

# Providence Park Comprehensive Transportation Management Plan (CTMP)

2019 Season Report

Portland City Council  
February 26, 2020



# 2019 SEASON REPORT HIGHLIGHTS

Working with Portland Bureau of Transportation and TriMet, the 2019 season resulted in several improvements:

- ✓ **25,000** fans generates approximately **4,900** parked cars.
- ✓ **53%** of fans use alternative transportation.
- ✓ Share of fans driving to games dropped to **47%**.
- ✓ Nearly **9 out of 10** driving fans **carpool** with others.
- ✓ **60%** of Timbers and **50%** of Thorns fans say they patronize a local and/or downtown business.
- ✓ More than a **dozen full-time staff**, supported by contract staff, work to improve gameday transportation.

# 2019 SEASON REPORT HIGHLIGHTS

Additional improvements are needed to **address fans parking on-street.**

Timbers are already working on key actions for 2020 season:

- ✓ **Fund** increased parking enforcement
- ✓ **Collaborate** to secure additional off-street parking in Northwest neighborhood
- ✓ **Monitor** the 2020 Season



*Photos by Craig Mitchell, courtesy of the Portland Timbers*

# WHAT IS THE CTMP?

- **21 measures** to meet key transportation goals.
- There is **no silver bullet**.
- Living document that needs **ongoing monitoring**.



Marketing and Communications



Parking - On-street



Incentives and Programs



Parking - Off-street



MAX



Pedestrians



Bus



Bicycles



Uber/Lyft/Taxi



E-scooters



Monitoring and Reporting

# WHAT ACTIONS WERE TAKEN IN 2019?



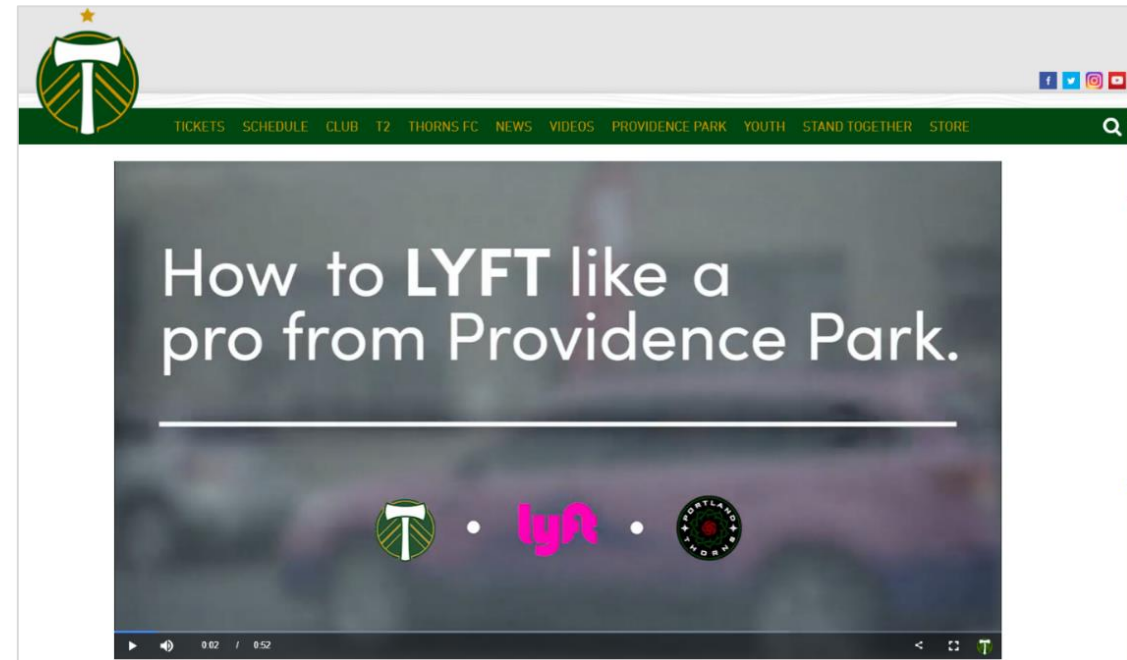
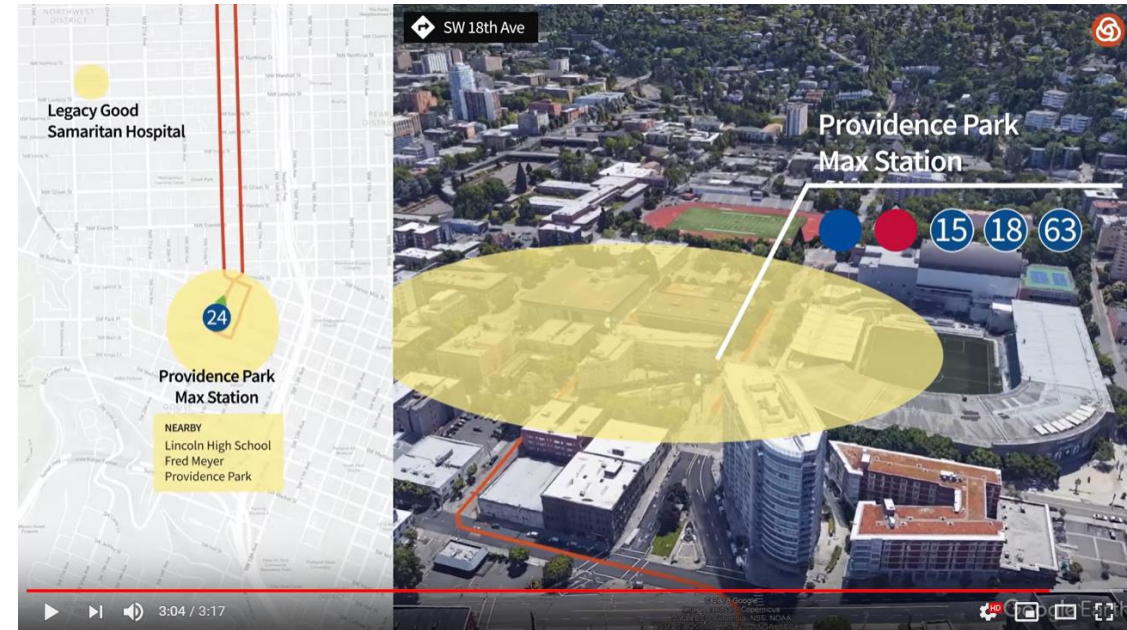
Three post-game MAX trains in each direction to supplement regular service.



TriMet Line 24 expansion + additional game-day service.



Lyft/Uber pickup zones + “LYFT Like a Pro” marketing campaign.



# WHAT ACTIONS WERE TAKEN IN 2019?



More **valet bike parking.**



Designated **e-scooter parking.**



New fan **travel survey.**



New transportation **website.**

**TRANSPORTATION & PARKING**

**Going to drive to the game?**  
Parking is very limited near the stadium and is also restricted on game days. Instead of parking in neighborhoods near the stadium, the City of Portland encourages Timbers and Thorns fans to park downtown at a **SmartPark** garage or one of the many nearby parking lots/garages. See below for more parking information.

**Did you know?**  
Providence Park is well served by other travel modes. Take the stress out of game days and walk, bike, or take transit! See detailed information on all of your game day options below.

**Providence Park Area Transportation and Parking**

# HOW WAS MONITORING DONE?

- Developed monitoring **program**.
- **Stadium Oversight Committee** review and feedback.
- Collected **data** from stakeholders.
- Conducted fan **travel survey**.



JUNE						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

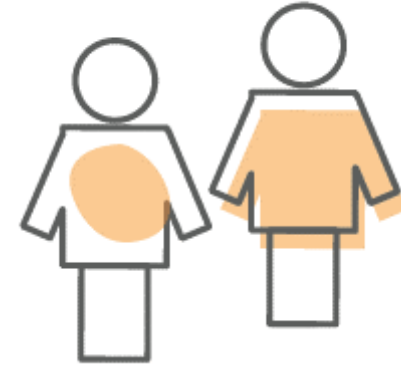
OCTOBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

 Timbers home game  
 Thorns home game

# KEY FINDINGS – 2019 SUCCESSES



## DRIVING MODE SHARE



86%

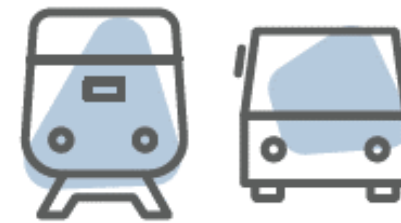
of people who drive do so with others. Carpools average **2.7 fans per car.**



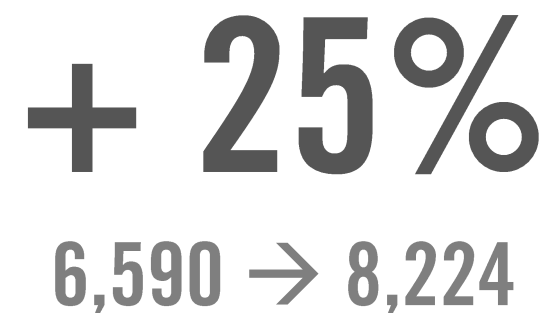
# KEY FINDINGS – 2019 SUCCESSES



## TRANSIT MODE SHARE




## FANS ON TRANSIT



# KEY FINDINGS – 2019 SUCCESSES



**WALK, BIKE, SCOOT  
MODE SHARE**

**10%**  **14%**  
2016-18                      2019



**FANS WHO  
WALK, BIKE, SCOOT**

**+ 63%**  
2,020 → 3,299

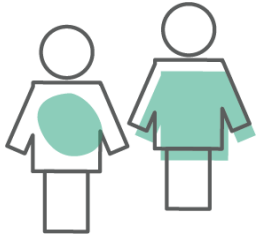
# KEY FINDINGS – 2019 SUCCESSES

82%



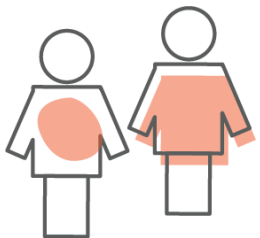
of fans report having a positive travel experience,  
with an average rating of 4.2 stars.

# KEY FINDINGS – 2019 SUCCESSES



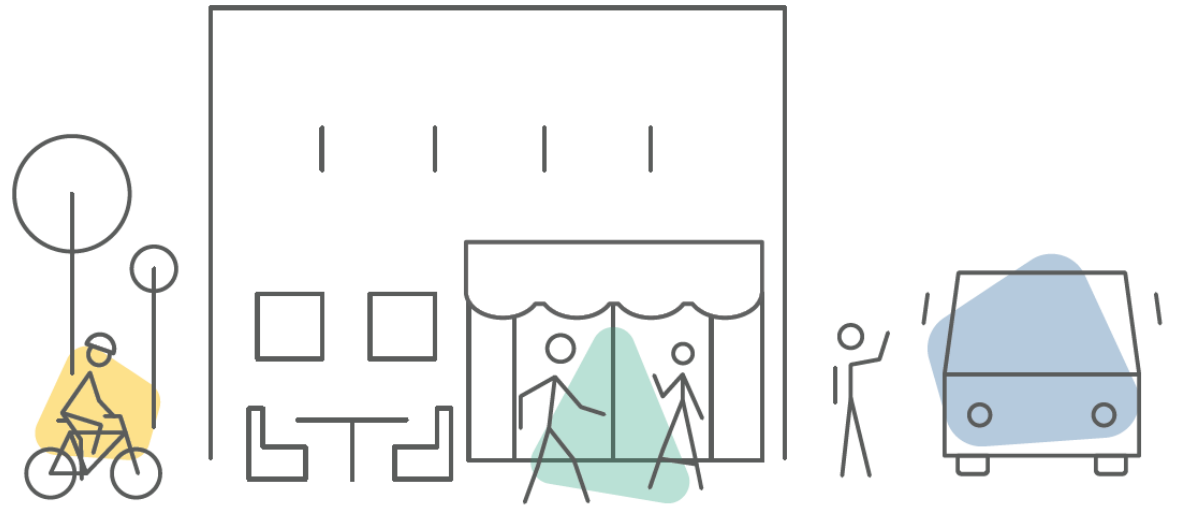
**60%**

TIMBERS  
~15,000 fans



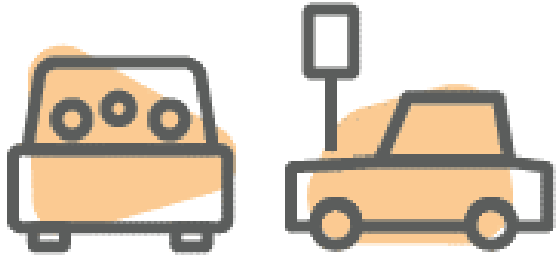
**50%**

THORNS  
~7,500 fans



of fans patronized a downtown and/or local business before and/or after the game

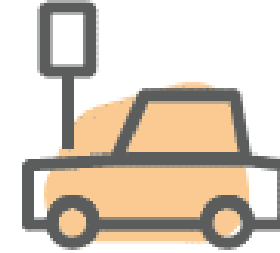
# KEY FINDINGS – AREAS TO IMPROVE



**VEHICLES  
PARKING**

**+ 12%**

4,408 → 4,934



**VEHICLES PARKING  
ON-STREET**

**+ 14%**

1,628 → 1,860

# KEY FINDINGS – AREAS TO IMPROVE



# 2,300\*

publicly accessible spaces in garages are typically empty during game times.

Average Game-time Parking Occupancy and Availability (Select Garages)



\* Select garages only

# KEY FINDINGS – AREAS TO IMPROVE

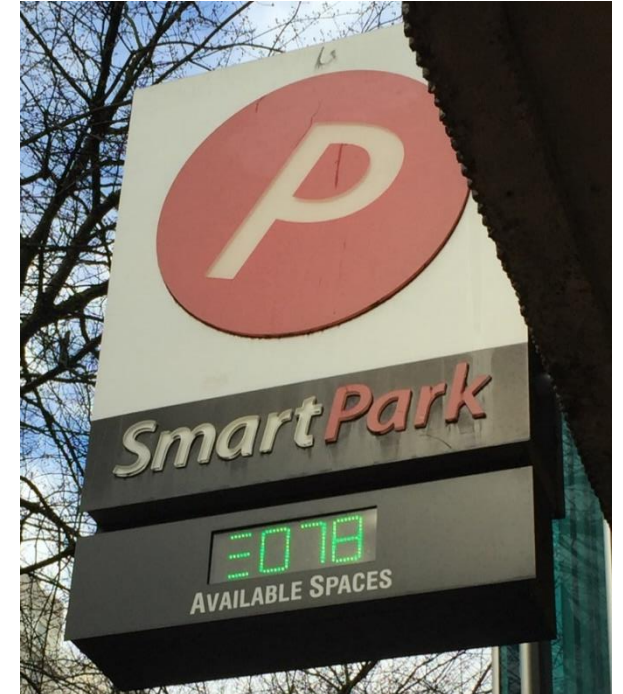


AN ESTIMATED  
**20% OF RIDEHAIL PICKUPS**  
AT DESIGNATED ZONES



# KEY RECOMMENDATION

Encourage use of, and direct fans to, **underutilized off-street parking.**





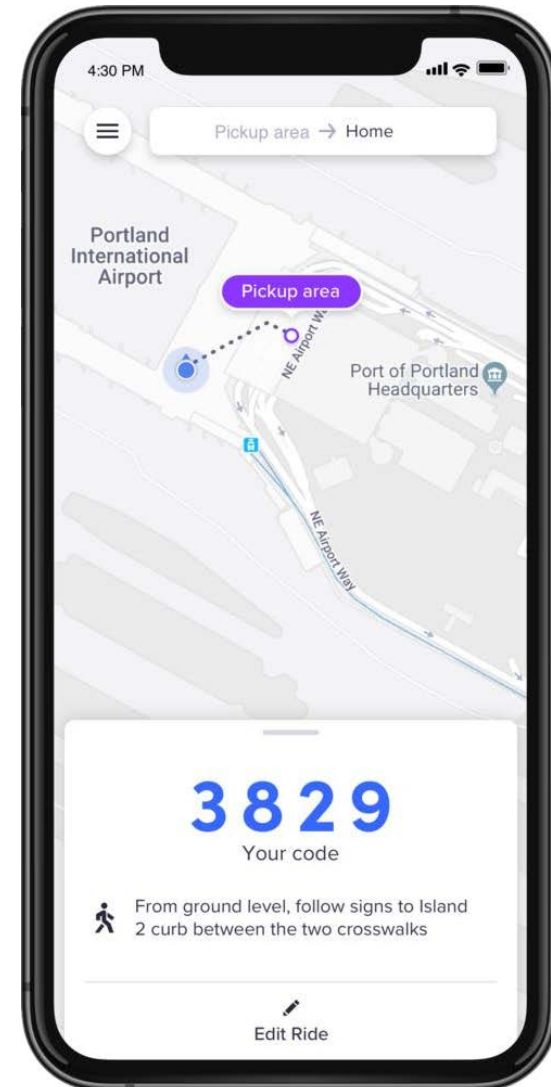
# KEY RECOMMENDATION

Use management tools to **incentivize fewer fans to park on-street** and ensure parking rules are **enforced**.



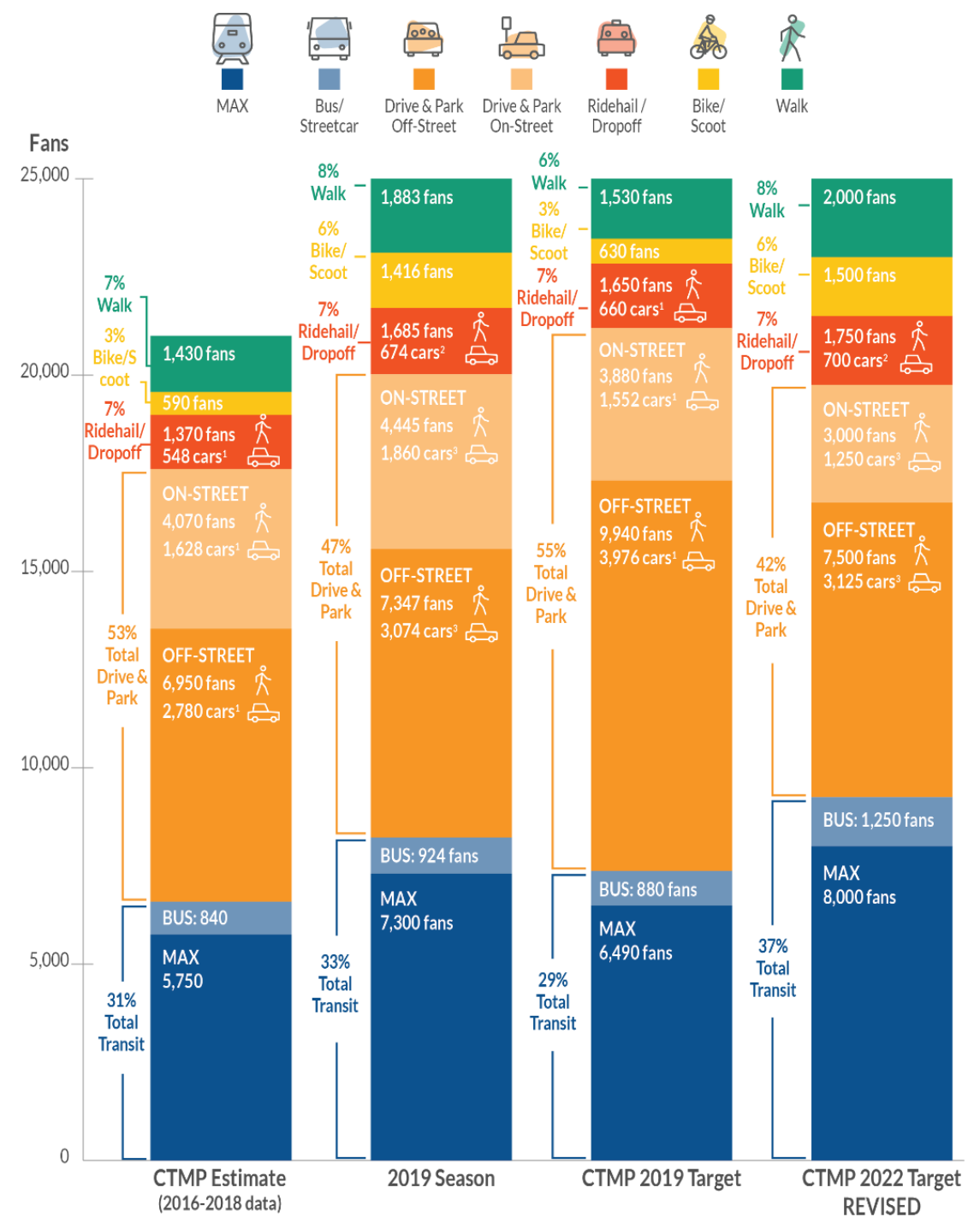
# KEY RECOMMENDATION

Continue to partner with PBOT and operators to enhance ridehail loading.



# KEY RECOMMENDATION

Revise 2022 mode share targets based on 2019 season findings.





**QUESTIONS?**



# **Neighborhood Stadium Oversight Committee Representatives**

**Ron Walters and Jerry Powell (5 minutes)**