

IMPACT STATEMENT

Legislation title: Authorize the Portland Bureau of Transportation to implement an Event Parking District in Lloyd as outlined in Exhibit A.

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Purpose of proposed legislation and background information:

- Authorize PBOT to implement an Event Parking District to manage parking and transportation impacts of large events in Lloyd and the Rose Quarter.
- The Event Parking District's primary goal is to discourage event attendees from driving and parking on-street and encourage them to take transit, carpool, bike, scoot, or walk instead.
- Currently, parking is either free or \$1 an hour on-street in Lloyd. Because of this there is an incentive for event attendees to drive and park on-street. Currently, taking the MAX to a Blazer game costs more than to drive and park on-street.
- Free and low-cost parking induces demand for driving trips to events and causes traffic congestion which impacts air quality for people in Lloyd and travel delays for anyone going through Lloyd, including those on the bus going through the Rose Quarter Transit Center.
- Go Lloyd, PBOT's community partner in managing parking and transportation issues in Lloyd has recommended an Event Parking District for several years. City Council has historically supported this effort. City Council directed PBOT to develop an Event District in Lloyd in 2013 with Ordinance 223-2013 and in 2018 with Ordinance 189093.
- This is in alignment with the Pricing Options for Equitable Mobility recommendations accepted by City Council on July 21, 2021, prioritizing pricing parking and driving to help meet our climate and equity goals.

Financial and budgetary impacts:

- There is an expected increase in gross revenue to the Lloyd Parking District of an additional \$149,000-\$310,000 in fiscal year 2022-23. The net meter revenue is shared with Lloyd per the Net Meter Revenue Policy, and 51% of the additional revenue will go to Lloyd for transportation projects and program per the policy and annual contract.
- Operations and maintenance costs are already budgeted and paid for through the regular on-street parking operations budget covered by gross meter revenues. There is no additional annual operating budget requested to implement this program.
- The income-based Transportation Wallet program, which is expected to cost approximately \$70,000 per year, will be implemented to off-set any burdens of this change.

Community impacts and community involvement:

Impacts

- The purpose of the Lloyd Event Parking District is to decrease the community impacts of additional traffic and parking congestion during large events. The goal is to have reduced traffic congestion and improved air quality and travel times for anyone in or passing through Lloyd.
- Impacts to area businesses and residents include:
 - Better managed parking and traffic which means improved air quality and easier access to on-street parking for them or their visitors.
 - Easier access for customers during events.
 - Additional revenue for Go Lloyd programs which use meter revenue for safety improvements some of which include improved crosswalks, signals, bike lanes, bike parking, and the Universal Transit Pass program for employees.
 - To minimize any confusion for customers PBOT will conduct a communication and information campaign with local businesses.
- Impacts to residents in Lloyd include:
 - Better managed parking and traffic which means improved air quality and easier access to on-street parking for them or their visitors.
 - Potential savings from changing the meter hour from 10pm to 6pm on non-event days.
 - Most residents have off-street parking, or live car-free in Lloyd. The impacts will be hardest for low-income residents living in one of the three buildings with no off-street parking that need to drive. To address this, PBOT and Go Lloyd will offer an income-based Transportation Wallet program and other programs to minimize the burdens on low-income residents.
 - Additional revenue for Go Lloyd programs which use meter revenue for safety improvements some of which include improved crosswalks, signals, bike lanes, bike parking, and the Universal Transit Pass program for employees.
 - If event parking demand impacts the adjacent Eliot neighborhood, PBOT will coordinate with Eliot residents and businesses to address these impacts.

Community Involvement

The results of the outreach conducted helped PBOT staff to create a plan that helps achieve our transportation system goals while minimizing or eliminating burdens to residents and businesses. Feedback from early outreach informed the process including identifying stakeholders and parking study boundaries.

Overall, the community response is supportive of the Event Parking District as long as the programs for low-income residents are in place and there is continual monitoring and adjustments.

- PBOT staff worked with a task force made up of representatives from:
 - Lloyd Community Association
 - Rose Quarter/Moda Center
 - Oregon Convention Center
 - Eliot Neighborhood Association
 - Go Lloyd
 - Multi-family property managers
- PBOT staff held individual meetings and direct outreach with:
 - More than 30 small business owners and employees
 - Property managers from 5 apartment buildings
 - Home Forward and YWCA staff
 - Central City Concern building managers & residents
 - Focus Group of Louisa Flowers (subsidized housing) residents
 - Lloyd Eco-District
 - Lloyd Community Association
 - Off-street parking operators
 - Three large office tower building managers including Liberty Center, Lloyd 700, and Oregon Square
- PBOT conducted a survey of residents, employees, and business and property owners to get their feedback and learn more about their transportation and parking experiences. We received over 220 responses to the survey. The survey report is attached in Exhibit A.

Budgetary Impact Worksheet

Does this action change appropriations?

☐ **YES:** Please complete the information below.

☒ **NO:** Skip this section

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount

mjc 3-21-2022