



## NW Parking SAC

### Transportation Demand Management Subcommittee meeting

1/8/2019

Meeting notes

SAC members in attendance: Jeanne Harrison, Karen Karlson, Rick Michaelson

PBOT Staff: Kathryn Doherty-Chapman

#### 1. XPO update

- a. Kathryn Shared the TDM Plan for XPO and shared about a meeting she had with Steve Hoyt-McBeth about this plan. Kathryn wants to help but is protective of the NW TDM budget. The Plan focuses on the employees and employer actions in XPO parcels, mainly things like incentives to employees from the employer. There is very little on the residential besides building out walking and biking infrastructure on adjacent streets. T
- b. Steve mentioned that now is the time to check in with them on their deadlines and he would share Kathryn has a parking and TDM resource and he would check to see if employers could buy wallets instead of what is written in the TDM plan (mainly 50% discounted transit passes).
- c. One idea was to develop a flyer for building managers to share with new tenants advertising the wallet for people who don't get permits. Another was one to sell permits to residential managers or employers at cost to give or sell to their tenants, or to develop a different discounted wallet for those populations.
- d. The subcommittee thinks a survey of employers in district in Conway- are they offering the discount and how many employees have taken advantage of the offers.

#### 2. Wallet budget

- a. This led to a conversation about giving wallets to all new residents and renewing wallets.
- b. There is interest in PBOT to reward good behavior, to renew people's wallets for free the next year if they opt out of a permit. The subcommittee thinks the \$99 value is good enough, get your first one free to soften the blow, and then renew at \$99 is more than fair.
- c. There is interest in giving all new residents a free wallet and discussion about what would be meaningful in behavior change. What if we try to give all new residents regardless of whether they get a permit to help them try options? That has some fairness concerns for long term residents and doesn't get us to the goal of reducing permits.
- d. There's also an idea to give all low-income or residents of Home Forward projects a free wallet. There's some interest in trying that, as there are only 4 buildings with 450 units,

not everyone would want one. We could do some outreach and workshops too with residents of those buildings to test it out.

- e. Either way, we want to develop a marketing flyer to give out to property managers or leasing agents to advertise the wallet to new residents. Perhaps we give them a coupon for people to redeem to get their free or discounted wallet.
- f. There was a draft budget passed out based on the increase in wallets given and sold with the focus on giving all new residents a wallet (who give up their permit).
- g. If we do 1200 free wallets, that's a bit more than half our budget. Which may be ok, but we need to be careful and realistic.
- h. One option was to give all new residents a free wallet "While supplies last". Perhaps after Zone M renewals are done we do the "free for all while supplies last".
- i. There is a worry about businesses using wallets for free and abusing them.
- j. Business permits should be free for 1-2 years then pay \$99.
- k. How do the renewals work for paid wallets?
- l. For residents-
  - i. No residential permit opt outs, only one-time free opt outs.
- m. New Residents-
  - i. New residents to get free wallets, while supplies last.
- n. Budget for only \$400,000.

### **3. Bus 24 Outreach**

- a. There is interest in supporting the new bus 24 line by hosting an event.
- b. Jeanne thought we could do the following:
  - i. Place an ad in the Examiner
  - ii. Bus launch event pass out tickets and doughnuts, work with TriMet and Active on planning an event.
  - iii. Ask TriMet about free 24 bus day.
- c. Ask about bus stops when are the signs being installed.

#### **To Dos:**

1. Kathryn will follow up with TDM staff to look into the possibilities and budgets for new movers and low-income resident wallets for free.
  - a. The advice from this group is to make the budget for around \$400,000 and to not renew any wallets for free. To market things as "supplies last" for new movers.
2. She will also follow up with Steve on the XPO- Conway master plan TDM plan
3. She will also follow up with TriMet on an outreach event
4. The group needs to think about what is a compelling enough for behavior change for opt outs, etc.