

ORDINANCE No. 187529

Approve hourly rate increase for on-street parking in the Downtown Meter District to better manage parking and provide a more safe and reliable parking system; to be implemented after the 2015 holiday shopping season. (Ordinance; amend Policy TRN-3.450)

The City of Portland ordains:

Section 1. The Council finds:

1. As directed under TRN 3.102, which governs management of the Downtown Meter District, the Portland Bureau of Transportation convened an advisory committee of business, resident, and other community stakeholders to consider an adjustment to the downtown meter rate for on-street parking. The committee was presented with technical information at two meetings and in two technical memoranda, which are provided as Exhibit A and Exhibit B.
2. Based on the technical information and committee discussions, at their July 23, 2015 meeting the advisory committee voted in support of an increase in the downtown meter rate to \$2.00 per hour.
3. The City of Portland manages the on-street parking system in commercial districts to support the economic vitality of the district by encouraging parking turnover, improving circulation, encouraging use of off-street parking, maintaining air quality, and promoting the use of alternative modes by managing the supply and price of on-street commuter parking.
4. An on-street parking occupancy level of 85% reflects a strong environment for commercial activities, by ensuring that one or two spaces are available for the next customer.
5. Underpriced on-street parking results in excessive occupancy levels, causing drivers to cruise for parking spaces, which increases vehicles miles traveled, conflicts at intersections, resulting congestion, travel time, and carbon emissions, while causing a frustrating parking experience.
6. Parking meters and appropriate pricing are among the most effective tools available to manage on-street parking for customers and visitors by helping to achieve desired turnover.
7. The last parking meter rate increase in the Downtown District was in 2009.
8. In the fall of 2014, parking occupancy data was collected for a sample of the downtown area. The data showed that occupancy levels in the Downtown Meter District are at or above 85% during several hours of a typical weekday, reaching peak occupancy of 90% overall. In some areas, parking occupancy is 95% or higher.

9. An advisory committee was formed to review the occupancy data, as well as other transportation, economic, and financial factors of the Downtown Meter District. After evaluation of these factors the advisory committee recommended that hourly parking rates be increased by 40¢ to an hourly rate of \$2.00 within the Downtown Meter District.
10. To mitigate any disproportionate impacts to low-wage earners working evening shifts, the Bureau of Transportation is developing a lower cost parking pass for SmartPark garages. This option is planned to be in development concurrent with the proposed meter rate increases.
11. The Bureau of Transportation can absorb the costs of implementing the meter rate change with the existing staff and budget.


NOW, THEREFORE, the Council directs:

- a. That the Commissioner-in-Charge is hereby authorized to implement the hourly on-street parking rate increase in the Downtown Meter District from \$1.60 to \$2.00, effective January 29, 2016.
- b. This ordinance is binding City Policy and amends Policy TRN-3.450A .

Passed by the Council, DEC 30 2015

Commissioner Steve Novick
Prepared by: Judith Gray:CA:slg
Date Prepared: November 3, 2015

Mary Hull Caballero
Auditor of the City of Portland

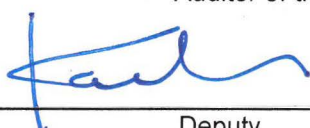
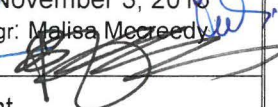
By 
Deputy

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Agenda No.
ORDINANCE NO. 187529
Title

Approve hourly rate increase for on-street parking in the Downtown Meter District to better manage parking and provide a more safe and reliable parking system; to be implemented after the 2015 holiday shopping season. (Ordinance); amend Policy TRN-3.450

INTRODUCED BY Commissioner/Auditor: COMMISSIONER STEVE NOVICK	CLERK USE: DATE FILED DEC 08 2015
COMMISSIONER APPROVAL	Mary Hull Caballero Auditor of the City of Portland
Mayor—Finance and Administration - Hales	By:  Deputy
Position 1/Utilities - Fritz	ACTION TAKEN:
Position 2/Works - Fish	DEC 17 2015 PASSED TO SECOND READING DEC 30 2015 9:30 A.M.
Position 3/Affairs - Saltzman	
Position 4/Safety - Novick	
BUREAU APPROVAL	
Bureau: Transportation —Parking Services Group Mgr – DAVE BENSON	
Prepared by: Judith Gray:ca:slg	
Date Prepared: November 3, 2015	
Parking Oper. Div Mgr: Melissa McCreedy	
Director: 	
Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/>	
Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
City Auditor Office Approval: required for Code Ordinances	
City Attorney Approval: required for contract, code, easement, franchise, comp plan, charter	
Council Meeting Date December 2, 2015 DEC. 17, 2015	

AGENDA
TIME CERTAIN <input checked="" type="checkbox"/> Start time: 2:00 pm 3PM
Total amount of time needed: 1 hr (for presentation, testimony and discussion)
CONSENT <input type="checkbox"/>
REGULAR <input checked="" type="checkbox"/> Total amount of time needed: ____ (for presentation, testimony and discussion)

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	<input checked="" type="checkbox"/>	
2. Fish	2. Fish	<input checked="" type="checkbox"/>	
3. Saltzman	3. Saltzman	<input checked="" type="checkbox"/>	
4. Novick	4. Novick	<input checked="" type="checkbox"/>	
Hales	Hales	<input checked="" type="checkbox"/>	