardized Time Limits
 - 15-Minutes or 30-Minutes
 - 2 Hours
 - 4 Hours
- For New Parking Management Districts in Commercial Corridors:
 - Default Time Limit: 2 Hours
 - Default Start Time: 10 am



TIME LIMITS

GUIDELINES INCLUDED:

- **Performance-Based Process**
 - Performance Target: 65% - 85% occupied during peak period
- **Standardized Annual Review Process**
 - Either no change, or adjust up or down by \$0.20, \$0.40, or \$0.60 based on data
- ***Over Time, More Options within Each Meter District***
 - Targeted rate increases only in very high demand areas
 - Reduced priced options in SmartPark garages and in areas with lower demand



PRICING

GUIDELINES INCLUDED:

- Establishing Event Districts
 - Providence Park (Existing)
 - Rose Quarter
 - Convention Center
- Standardized Annual Review Process
 - Adjust rates based on data to incentivize the use of alternative modes

Proposed guidelines supported by the Oregon Convention Center and the Rose Quarter



GUIDELINES INCLUDED:

- Consistent Approach to Loading Zone Management
- Support Business Needs while Providing Access for All Users

Proposed guidelines supported by the Portland Freight Committee



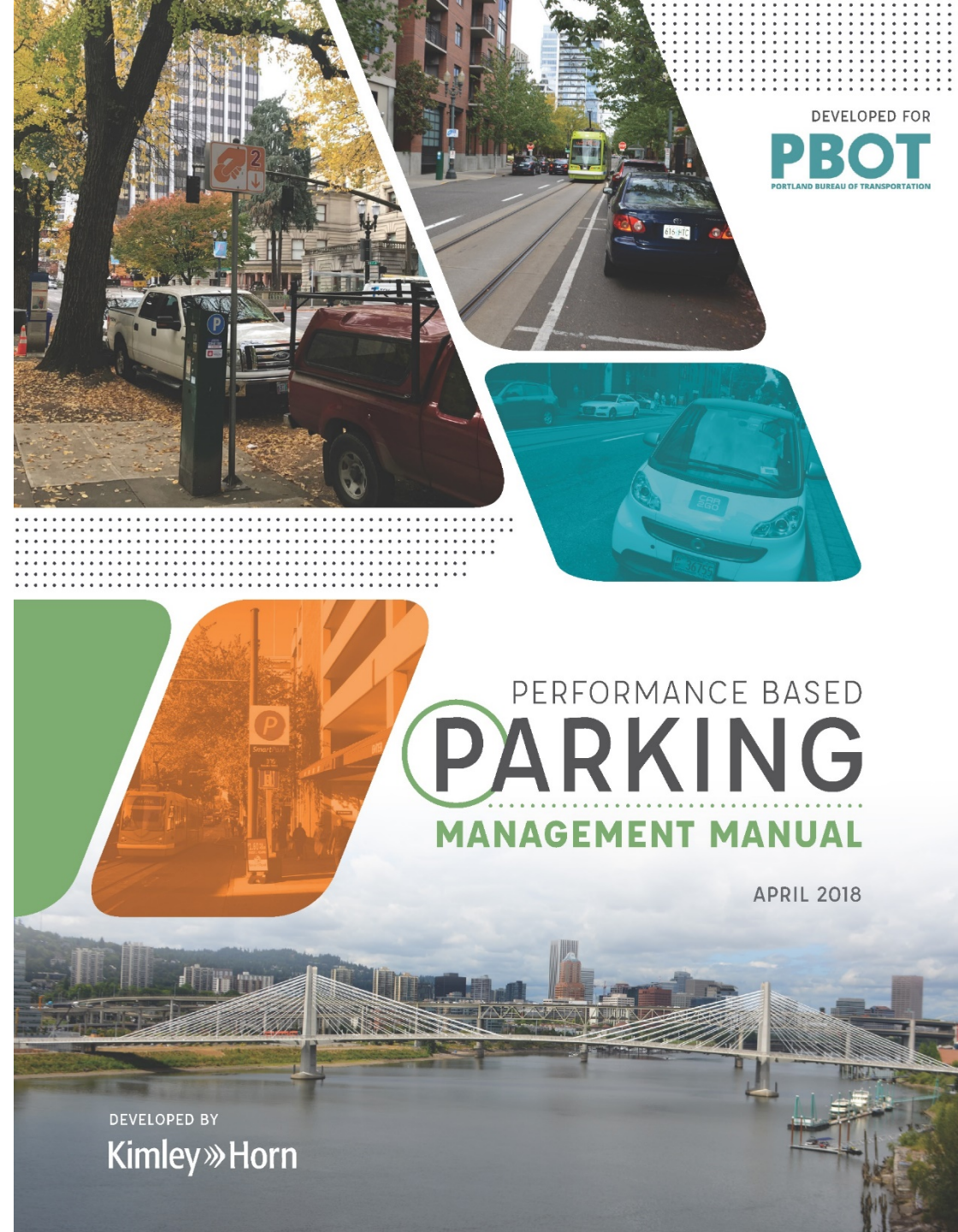
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TRUCK
LOADING ZONES

WRAP UP

1. Introduction
2. Parking Management Districts
3. Time Limits
4. Pricing
5. Event Districts
6. Truck Loading Zones



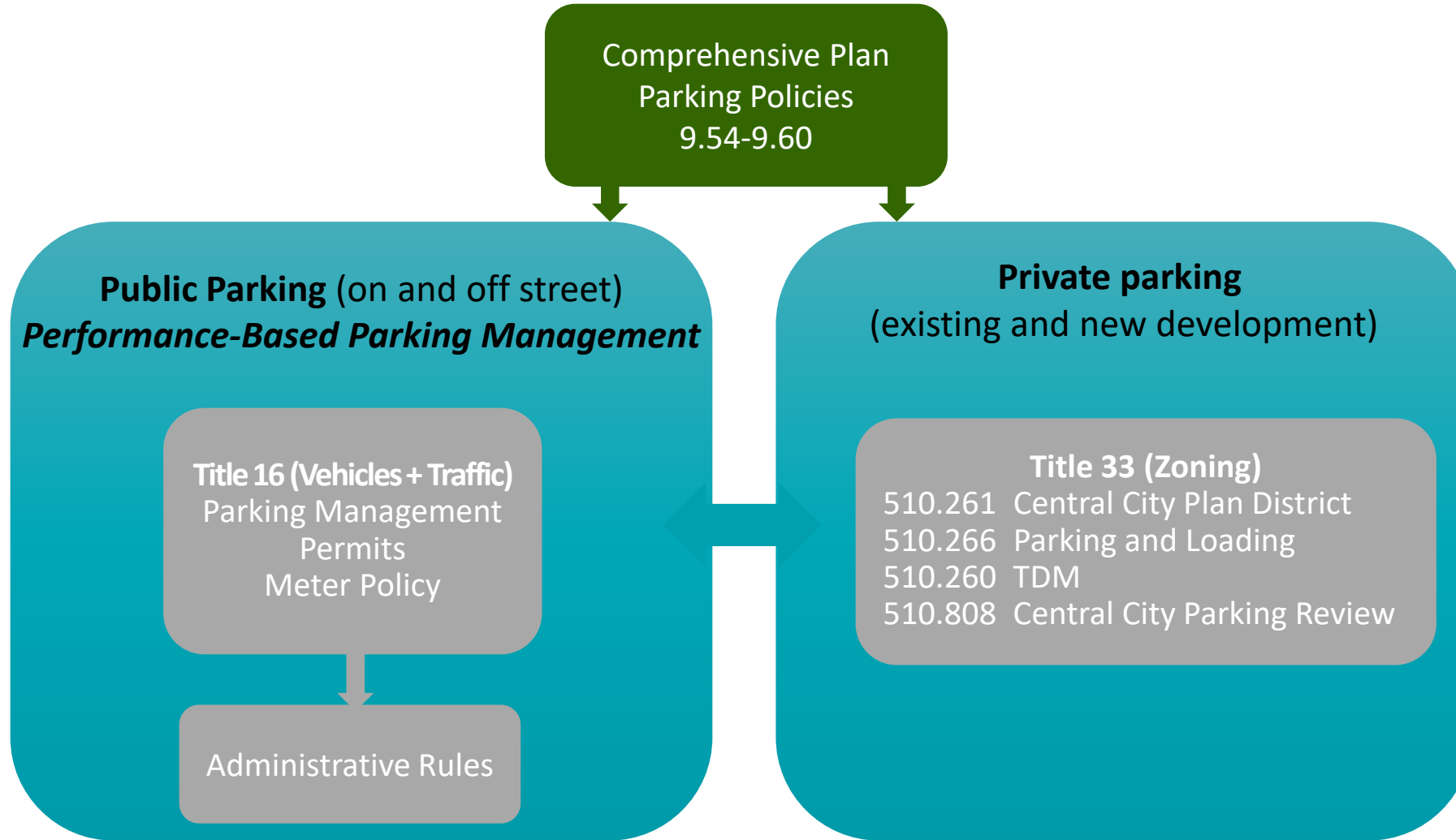
RATE ADJUSTMENT PROCESS

	Meter Districts	Event Districts
Maximum Hourly Rate	\$5.00	\$10.00
If Greater Than 85% Occupied	+0.20, +\$0.40, or +\$0.60	+1.00, +\$2.00, or +\$3.00
If Between 65% and 85% Occupied	No Rate Change	No Rate Change
If Less than 65% Occupied	-0.20, -\$0.40, or -\$0.60	-1.00, -\$2.00, or -\$3.00
Minimum Hourly Rate	\$1.00	\$3.00

PERFORMANCE-BASED PRICING COMPARISON

	Seattle	SF Park	Portland
Price Range	\$0.50 - \$5.00	\$0.25 - \$6.00	\$1.00 - \$5.00
Adjustment	\$0.50	\$0.25	+/- \$0.20, \$0.40, \$0.60
Guidance	> 90%: Increase > 85%: Watch for 1 Year < 70%: Watch for 1 Year < 65%: Decrease	> 80%: Increase < 60%: Decrease < 30%: Decrease (\$0.50)	> 85%: Increase < 65%: Decrease
Period	12 Months	2 Months	12 Months
Time Limits	2 Hours 3 Hours (after 5pm) 4 Hours 10 Hours	4 Hours No Limit	15/30 Minutes 2 Hours 4 Hours

Citywide Parking Strategy



MAINTAIN NET METER REVENUE POLICY

51% of revenue stays in
Parking Meter District
that it's generated in

Resolution 37204 in April 2016

PBPM Program Parameters

- Purpose and priority of the parking system
- Performance targets and other trigger conditions
- Coordinating on- and off-street parking into a more seamless system
- Criteria and procedures for establishing new meter districts and subdistricts
- Parameters for adjusting rates and frequency of adjustments, hours of enforcement, monitoring, evaluation and enforcement protocols
- Communication procedures to inform the public of changes in parking management in particular areas

