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Chloe Eudaly Commissioner Chris Warner Director

|                       |                 |
|-----------------------|-----------------|
| <b>NW Parking SAC</b> | Virtual meeting |
| May 20, 2020          | Zoom            |
| 4:30 p.m. – 6:00 p.m. | Portland, OR    |

## Meetings Notes

### **Members in Attendance**

Rick Michaelson (Chair, At-Large), Nick Fenster (NHBA), Karen Karlsson (NWDA), Jeanne Harrison (NWDA), Peter Rose (At-Large), Don Singer (NHBA), Mark Stromme (At-Large), Daniel Anderson (At-Large), Ron Walters (NWDA), and Nancy De Leo (NHBA)

### **Members Absent**

Parker McNulty (NWDA), Thomas Ranieri (NHBA), and Brent Soffey (At-Large)

### **PBOT Staff**

Rae-Leigh Stark (NW Parking District Liaison), Zena Rockowitz (Parking Program Specialist), and Kristan Alldrin (Program Manager)

### **Speakers**

Colleen Mossor (PBOT Analyst)

### **Public in Attendance**

Allen Classen, Damien Erlund (NWDA)

### **Board Update and Vice Chair Designation**

Rae-Leigh will be in touch with Jeanne, Peter, Brent, and Nancy whose committee terms are expiring. Renewal is an option. Nick Fenster designated as Vice Chair. Members want PBOT staff to look at bylaws on a process for disapproval and/or removal of members.

### **Recap from April Meeting and Updated Decision-Making Schedule**

Rae-Leigh explains that they did not propose any changes to costs or restrictions to Zone M permit for this year.

Talked about changing meter enforcement and looking at changing to 10 am – 8 pm to match occupancy studies. The 2<sup>nd</sup> highest peak is at 7 pm but going to delay decision making and revisit in 2021. Members do not have any issue with postponing for one year.

There is interest in removing meter feeding but not ready to make decision right now, want to do more research on paying Parking Kitty versus at the pay station.

There is interest in adding Thorns to the event restricted district but want to spend some time studying that area and its current effectiveness. This would be an ordinance change. Want time to communicate with Goose Hollow on this. Will bring this back for discussion in the fall. December-February would be the implementation.

### **Parking Sign Modernization Project**

Colleen explains they overhauled the Parking Kitty sign to make larger numbers and align it with PBOT color pallet. The contractor is doing the installations and they are coming to northwest Thursday or Friday. The contractor is ahead of schedule.

PBOT is moving away from zone-based codes to a unique block-face code, which is 3-5 digits. The entire blockface will have 1 code (2 codes per block). The primary reason to do this is that PBOT can't accurately pinpoint where parking is taking place right now. Helps to identify parking management issues in real time and in specific locations.

Nick asks if he parks in any of these codes within northwest district and he changes blocks within northwest, does he need to repurchase or is it okay if he is within the time frame? Colleen responds, Portland is trying to decide as we move into performance-based parking if we want to allow that or not. Working with Parking Enforcement team, we want to give customers ability to move around and not get penalized. We want adequate data to do analysis on.

Karen asks, how often do people pay in one place and then go somewhere else within the same district? Colleen responds, we want to collect data on how often that is occurring, if it is a small percentage of the population there is no point in changing for those few people. Soon Northwest options will be pay-by-plate (enter license plate at machine) or mobile pay (enter code).

Rick asks if the numbering system will allow us to do subdistricts later. Colleen responds this could be a future plan. Every street segment has a number, which attaches to sidewalk chunks. Signs will be posted in 2,000 locations. PBOT will be able to look at demand at block-by-block level, moving toward performance-based parking where we aim for 1-2

spaces available at any time using pricing. The way to influence by demand is by pricing. In high demand areas we will bring price up, and in low demand areas price will go down. We want people to use alternative forms of transportation and Smart Park, which is cheaper than on-street rates. It can only go up increments of 20 cents. Performance-based parking will roll out downtown before Northwest.

### **Public Comment**

No public comment.

### **Meter Feeding**

Colleen explains that blockface codes will help with understanding meter feeding. Only 8-10% of people are meter feeding on a standard day. On game days, 10-14% of people are meter feeding. People parking at 4-hour meters typically overstay the same amount of time. There are more people meter feeding on game day than non-game days. People that meter feed stay substantially longer than people that don't.

Don responds, "seems the data is a little skewed though, you are conclusively saying these are meter feeding, and even in your fine print you don't know whether or not these are people who are feeding meters or are they parked somewhere, you don't know if they are originating, you don't know where these really are." Colleen replies, that is true, but in six months she will know because of the new coding system. Also, when we move to pay-by-plate we will have more powerful data. Right now, we can't look at license plates. Can only look at mobile pay people right now. If you are going to a Timbers game you are likely doing mobile pay if you are trying to meter feed, because you don't want to leave the game.

### **Budget Update 2020-2021**

Rae-Leigh reviews the budget:

- May: update and high-level budget review
- June: discussion and adoption of budget with Sarah Goforth from PBOT
- July: discussion and adoption of meter revenue budget
- Expenditures start July 1 of this year

### **Surcharge Budget**

TDM program: \$49,000 is budgeted for fall bike safety promotion, new Biketown launch this summer, programming with Timbers and Thorns games next year to work with stadium on how to influence people to use parking lots. Most money will get carried over next year.

Karen asks if permit surcharge revenue estimate is based on new counts of permits or old counts of permits, as we are selling fewer permits than a year ago. Rae-Leigh responds we have sold 5,400 permits this year and is thinking about dropping to 5,000 permits for a conservative estimate but didn't make any changes to the Zone M cost or restrictions, so she is going to estimate the same amount this year. Karen points out that income-based permits don't pay the surcharge.

Committee has concerns about revenue being down from COVID and Nick wants to know if city-side funds have been cut. Ron says, "I would imagine that the percentage of permits that are issued under hardship will go up, stands to reason that not only should we figure out how much we should reduce meter revenue but contemplate a hierarchy of spending where we slash in advance, and If we find our budget is greater than we think, try to come to some agreement prior to inevitable to budget crunch."

### Net Meter Revenue Budget

Revenue is collected in 2019-2020 to be spent the following year. We will have exact 2019-2020 numbers by the end of June. Three projects in progress:

- **Shared parking consultant** will look at demand for off-street parking in northwest. Will review at Supply Subcommittee.
- **Pedestrian lighting study** will use in-house PBOT staff to look at intersections and areas in northwest in need of lighting and safety measures.
  - Committee discusses getting a consultant with a fresh pair of eyes that can go beyond the standard of an engineer and look at new innovative ways, maybe look at other cities. Members are concerned about dark intersections that could be overlooked. Rick wants to have a small meeting with the engineers to talk about scope and get a list of proposed areas. Rae-Leigh will confirm if we can get a consultant and will circle back to the committee to see who wants to participate in a small group.
- **Placemaking improvements** sets aside \$200,000 for this year. Rae-Leigh asks about original intention. Members talk about creating a stronger neighborhood identity like Old Town Chinatown, could include lighting, everything from sidewalk improvements with benches and planters to pedestrian experience enhancements. Rae-Leigh suggests public street seats where we can fund areas where there is pedestrian congestion, where people need the space for social distancing. Rick states, "we will have fewer visitors if they can't go into restaurants, so removing parking for outdoors seating is good idea."
  - Committee discusses hiring a consultant. Some members voice concerns about a student doing this. Committee discusses how it could benefit small businesses, will include public relations, could implement in summer. Committee in consensus to spend funds this way.
  - Ron states he is concerned about the regulations around this, doesn't want to find Committee choosing sides and policing. He wants to make sure we

support businesses, but that isn't the role of this group, so it should be done with discretion and caution. Overall, he is supportive of notion but it's not overly enthusiastic. Rae-Leigh says we will make sure we are within restrictions.

- Rae-Leigh will do a memo scoping this project and learn what PBOT is doing, will get a temperature check from businesses to see if this is beneficial.

### **New Business**

None.

*Meeting Adjourned.*