

PBOT

PORTLAND BUREAU OF TRANSPORTATION

1120 SW Fifth Avenue, Suite 800 Portland, OR 97204 503.823.5185
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Chloe Eudaly Commissioner **Chris Warner** Interim Director

NW Parking SAC Meeting

Wednesday June 19, 2019
4:00-5:30 p.m.
Friendly House
Portland, OR 97210

Agenda

Task	SAC Action	Presenter	Time
Welcome	N/A	Rick Michaelson, chair	4:00 p.m.
Public Comment*	N/A	Rick Michaelson, chair	4:00 p.m.
New meeting time	Discussion & vote	Rick Michaelson, chair	4:05 p.m.
Business exceptions process & criteria	Discussion & vote	Kathryn Doherty-Chapman, PBOT & Rick Michaelson, chair	4:10 p.m.
Transportation Wallet and TDM program budget for 2019/2020	Discussion & vote	Sarah Goforth, PBOT	4:15 p.m.
NW in Motion project update	Presentation & discussion	Zef Wagner, PBOT	4:45 p.m.
Adjourn	N/A		5:30 p.m.

* A note to members of the public: Welcome and thank you for coming! The committee is happy to hear from you. For your convenience, public comment is at the top of the agenda. In an effort to keep the committee's work on schedule, the committee may ask for comments to be brief depending on how many people would like to speak. You may always provide the committee written comments as well, please email Kathryn to submit comments or questions- Kathryn.doherty-chapman@portlandoregon.gov For project updates and meeting announcements, feel free to provide your email address on the sign-in sheet.



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TO: NW Parking SAC
FROM: Kathryn Doherty-Chapman, NW Parking Liaison
DATE: June 13, 2019
SUBJECT: NW Area Parking Permit Program – Business Hardship Process

Business permits

In May 2019, the NW Parking SAC recommended a maximum number of 50 permits issued to a business in Zone M. The .8 FTE (80%) ratio remains and no business may receive more than the .8 FTE number. To accommodate larger businesses requesting more than 50 permits, there is an exceptions process. The process is as follows:

- 1. Letter of request**--The Business requesting more than the maximum number of permits must write a letter of request that addresses the exception criteria outlined below. Address letter to: Area Parking Committee, c/o Program Administrator, Bureau of Transportation System Management, 1120 SW 5th Ave., Room 800, Portland, OR 97204.
- 2. Meeting with SAC members**—the business will meet with a SAC subcommittee after reviewing their TDM & Parking Management Survey responses. They will discuss if there are opportunities to further reduce demand for parking by their employees and potentially get support with the following:
 - a. Reduced cost Transportation Wallets
 - b. Outreach and encouragement program development
 - c. Free on-site bike parking
 - d. Additional daily scratch-offs
 - e. Advice on TDM Best practices

If the SAC and PBOT Staff determine that the business has done all it can using the TDM and parking management tools available, PBOT can issue additional parking permits to that business. Each permit over the maximum of 50, costs \$390. The exception process will determine a target mode split for that business in future years.

The exception criteria the SAC and PBOT staff will use to decide include:

- The type and nature of the businesses. E.g. are they providing a service people come to, or do they go to the clients? Do the employees need to come and go frequently or are they stationary at that location all day?
- The hours of operation. E.g. are the employees starting and ending when transit is operating? Does the business have shift workers? If so, what are the shift hours and how many workers per shift
- Home zip codes of employees commuting in. Are most of the employees commuting long distances from places not served by transit?



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- The number of permits used at any given time.
- Maximum number of employees on site and when
- Is there dedicated business off-street parking on or off-site?
 - a. If so, what is the number of off-street parking spaces reserved for customers only (if any)?
- If there is off-street provided to employees either on or off-site?
 - a. If so, do employees pay for that off-street parking or is it free to them?
- Are there financial incentives offered to employees to use transit, bicycle or carpool to get to work such as, subsidized TriMet passes, bike/walk bucks, or discounted carpool parking rates?
- Is there secure long-term bike parking on-site?
- Are there transportation options information provided to employees?
- Does the business or organization participate in any regional or citywide competitions such as the Drive Less Challenge or the Bike More Challenge?
- What are the goals for reducing drive alone trips and parking permit demand for next year?

If a business requests more permits the following year, the exceptions process will include a review of any new TDM strategies used to determine if they were helpful or not in meeting the mode split goals. PBOT and the NW SAC may require an employee commute survey in future years.

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NW Parking SAC TDM Proposal for 2019/2020

Purpose

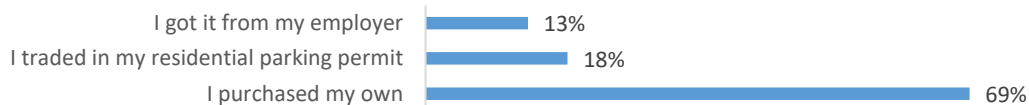
To effectively manage parking supply and reduce demand, the NW Parking Management program needs both incentives (i.e. Transportation Wallet, shared-parking, etc.) and disincentives (i.e. pricing parking, permit eligibility calculations).

The Transportation Wallet opt-out option is successful at encouraging people to drive and park less because people must forgo a parking permit. In addition, residents who continue to own cars are encouraged to try new transportation options by utilizing the Transportation Wallet, which helps us achieve our citywide transportation goals. The Transportation Wallet has proven to be a key tool in incentivizing people to opt out of a parking permit and reduce parking demand and PBOT staff recommend expanding the program for the upcoming permit year.

2018/2019 TW performance

	2018/2019	2019/2020	
Goal for ALL opt-outs	490 (7%)	760 (10%)	• Business/ Employee opt-outs= 410 at 75 businesses
Actual Opt-outs	514		• Resident opt-outs = 104
			• Wallets Purchased= 282

How did you get your Transportation Wallet?



Impact on behavior

Of the survey respondents who received Transportation Wallets, on average **36% reported using new transportation options more** often such as TriMet and Portland Streetcar. **6%** reported they drove less after receiving a Wallet. There was a **7% reduction** in respondents parking on the street with a permit between this permit year and last. This aligns with the number of permits opt-ed out of from year to year.

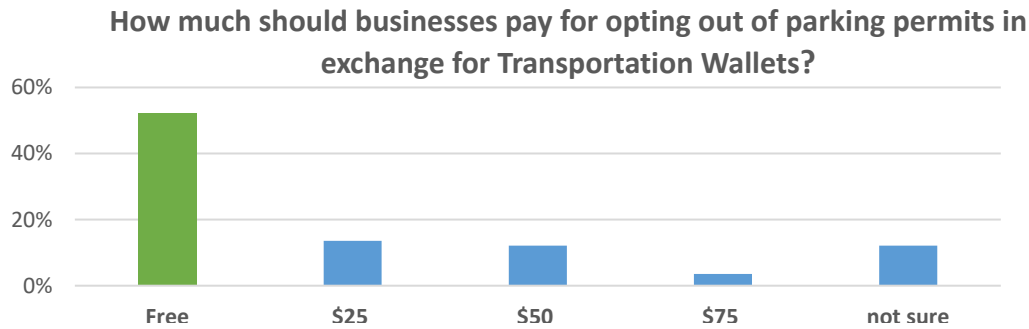
Business permits

Last year the program offered FREE Transportation Wallets to employers that opted out of their eligible permits, up to 20 per business. In other words, if a business was eligible for 40 permits and only wanted 20 permits, they could get 20 Transportation Wallets for free. There is a concern from the TDM subcommittee that those Wallets are not being adequately or appropriately used, with no way to track each Wallet and user given to a business at a high cost to the Parking SAC. There is also a desire to have businesses provide some investment in their employees' transportation options. In response, at the Open House and in the on-line survey, PBOT asked if the Transportation Wallets opt-outs should be FREE, or if businesses should pay for them. PBOT also asked if the current limit of 20 should remain or if we should not impose a limit on the number of permit opt-outs for businesses.



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66% of respondents reported there should be **no limit** on the number of Transportation Wallets a business could get for giving up eligible parking permits. 52% thought the Wallets should be free, with 14% of respondents supporting a \$25 fee per Wallet.



New programs

To expand the opt-outs and reduce parking permit sales, as well offer the benefits of the Transportation Wallet to more people, PBOT staff proposes two new programs.

1. Low-income Wallet Pilot- \$104,000

- a. There are four affordable housing buildings in NW, with about 450 units. Staff proposes to work with those building managers to offer a fully subsidized low-income Transportation Wallet to their residents who do not buy a parking permit. We would work directly with the staff at the buildings to set up times to present and process the wallets on-site.
- b. Staff proposes a limit of **325 and** to advertise “as supplies last”.

2. New Resident Wallets- \$104,000

- a. We propose to develop a partnership with apartment building managers to advertise the TW. We would produce a flyer advertising the program and a coupon code for the eligible new residents to redeem their FREE wallet. They would be ineligible to buy a parking permit. This is a one-time benefit targeted to new residents only, and we will keep records of who opts in. There are 10 building managers who have expressed interest in participating. We would work with them to determine the best outreach methods.
- b. Staff proposes a limit of **325 and** to advertise “as supplies last”. **Total budget for Transportation Wallet Programs for permit year 2019/2020**

Transportation Wallet material costs	Transportation Wallets for purchase (n=400)	Residential Permit Opt-Outs (n=200)	Business Opt-outs (n=400)	New Resident (n=325)	Low-Income (n=325)	
TriMet Hop Passes (\$153)	\$ 61,200	\$ 30,600	\$ 61,200	\$ 49,725	\$ 49,725	
Annual Streetcar passes (\$100)	\$ 40,000	\$ 20,000	\$ 40,000	\$ 32,500	\$ 32,500	
Carshare (\$20)	\$ 8,000	\$ 4,000	\$ 8,000	\$ 6,500	\$ 6,500	
Annual BIKETOWN membership (\$50)	\$ 20,000	\$10,000	\$ 20,000	\$16,250		
Low-income BIKETOWN for All (\$18)					\$5,850	
subtotal	\$ 129,200	\$ 64,600	\$129,200	\$104,975	\$88,725	
Income from sales	\$ 20,000		*\$10,000			
Total SAC contribution	\$ 109,200	\$ 64,600	\$ 119,200	\$ 104,975	\$ 88,725	\$486,700
Transportation Wallet program costs						\$ 57,200
TOTAL \$ 543,900						

*Other TW Program costs	
Direct mailers & mailing lists	\$ 2,200
Materials, graphic support, printing	\$ 6,000
Promotional encouragement items	\$ 3,000
PBOT staff hours	\$ 45,000
Online software subscriptions	\$ 1,000
TOTAL	\$ 57,200

Other TDM efforts

Staff proposes to add funds for quarterly campaigns to target different populations and modes throughout the year to encourage people to try new options. These will be based on the 24 Bus Commute Challenge we held the spring. With new mobility options such as e-scooters and new and upcoming expanded transit service, there should be funds set aside to support new options as they become available.

The program would identify a group such as visitors, employees or residents and advertise a “challenge” type activity to receive free credits for a service and use them in a short time period. Time and population constrained campaigns are easier to track for effectiveness. Both residents and employees have responded well to these types of campaigns. The other part of this proposal is to help further Citywide equity goals. Staff have identified opportunities to work with community organizations to help advertise the Transportation Wallet and partner on events. Some initial ideas for events include:

- Group rides on BIKETOWN to help familiarize people with the bike network and introduce BIKETOWN
- Get the word about WAV the new accessible ride hailing program
- Events to help educate on proper e-scooter behavior

The budget reflects the cost of the service, for example a free month of BIKETOWN, or a \$25 Hop card and the other program costs per participant. These budget items below are only estimates.

Quarterly targeted campaigns	
Summer Resident- Biketown & scooter credits	\$9,000
Fall Employee commute- \$25 Hop card plus goodies	\$12,000
Winter Carshare/rideshare- Car2Go, Uber/lyft taxi credits	\$12,000
Spring TBD	\$12,000
Partnerships with community orgs.	\$ 3,000
Social media ads	\$500
Misc.	\$500
TOTAL	\$49,000

Recommendation

Staff recommend continuing the residential opt-out programs as is it was run last year with a goal of 200 residential opt-outs. For business opt-outs, Staff does not recommend charging more than \$25 per Wallet opt-out, it is estimated that 400 business permits could be opted out in this scenario. Staff recommends adding the 2 new Wallet programs outlined below. These programs may potentially result in a reduction of 1,250 permits sold.

Staff budget request for TDM in NW for 2019/2020

Carryover from last year(s)	\$ 890,983
Estimated Permit Revenue FY 19-20	\$ 636,000
Estimated Total Permit Revenue	\$ 1,526,983
Total surcharge funds requested	- \$ 662,200
<i>Remaining funds</i>	<i>\$ 854,783</i>