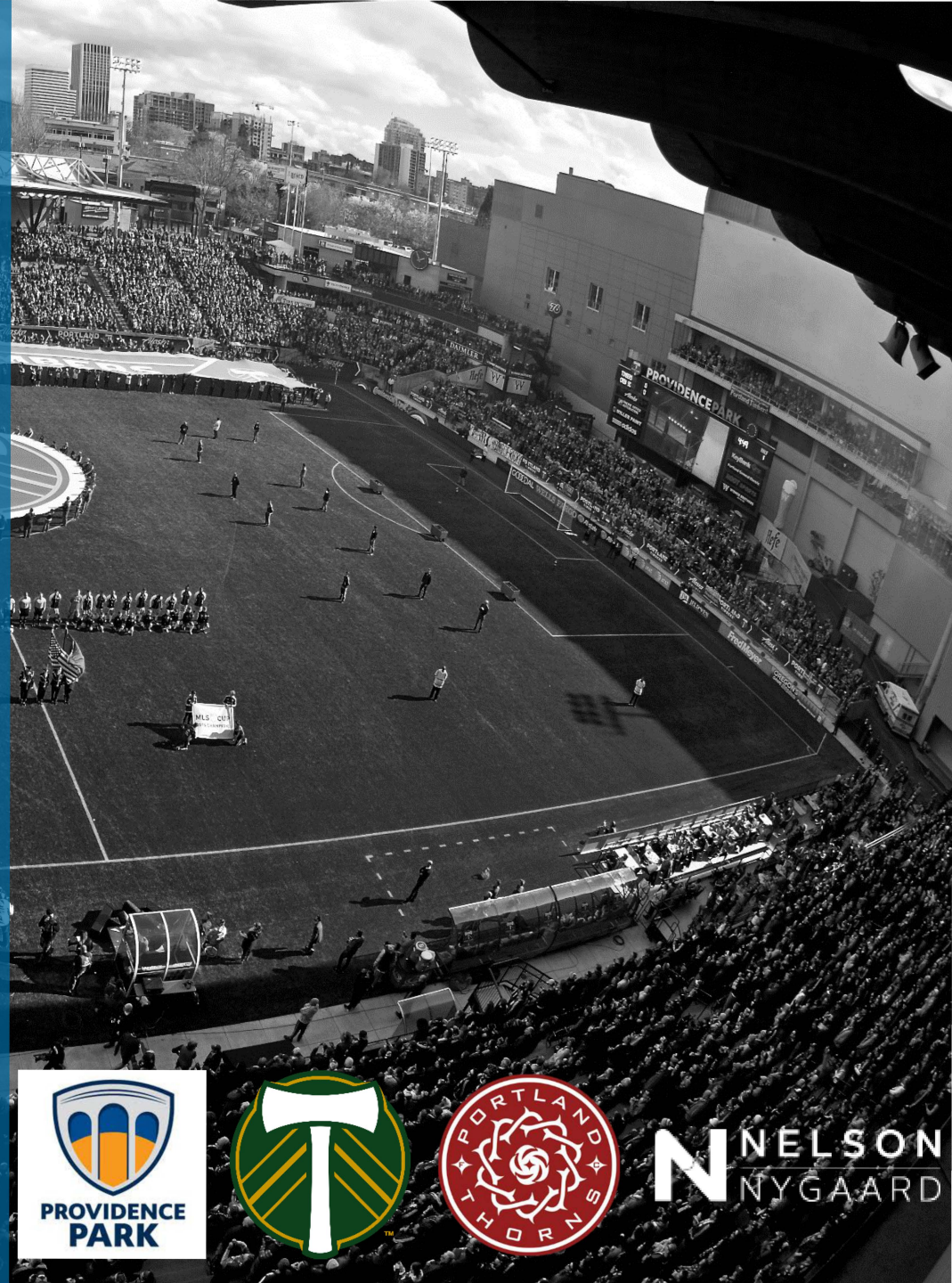


# Providence Park Good Neighbor Agreement (GNA) & Comprehensive Transportation Management Plan (CTMP)

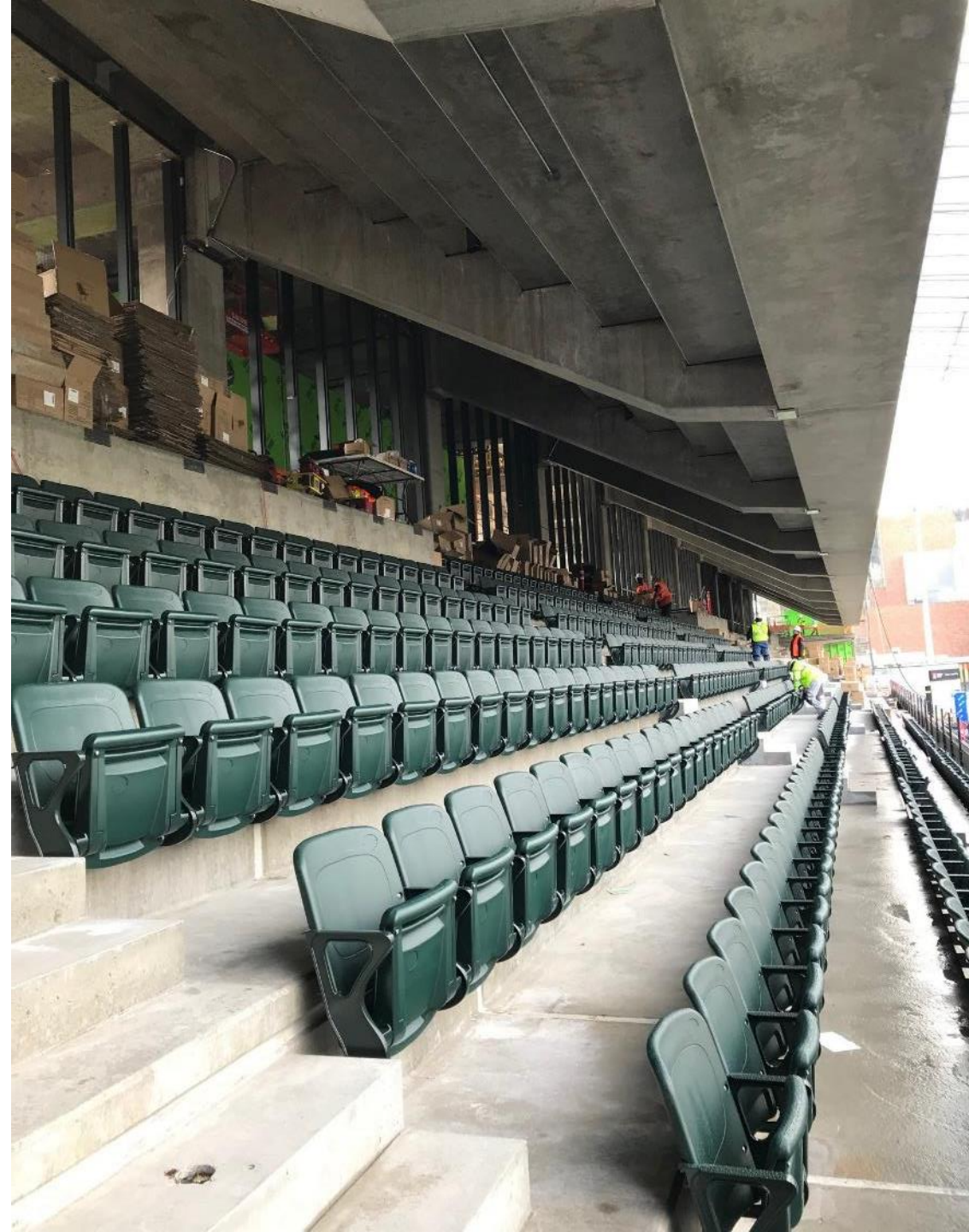
2019 Update

Portland City Council  
April 17, 2019



# WHAT ARE THE GNA AND CTMP?

- **City Code 33.510** requires a Council-approved GNA and CTMP for the stadium to operate
- **Purpose of the Good Neighbor Agreement (GNA)**
  - Opportunity to consider the impacts of Stadium operations on nearby residents and businesses
- **Purpose of the Comprehensive Transportation Management Plan (CTMP)**
  - Opportunity to consider the impacts of traffic and parking on nearby residents and businesses



# THE STADIUM GNA & CTMP

- Previously approved by Council in 2000 and 2010
- 4,000 seat expansion requires additional updates
- Development of both documents is a responsibility of the stadium operator (Peregrine Sports)
- Peregrine worked with the Stadium Oversight Committee to prepare updates



# THE STADIUM GNA & CTMP

- **City's Spectator Venues Program:**
  - Process assistance
  - Coordination with PBOT Staff
  - Participation on Stadium Oversight Committee
- **City Council:**
  - Confirm that procedural steps followed
  - Confirm that applicant has adequately addressed required CTMP elements
    - Existing conditions and mode splits
    - Impacts of Stadium operation
    - Proposed mitigation measures



# PROVIDENCE PARK EXPANSION PROJECT

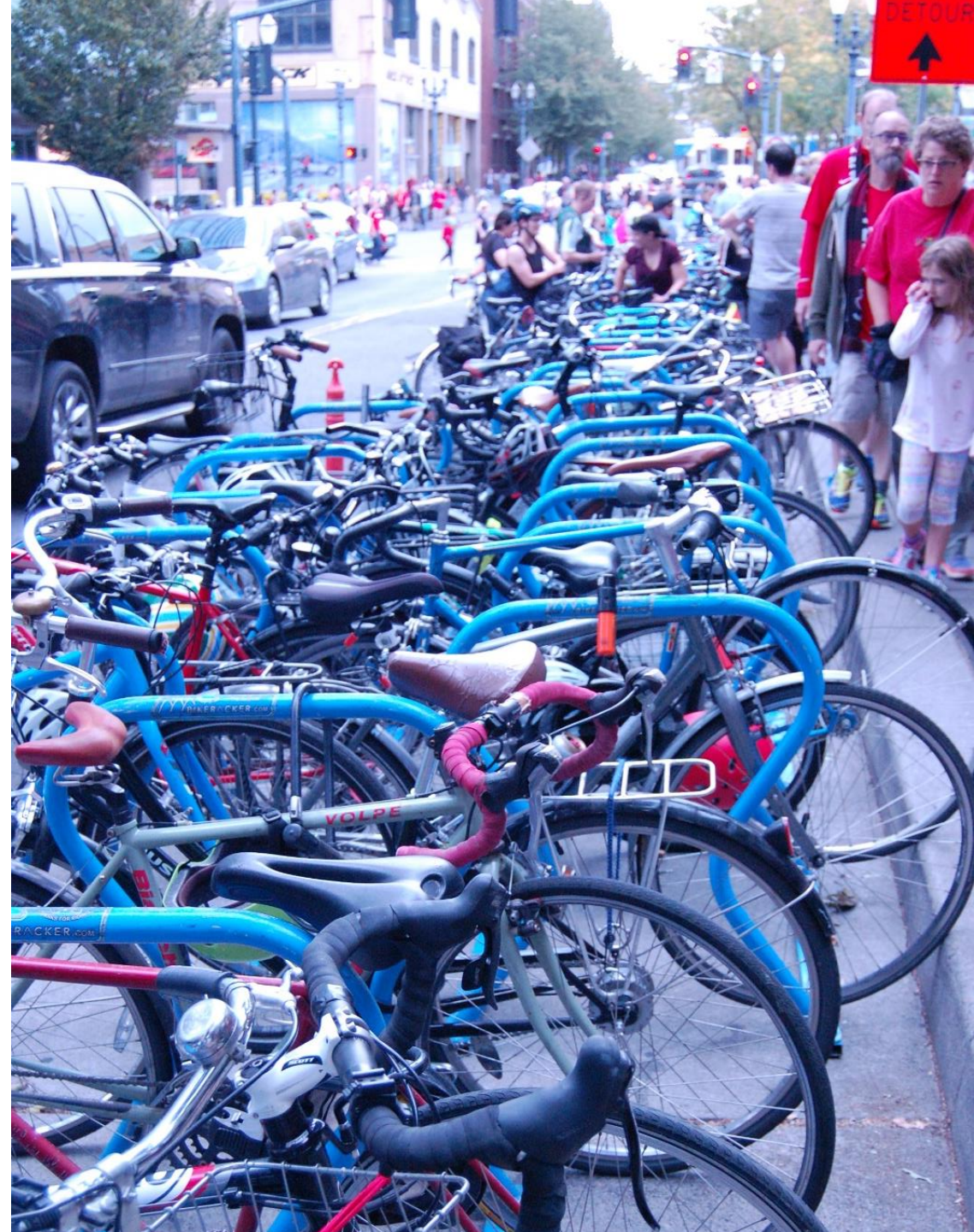
- Approved by City Council in 2017
- Private investment of \$85 million
- LEED Certified
- Adds 4,000 seats
- New capacity of 25,000 seats
- Project on schedule for June 1st



# OUR ONGOING COMMITMENT TO TRANSPORTATION

We are committed to fans having a great experience, **including getting to the game.**

- Timbers staff – marketing and operations
- Bike valet operators
- Traffic safety officers
- Parking enforcement officers
- Transit operations team



# OUR ONGOING COMMITMENT TO OUR NEIGHBORS

**Good Neighbor Agreement**  
in place for more than 18  
**years**—represents a  
collaborative partnership.



# GOOD NEIGHBOR AGREEMENT (GNA)

- Stadium Oversight Committee (SOC)
  - Jerry Powell, Goose Hollow Foothills League
  - Ron Walters, Northwest District Association
  - Jim Etzel, Oregon Sports Authority
  - Susan Hartnett, City of Portland
  - Ken Puckett, Portland Timbers
- Tasked with making recommendations on updates to the GNA and CTMP
- Followed procedures for update as detailed in GNA and Zoning Code
- 17 SOC meetings
- 13 neighborhood meetings





# GOOD NEIGHBOR AGREEMENT (GNA)

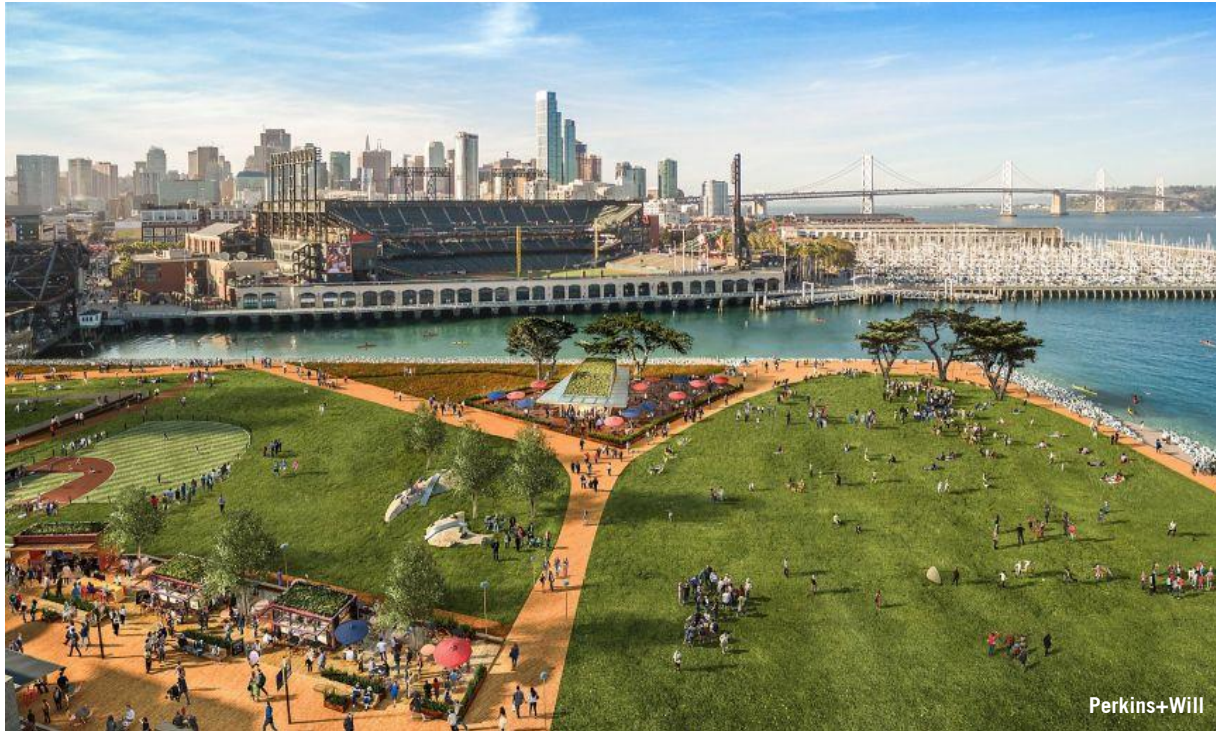
- Updates reflect expansion project
- Clarifies process for updating GNA and CTMP
- Updates timing and procedures for SOC meetings
- Prohibits ticket holders from lining up more than 24-hours before an event
- Updates other procedures to reflect current communication technologies





# WE PUT PEOPLE FIRST

Developing transportation systems to promote broader community goals of mobility, equality, economic development, and healthy living.



**Oracle Park + Mission Rock (San Francisco, CA)**



**KeyArena – Community Fund (Seattle, WA)**

# 2019 CTMP GUIDING PRINCIPLES

- Minimize, then optimize **vehicle trips**.
- Discourage **on-street** parking.
- If you drive, park **off-street**.
- Promote + incentivize **multimodal travel**.
- Maximize **flexibility** for fans.



# 2019 CTMP GUIDING PRINCIPLES

- There is **no silver bullet**.
- Success is **a process**.
- Test, **monitor**, and learn.
- Success requires **partnerships**.



Marketing and  
Communications



Parking -  
On-street



Incentives  
and Programs



Parking -  
Off-street



MAX



Pedestrians



Bus



Bicycles



Uber/Lyft/Taxi



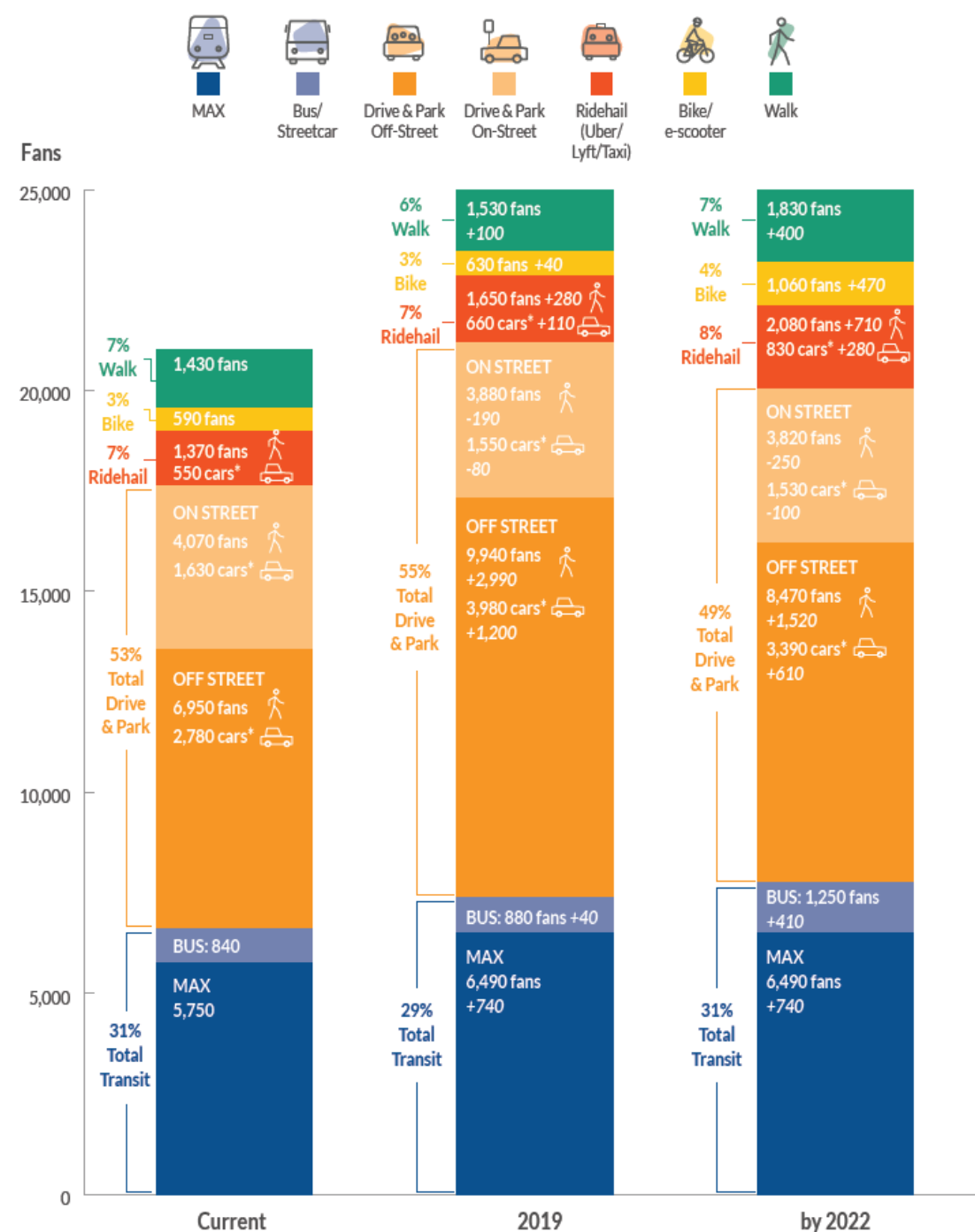
E-scooters



Monitoring  
and  
Reporting

# HOW WILL FANS GET TO PROVIDENCE PARK?

- 2016/17 ticket holder and 2018 intercept survey
- Day 1 (2019) + Future (By 2022)
- Guides strategy development
- Core metric for monitoring



\*Assumes an average of 2.5 fans per car

# TRANSIT

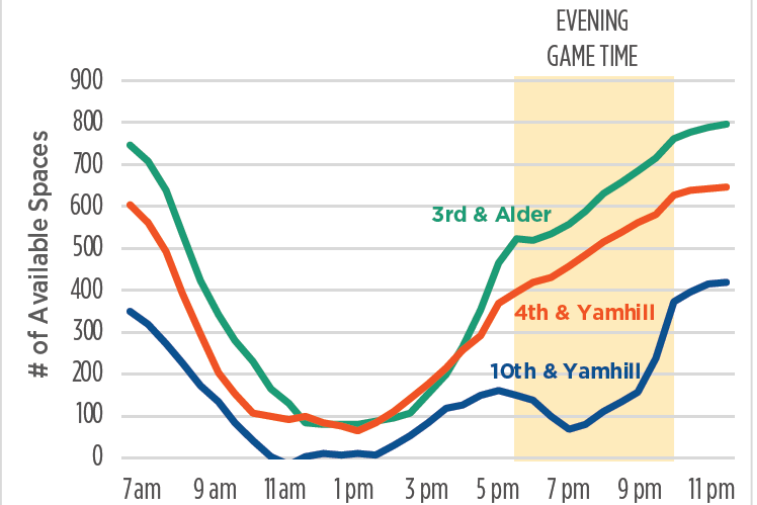
- **Provide additional MAX trains.**
- **Promote park-and-rides.**
- **Increase bus ridership with marketing and service changes.**
- **Encourage group buses.**
- **Additional Hop card readers.**



# PARKING

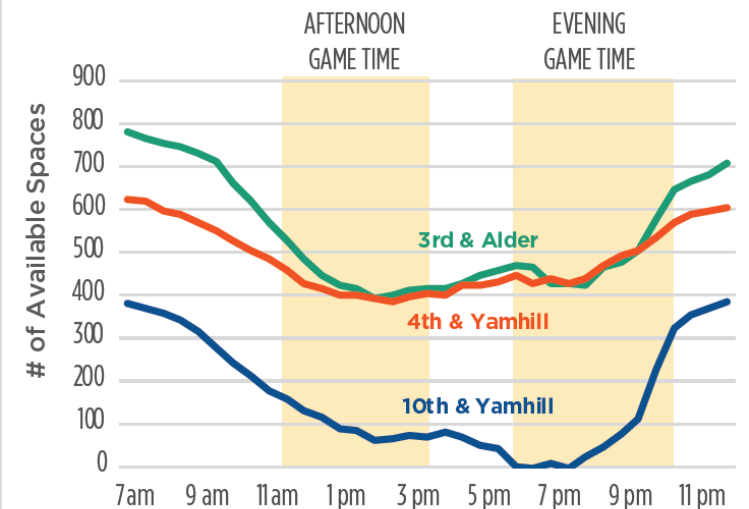
- Incentivize off-street parking.
- Enhance parking information.
- Evaluate revisions to on-street regulations.
- Enhance game day enforcement.

### Weekday Game Day SmartPark Availability



Average for 2018 weekday Timbers home game days

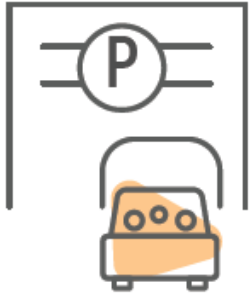
### Weekend Game Day SmartPark Availability



Average for 2018 weekend Timbers home game days

# WHERE CAN FANS FIND OFF-STREET PARKING?

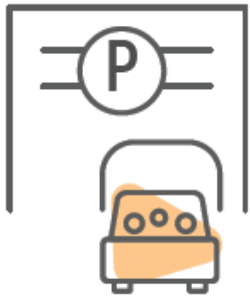
## SmartPark Garages



**850–1,060**

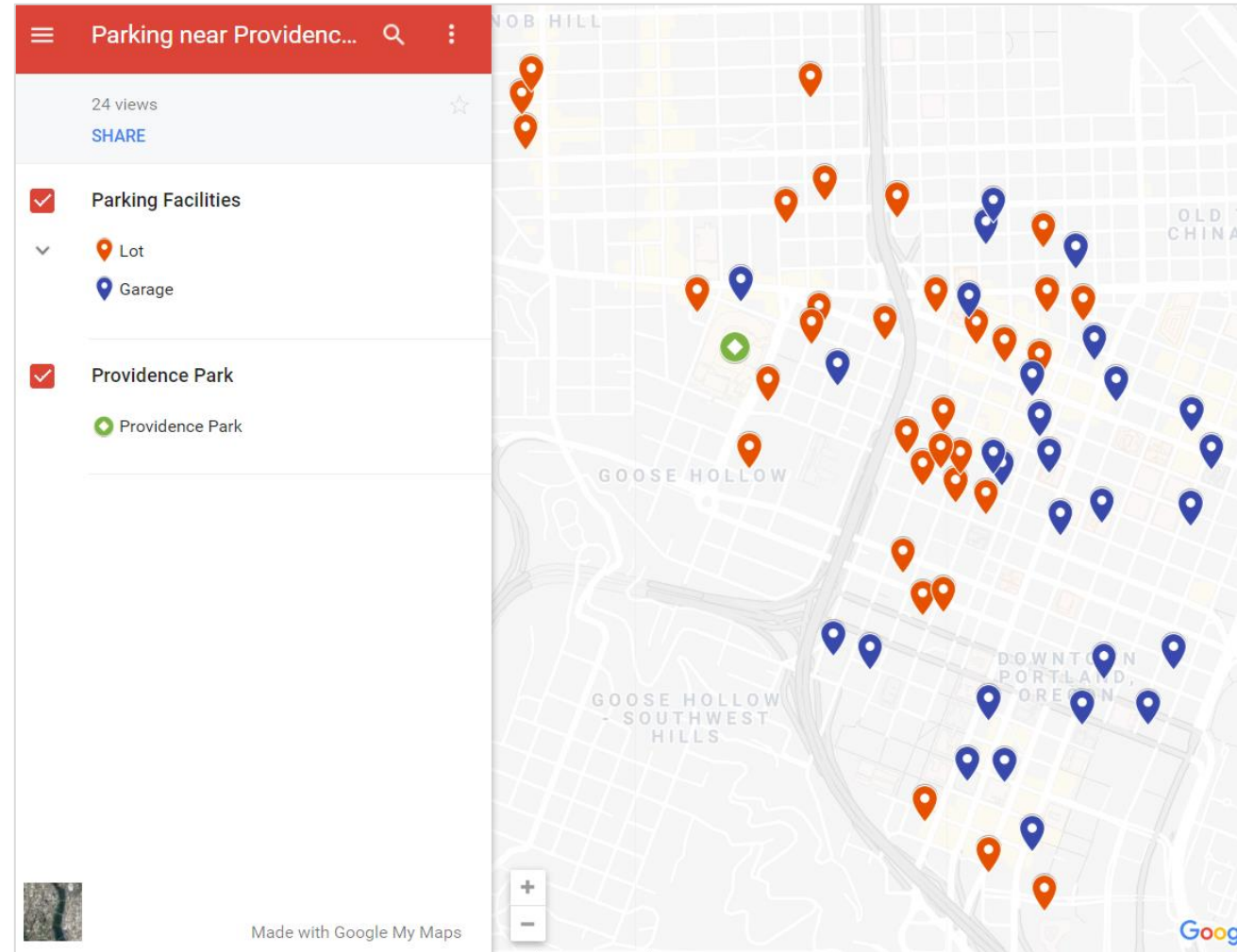
10th & Yamhill, 4th & Yamhill, 3rd & Alder

## Privately Operated, Publicly Available Garages



**1,570–2,630**

30% of 5,260–8,760 capacity





# RIDE-HAILING

- Designate ride-hail pick up and drop off zones.
- Establish ride-hail guidelines and programs to optimize use and minimize impacts.

# RIDE-SHARE PICK UP LOCATION

TRANSPORTATION NETWORK COMPANIES



The Uber logo is shown as the word "UBER" in a white, uppercase, sans-serif font, centered within a solid black rectangular background.

# BIKES AND E-SCOOTERS

- **Expand temporary bike parking.**
- **Expand permanent bike parking.**
- **Designate e-scooter parking.**  
**Educate e-scooter users.**
- **Support and implement bike safety improvements.**



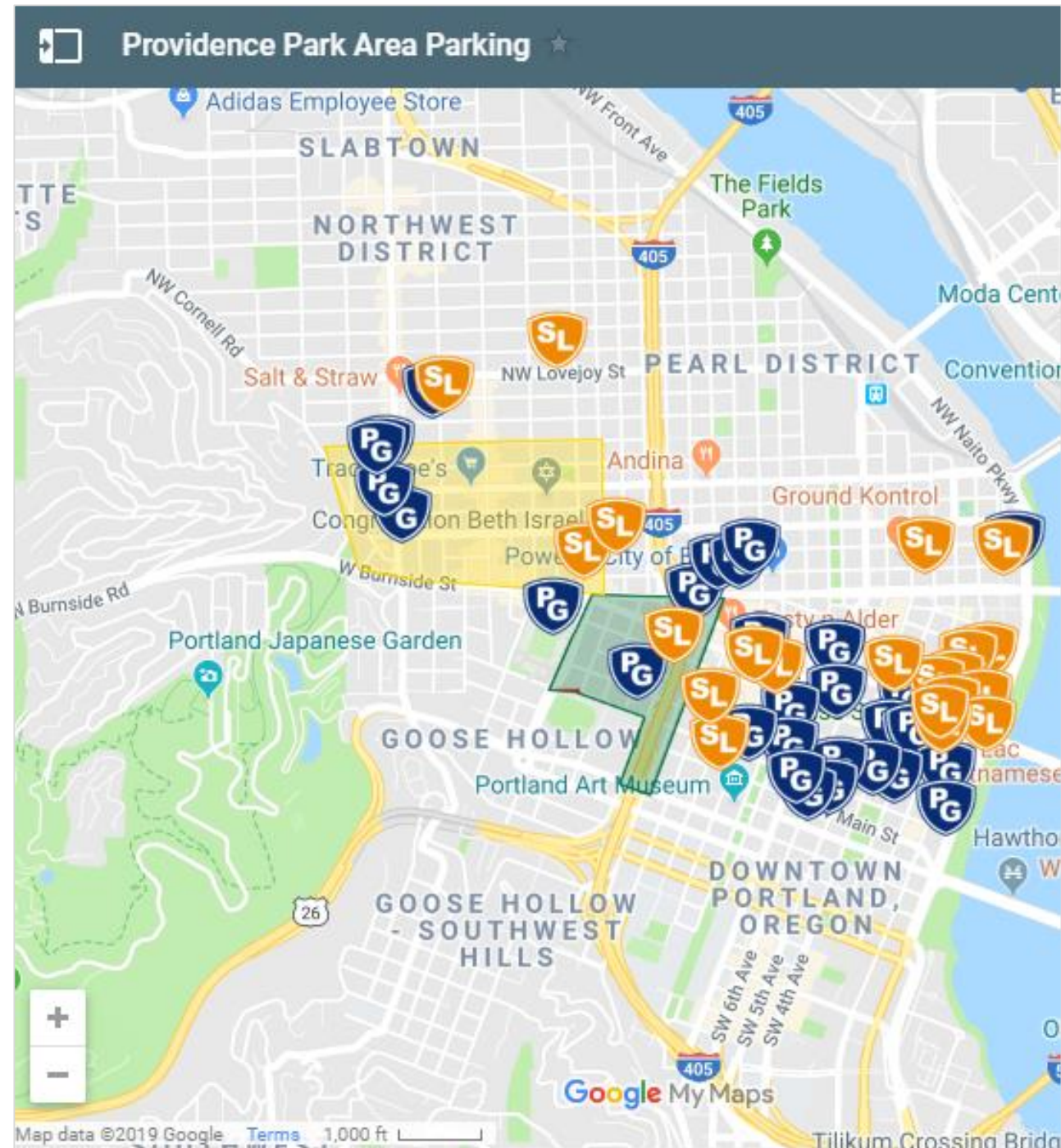
# PEDESTRIANS

- Continue street closures.
- Expand and diversify pedestrian safety programs.



# MARKETING + COMMUNICATIONS

- Enhance and diversify communications on fan transportation.
- Enhance and expand promotions and incentives.



# MONITORING

- Enhance game day and season monitoring. Issue game day and season transportation reports.
- Enhance existing travel surveys and data collection.

Category	Performance Measures	Desired Trend	Data Source	When collected/ reported?	
				Game Day	Annual
Marketing	Fan participation in travel programs/ incentives # and response rate for fan travel survey	↑	Timbers		✓
	Attendance at post-game events	↑	Timbers	✓	
Transit	Percent of fans who take transit	↑	Timbers travel survey		✓
	Average MAX platform clearing time	↓	TriMet		✓
	Ons/offers at key bus stops on game days	↑	TriMet		✓
Parking	Percent of fans who drive and park	↓	Timbers travel survey		✓
	SmartPark game day parking occupancy	↑	PBOT Parking Operations	✓	
	Game day use of Park & Rides within a 30 minute one-seat-ride from the stadium	↑	TriMet	✓	
	SmartPark voucher use	↑	PBOT Parking Operations	✓	
	PEOs deployed or parking citations issued	TBD	PBOT Parking Operations	✓	
Ride-hailing	Percent of fans who use ride-hail	↑	Timbers travel survey		✓
	Pickups/dropoffs by stadium loading zone	↑	PBOT Regulatory Department, Ride-share companies	✓	
	TNC ride cancellations	↓	PBOT Regulatory Department, Ride-share companies		
Pedestrians	Percent of fans who walk	↑	Timbers travel survey		✓
Bikes + Scooters	Percent of fans who bike or scoot	↑	Timbers travel survey		✓
	# of parked bikes and e-scooters	↑	Timbers, BIKETOWN, e-scooter companies	✓	



# JUNE 1<sup>ST</sup> COMMITMENTS



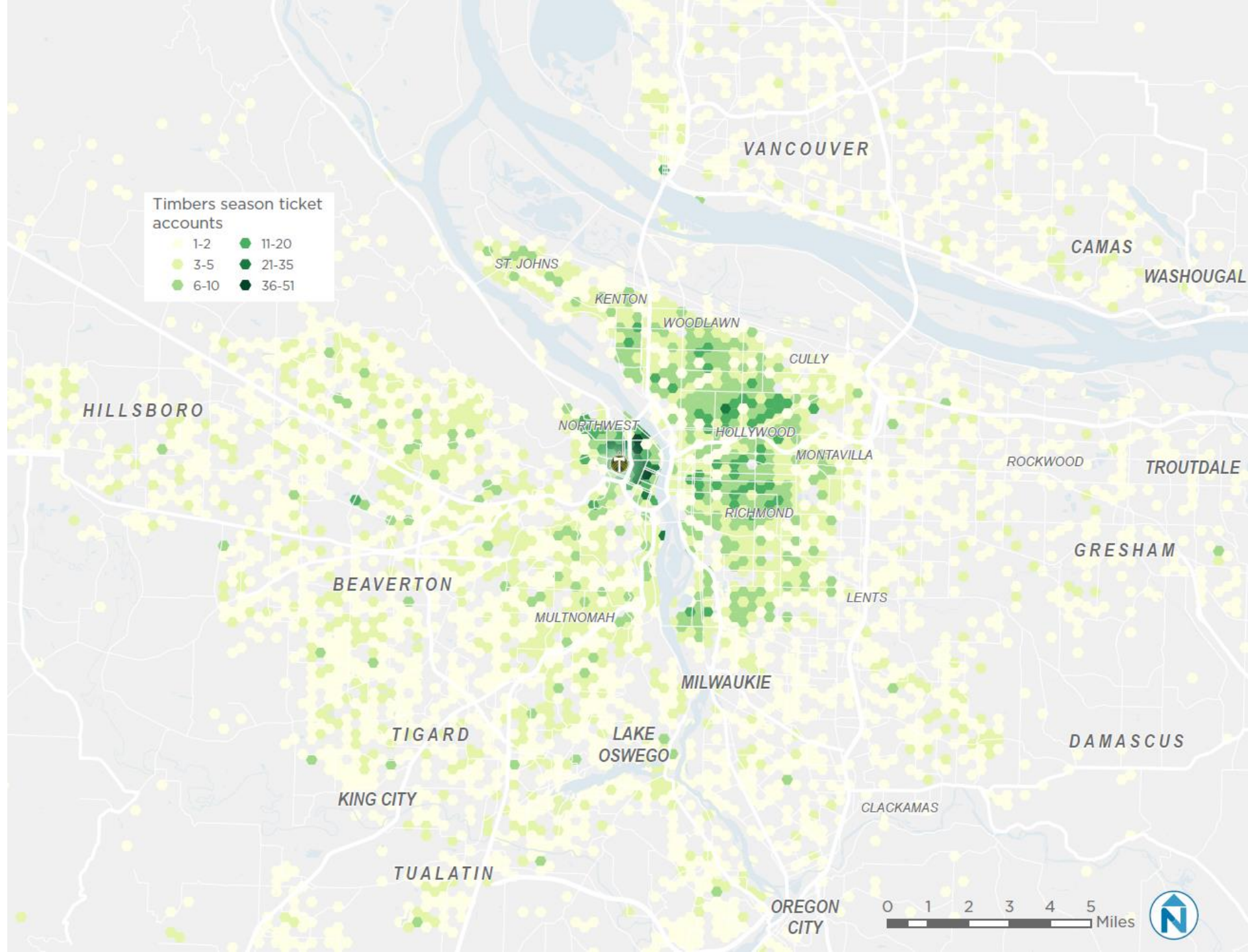
- 3rd additional MAX train in each direction
- Extended Route 24 to stadium
- Detailed parking information to fans
- Increased parking enforcement with early season priority
- Expanded bike valet parking
- “Know Before You Go” campaign
- New website, maps, and information
- 3 ride-hail loading zones
- 12-16 traffic safety officers at “hot spots”
- Improved monitoring and data collection



**GO TIMBERS AND THORNS!**

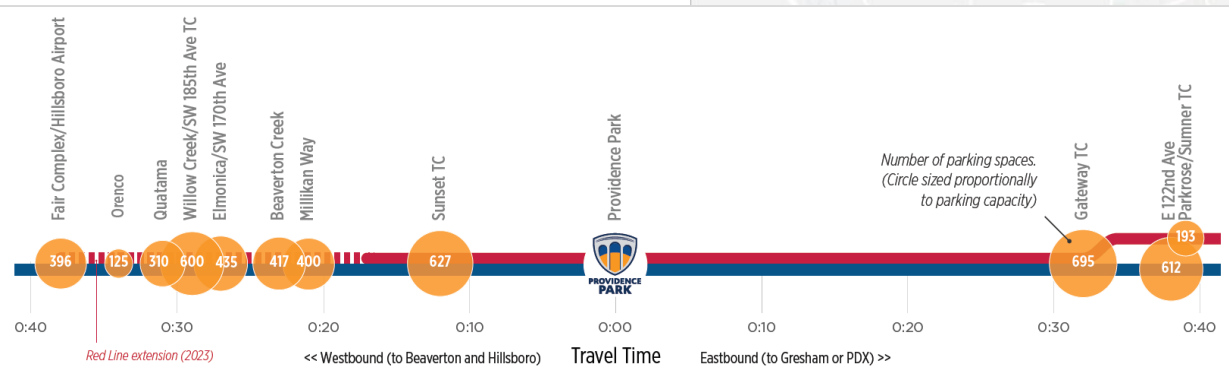
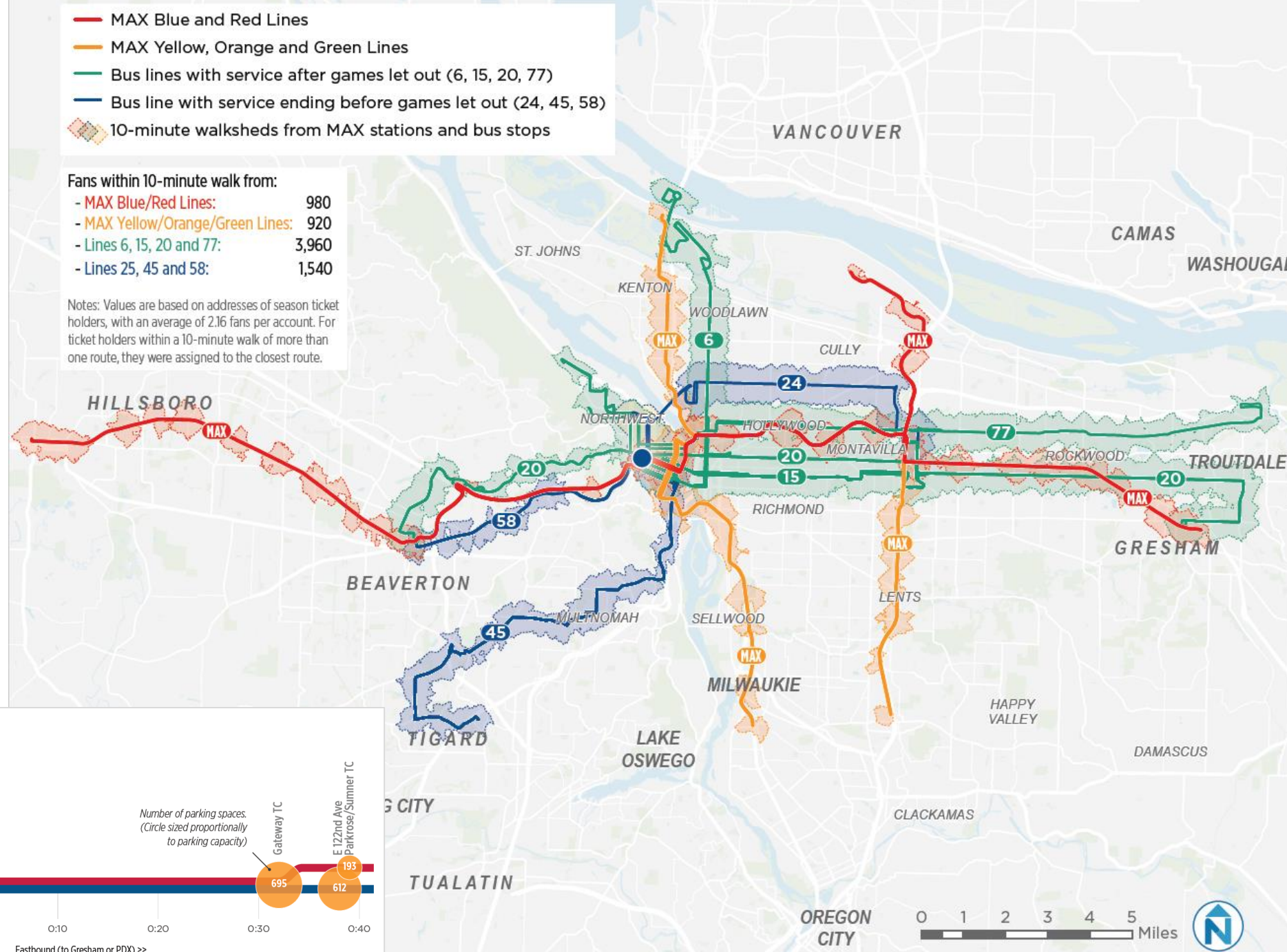


# WHERE ARE SEASON TICKET HOLDERS LOCATED?

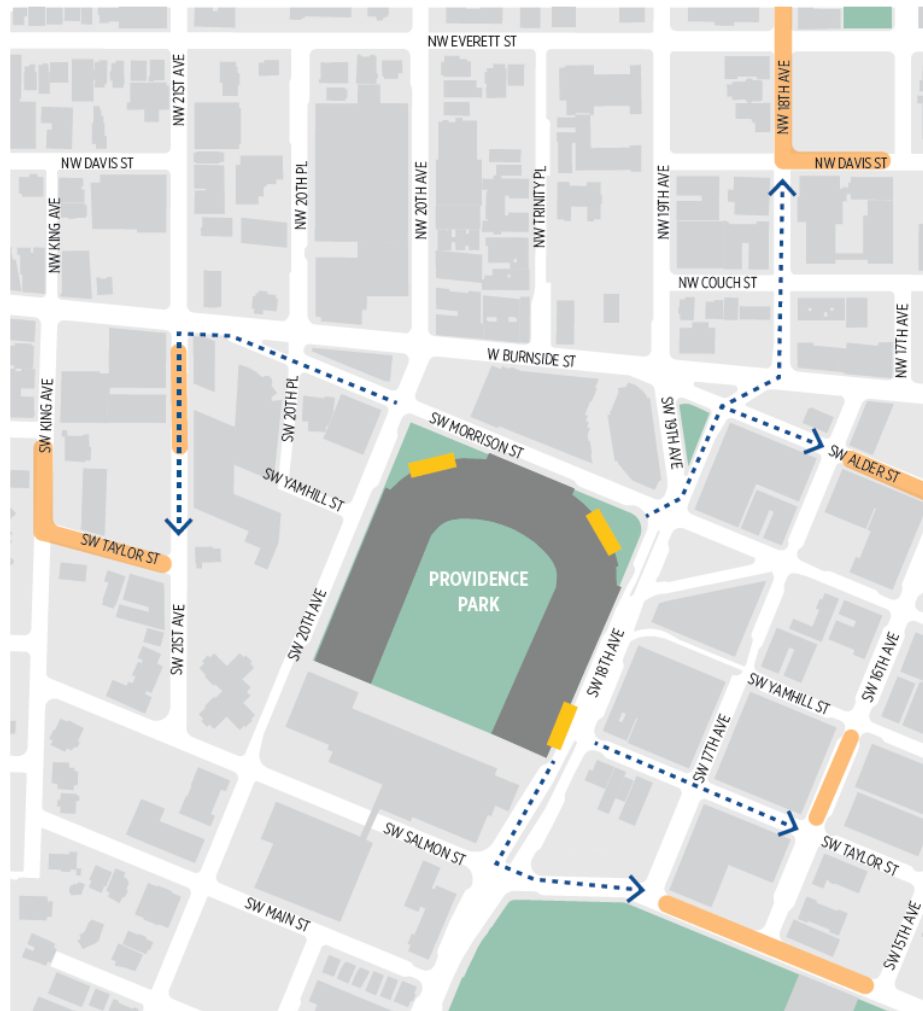







# HOW MANY FANS ARE NEAR TRANSIT SERVING PROVIDENCE PARK?



# RIDE-HAIL LOADING



Potential Ridehailing Pickup and Dropoff Locations

- Pickup/Dropoff Zone (approximate) 
- Stadium Entrance 
- Walk Route from Stadium Entrance 



## Key Principles for Ride-hail Loading

- Dispersed network around stadium (north and south of Burnside St)
- 3+ zones
- Avoid high traffic, pedestrian, transit, and residential areas to the extent feasible
- Clear signage
- Strong enforcement
- Educate and inform
- Use incentives and pooled rides, which are good for fans, drivers, and the environment

## HOW MANY FANS ARE WITHIN WALKING DISTANCE?



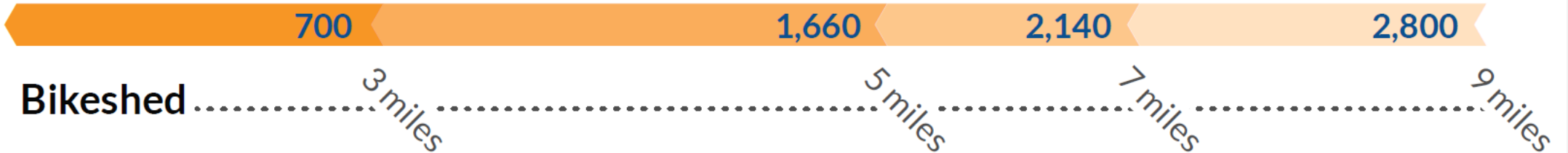
### Season Ticketholders



## HOW MANY FANS ARE WITHIN BIKING DISTANCE?



### Season Ticketholders



# BIKE PARKING EXPANSION

On-Site Temporary

350- → 550

400

Existing

Future

- 100 on SW Morrison
- 100 on SW Yamhill

Permanent

200 → 420

Existing

Future



Potential Permanent Bike Parking Locations



Feet 0 100 200



# Summary of Mitigation Measures

Implementation Legend Plan  Implement  Monitor and Adjust

Category	#	Measure	2019 Big Move	Implementation Timeline		
				Immediate	Short	Medium
Marketing + Communications	A.1	Enhance and diversify communication and information on fan transportation.	✓			
	A.2	Enhance and expand promotions and incentives to improve awareness and use of travel options.				
Transit	B.1	Provide additional MAX trains after games.	✓			
	B.2	Promote use of underutilized park-and-ride facilities.				
	B.3	Increase bus ridership with additional marketing and service adjustments.				
	B.4	Continue to encourage and accommodate group buses.				
	B.5	Make additional Hop card readers available after games.				
Off-Street Parking	C.1	Promote and secure underutilized parking facilities to incentivize off-street parking.	✓			
	C.2	Enhance parking information, including real-time data.	✓			
On-Street Parking	C.3	Prioritize revisions to on-street regulations and pricing on game days.	✓			
	C.4	Continue to enhance game day enforcement of on-street parking.	✓			

Responsible Party		Monitoring
Lead	Support	Performance Measures
Timbers: • Web Department • Sponsorships and Marketing • Operations • Guest Services • Promotions • Ticketing	• PBOT Parking Enforcement, Active Transportation Operations, and Parking Operations • SmartPark • TriMet Communications & Marketing • TriMet Bus & Rail Service Delivery • Parking operators • Ride-hail and e-scooter companies • Ticket vendors • ODOT	• Fan participation in travel programs/ incentives • Response rate for fan travel survey • After game programming attendance
• TriMet Bus & Rail Service Delivery		• Percent of fans who take transit • Average MAX platform clearing time
• Timbers Sponsorships and Marketing	• TriMet Planning & Asset Management	• On/off at key bus stops on game days • Occupancy of park-and-ride facilities on game days within a 30-minute one-seat ride from stadium
• Timbers Sponsorships, Marketing and Guest Services • TriMet Policy & Planning • TriMet Bus & Rail Service Delivery		
• Timbers Ticketing • Timbers Operations • PBOT Parking Operations	• Bus companies	
• TriMet Revenue Operations & Electronic Fare Operations		
• Timbers Ticketing • Timbers Web Department	• NW Parking SAC • PBOT Parking Operations and OMF Spectator Venues Program	• Percent of fans who drive and park • SmartPark game day parking occupancy
• Timbers Web Department • PBOT Parking Operations • Public/Private operators	• PBOT Parking Operations and Enforcement • Public/Private operators	• SmartPark voucher use • PEOs deployed or parking citations issued
• PBOT Parking Operations • NW Parking SAC	• Neighborhood groups	
• PBOT Parking Enforcement and Operations		

# Summary of Mitigation Measures

Category	#	Measure	2019 Big Move	Implementation Timeline		
				Immediate	Short	Medium
Ride-hailing	D.1	Designate and communicate ride-hailing zones and driver staging areas.	✓	■	■	■
	D.2	Establish ride-hailing guidelines and programs to optimize game day use and minimize local impacts.	✓	■	■	■
Pedestrians	E.1	Continue to utilize street closures to promote walking and ensure pedestrian safety. Further evaluate permanent closure of SW Morrison Street.		■		
	E.2	Continue, expand, and diversify pedestrian access and safety programs.		■	■	■
Bikes and Scooters	F.1	Expand temporary bike parking at or near the stadium.		■	■	■
	F.2	Expand permanent bike parking near the stadium.		■	■	■
	F.3	Designate e-scooter parking areas. Educate about safe riding and proper parking.		■	■	■
	F.4	Support and implement bike access and safety improvements near providence park.		■		
Monitoring	G.1	Enhance game day and season monitoring. Issue game day and season transportation reports.	✓	■	■	■
	G.2	Enhance existing travel surveys and data collection methods.		■	■	■

Implementation Legend Plan  Implement  Monitor and Adjust

Responsible Party		Monitoring
Lead	Support	Performance Measures
<ul style="list-style-type: none"> <li>Ride-hailing companies</li> <li>Timbers Operations and Sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>PBOT Regulatory Department; Development Permitting &amp; Transit Department</li> <li>Private lots/garages</li> </ul>	<ul style="list-style-type: none"> <li>Percent of fans who use ride-hail</li> <li>Pickups/drop-offs by stadium loading zone</li> <li>TNC ride cancellation rate</li> </ul>
<ul style="list-style-type: none"> <li>Ride-hailing companies</li> </ul>	<ul style="list-style-type: none"> <li>PBOT Regulatory Department</li> <li>Timbers Operations and Sponsorships</li> <li>Timbers Guest Services and Ticketing</li> </ul>	
<ul style="list-style-type: none"> <li>PBOT Development Permitting &amp; Transit Department</li> <li>Timbers Operations</li> </ul>	<ul style="list-style-type: none"> <li>Local neighborhood groups</li> </ul>	<ul style="list-style-type: none"> <li>Percent of fans who walk</li> </ul>
<ul style="list-style-type: none"> <li>Timbers Operations and Security</li> <li>PBOT Signals, Street Lighting &amp; ITS Division and Active Transportation Operations</li> <li>TriMet Safety &amp; Security</li> <li>Portland Police</li> </ul>		
<ul style="list-style-type: none"> <li>Timbers Operations</li> </ul>		<ul style="list-style-type: none"> <li>Percent of fans who bike or scoot</li> <li>Number of parked bicycles and e-scooters</li> <li>Number of permanent bike racks installed</li> </ul>
<ul style="list-style-type: none"> <li>Timbers Operations</li> <li>Motivate (BIKETOWN operator)</li> </ul>	<ul style="list-style-type: none"> <li>PBOT Active Transportation Operations</li> <li>Local neighborhood groups and businesses</li> </ul>	
<ul style="list-style-type: none"> <li>PBOT Active Transportation Operations and Regulatory Department; Development Permitting &amp; Transit Department</li> <li>E-scooter companies</li> <li>Timbers Web Department</li> </ul>	<ul style="list-style-type: none"> <li>Timbers Operations</li> <li>Timbers Sponsorships</li> </ul>	
<ul style="list-style-type: none"> <li>PBOT Active Transportation Operations</li> </ul>	<ul style="list-style-type: none"> <li>Timbers Operations</li> </ul>	
<ul style="list-style-type: none"> <li>Stadium Oversight Committee</li> <li>PBOT Regulatory Department</li> <li>Timbers Web Department</li> <li>Ride hail and shared mobility companies</li> </ul>	<ul style="list-style-type: none"> <li>TriMet</li> <li>PBOT Parking Operations and Active Transportation Operations</li> <li>Local stakeholders</li> </ul>	
<ul style="list-style-type: none"> <li>Timbers Web Department</li> </ul>		