



NW Parking SAC

Transportation Demand Management Subcommittee meeting notes

12/4/2018

Notes

In attendance: Karen Karlsson, Rick Michaelson, Jeanne Harrison, SAC

Kathryn Doherty-Chapman, PBOT

1. An update on how the Transportation wallet is performing so far (see attached summary report)

- a. Kathryn summarized the wallet survey findings from the summer. The survey was sent to all wallet and permit holders in NW and there was a high response rate. Folks were pleased with the responses and impact the wallet is having on travel behavior and permit opt outs generally. Karen pointed out the comments that people need/want cars not to get to work or for daily needs, but for weekend trips away is really telling. That indicates there is a lot of work to do on carshare outreach and getting carshare on the wallet. There was a discussion about strategies to reach those residents who are already car-light to give them up or park off-street.

2. An update on the 2019 Wallet

- a. Kathryn informed the group that the 2019 wallet is almost ready to launch and this year includes more money on Trimet (\$150) and \$50 on Car2go. There are plans to add more options in 2020 but for now the 2019 wallet is set. TDM staff are also working on plan for digital delivery so people don't have to wait to get something in the mail and speed up our processing times. Every address in NW will receive a mailer about the new Wallet in January.

3. Discuss ideas for improvement on wallet and outreach

- a. Jeanne suggested there be a big push to everyone about the new bus line (24) coming in March. Kathryn agrees, and staff is already working on an outreach plan.
- b. Everyone thought there should be a concentrated push this spring to employers big and small as well as property managers on the wallet and the bus line. Kathryn said we already put more funds in outreach for the TDM budget and we are developing an outreach plan. We will do a combination of mailers and door to door and calling.
- c. One idea was to give all new apartment tenants a free wallet and have property managers use that to attract car-free tenants. Kathryn agrees this is interesting and will see what it costs. In a sense any new resident who moves in and is eligible for a permit can opt out of their permit get a wallet for free, so we may just go that route. Either way advertising the new wallet is a good way to attract car-light residents.

4. Anything else you'd like to discuss

- a. Jeanne asked how the XPO TDM requirements were going and how this relates. Kathryn agreed it is high time to find out where that is project is at and will ask around to find out who is overseeing that at PBOT.
5. There was a request for regular enforcement reports as well as TDM and Supply subcommittee update reports from Kathryn to the committee.

Update as of December 3, 2018

- **Total permits 6,880**
- **Resident: 3,430**
- **Business: 3,450**

2018/2019 Wallet #

- 102 residents have opted out of permits so far this year, 3,430 resident permits sold to date.
 - Of the opt outs, 9 were 2nd permits, so people bought 1 permit and either sold their car or found off-street parking for the 2nd car and got a free wallet.
- 67 businesses opted out of some or all of their permits. 558 businesses bought permits in NW OF 568 total= 12%. Only 8 businesses did not buy any parking permits.
 - The number of permits they could have bought was 968.
 - They bought 406 permits and opted for 361 Wallets, which only adds up to 767.
 - This leads me to believe they would not have purchased all of the permits they were eligible for.
 - 46 people have purchased a wallet in NW this permit year. 100 people bought them this calendar year (January 2018- present).