

# PBOT

PORTLAND BUREAU OF TRANSPORTATION

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**Chloe Eudaly** Commissioner **Chris Warner** Interim Director

## NW Parking SAC TDM Subcommittee Meeting Notes

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March 12, 2019,

SAC members Present: Jeanne Harrison, Karen Karlsson, Rick Michelson,  
PBOT: Kathryn Doherty-Chapman, Sarah Goforth

1. **The 24 bus extension party was a huge success!** We had about 100 people stop by through the morning, at times there was a queue for the coffee! We had 34 people sign up for the email list and 63 people sign up for the raffle. TriMet handed out dozens of Hopcards and despite the cold day, people were happy with the new bus service and happy that that we were out promoting the wallet.
  - a. Total \$ spent ~\$750. We spent about \$100 on coffee and food and \$100 on social media ads, so for less than \$250, we reached more than 14,000 people and--
    - ii. Facebook Event Boost (\$70):
    - iii. People Reached: 2335
    - iv. Event Responses: 141
    - v. Links Clicked: 283
    - vi. Shares: 14
    - vii. Facebook/Instagram Ad (\$30):
    - viii. Reach: 7585
    - ix. Instagram Reach: 3888
    - x. Facebook Reach: 2074
    - xi. Messenger Reach: 2092
2. **Review on last year's opt outs**
  - a. 376 business opt outs and 102 resident opt outs were distributed
  - b. About 500 wallets have been sold to date.
  - c. There was a discussion about the wallet package and how the TriMet value went up but they aren't the easiest partner. SAC members have concerns about that value going up when we don't get a discount and aren't sure it's the best value.
  - d. Sarah explained how the wallet needs to be the same for the year, as she negotiates contracts with the different vendors for the calendar year. So we are stuck with the wallet we have now. She is working on being able to have a more flexible wallet with different values, different pricing, and digital delivery. At this time though, we have what we have.
  - e. SAC members want to be more involved in shaping the wallet next year. Adding more value for Uber/Lyft/taxi and carshare. Perhaps charging businesses a different price than residents.

### 3. Proposal for next year's Wallet



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- a. Kathryn shared a document outlining goals for opt outs and sales of the regular Wallet plus 2 new programs (see attached document).
- b. The budget needs some edits, including total # of wallets sold and the costs lined up differently.
- c. The SAC wants to look at the opt outs of businesses year to year. There is concern that businesses are getting a freebie without actually giving up an old permit.
  - i. SAC members thought the business opt out was like the resident program. There was a discussion about businesses have turnover from year to year and the wallet may also be instrumental in changing new employee travel behavior.
  - ii. We will re-share the post survey data on the wallet's impact on behavior.
- d. SAC members were generally supportive of the low-income program working with the four affordable housing providers and having a limit, while supplies last.
- e. SAC members were also interested in the new resident program and wonder how many people move into the neighborhood each month. We may need to bump up that number higher.
- f. We will bring the proposal to the next SAC meeting for discussion and vote at a later date.
- g. We will reconvene this discussion with Sarah in the early Fall on the 2020 wallet. With a goal of having more input on the contents of the wallet.