

Parsons, Susan

From: Reza Michael Farhoodi <rmichael87@gmail.com>
Sent: Thursday, December 17, 2015 2:50 PM
To: Council Clerk – Testimony
Cc: Gray, Judith; Doherty-Chapman, Kathryn; patricia gardner
Subject: Letter to Council in Support of Meter Rate Increase
Attachments: PDNA_MeterRate_LettertoCouncil.pdf

Hello,

Please find attached the Pearl District Neighborhood Association's letter of support for the short-term meter rate increase.

Thank you,
Reza Farhoodi

--

Reza Michael Farhoodi
Planning and Transportation Committee Co-Chair
Pearl District Neighborhood Association
rmichael87@gmail.com
301-452-4924

2257 NW RALEIGH ST.
PORTLAND, OR 97210



503.823.4288
WWW.PEARLDISTRICT.ORG

December 17, 2015

Mayor Charlie Hales and Members of Portland City Council
City of Portland
1221 SW 4th Avenue
Portland, OR 97204

Re: Hourly Rate Increase For On-Street Parking in Downtown Meter District

Dear Mayor Hales and Commissioners Fish, Fritz, Novick and Saltzman,

The Pearl District Neighborhood Association supports the Portland Bureau of Transportation's proposal to raise the hourly rate for on-street parking in our neighborhood from \$1.60/hour to \$2/hour effective in January 2016. This rate has not been increased since 2009, and the city's data has definitively shown that the current rate is not sufficient to maintain the 85 percent occupancy level that experts agree is necessary to ensure enough parking supply and encourage turnover. When the occupancy rate is above this level, drivers end up circling the block for parking which increases gasoline consumption, air pollution and traffic congestion, while impacting quality of life. This problem is especially acute in the southern part of our neighborhood where there are more restaurant and nightlife destinations.

While the \$0.40 hourly increase is an adequate short-term solution, we hope that this is the first step towards the city developing a comprehensive performance parking system that charges meter rates in response to local parking demand. This will allow the City to charge increased rates in areas of higher activity, while meters in areas with lower demand, such as north of Lovejoy Street, can charge lower rates. We look forward to working with the City to implement this solution in the near future.

Sincerely,

Reza Farhoodi
Member of the PDNA Board and Co-Chair, Planning and Transportation Committee

Agenda Item 1340

TESTIMONY

3:00 PM TIME CERTAIN

DOWNTOWN METER DISTRICT PARKING RATESIF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)

ADDRESS AND ZIP CODE (Optional)

Email (Optional)

spoke	Mujtaba Ali		alim@spplus.com
spoke	Bob Buchanan	Pioneer Place	
✓	Kraig Buesch	Starbucks, DRC Chair	
spoke	Ben Schonberger		
spoke	Reza Farhoodi	PDNA	

**Testimony of Bob Buchanan
Portland Business Alliance
Before Portland City Council
Regarding Parking Meter Rates
December 17, 2015**

Good Afternoon Mayor Hales, Commissioners. My name is Bob Buchanan and I am the General Manager of Pioneer Place mall in downtown Portland. Pioneer Place mall is comprised of more than 100 retail businesses including major regional shopping and dining destinations.

I'm also a member of the Central City Parking Policy Stakeholder Advisory Committee. I'm here to testify in support of the on-street parking meter increase being proposed. It's important that the city provides on street parking that's available to our customers at a reasonable price but that still encourages parking turnover.

To help educate the committee of current market conditions, the Portland Bureau of Transportation (PBOT) conducted on street parking surveys in late 2014 that showed that on- street parking occupancy rates near 95 percent at peak periods, signaling a need to spur higher turnover on the street. Parking experts know that 85 percent occupancy is the magic threshold as it strikes the right balance between supply and demand. That is why I'm here to testify in support of the committee's recommendation to raise the hourly rate from \$1.60 to \$2.00 per hour to help ensure that our on-street parking system is once again performing efficiently and effectively.

Additionally, the committee looked at length of stay and found that most people who parked downtown stayed an average of 90 minutes. 18 percent of parkers stayed longer than posted time limits, indicating that the current mix of short-term spaces is not meeting customer needs. Given this information, the committee made the recommendation to convert some 1 hour spaces downtown to 90 minutes to ensure parkers could accommodate their errands in that time span.

Parking increases are never good news for our client's downtown but it makes sense to increase them from time to time. The last meter increase was more than five years ago in 2009 and we recognize that it is time to increase them again so that our customers can again find parking in a timely manner. The downtown retail community will do our part to educate our customers about the many transportation options available to them and will encourage customers to park in Smart Park garages, which have the lowest short-term rates in downtown. More than 200 of our downtown businesses provide parking validation with a qualifying purchase for Smart Park garages and we would like to continue this partnership with the city.

Again, as a member of the Policy Stakeholder Advisory committee, I'd like to thank PBOT staff for providing a framework and research to review on-street parking capacity. We especially appreciate the support of the Policy Stakeholder Committee in delaying any increase in on-street parking until after the busy holiday season. Thank you.

**Testimony of Kraig Buesch
Chair of Downtown Retail Council
Portland Business Alliance
Before Portland City Council
Regarding Parking Meter Rates
December 17, 2015**

Good Afternoon Mayor Hales, Commissioners. My name is Kraig Buesch and I am the manager of Starbucks at SW 9th and Taylor and the Chair of the Downtown Retail Council. I'm here to testify in support of the on street parking meter increase being proposed.

We have worked very hard downtown to ensure our retail environment is healthy and thriving. Over the last six years, the Portland Business Alliance, Downtown Clean and Safe, Portland Development Commission, Travel Portland, and private property owners have been working hard to revitalize the retail landscape in the Central City through a series of projects including targeted retail recruitment, expanded marketing programs and physical improvements and district branding along the Pioneer District.

Thanks to these collective efforts and an improving economy, the downtown retail vacancy rate has held steady at 5 percent for the past three years, down from a high of 12 percent during the recession. We've added more than 100 new retailers and restaurants over the past five years.

These new businesses bring increased demand for short-term parking. While we will continue to promote city-owned Smart Park garages as the best low cost option for our retail customers downtown, on street parking plays an important role in the overall parking options available to our customers.

It's important that we strike the right balance between ensuring that we have on street parking that's available to our customers at a reasonable price but that still encourages parking turnover and revenue generation for the city. Recent surveys conducted by the Portland Bureau of Transportation (PBOT) show that on street parking occupancy rates near 95 percent at peak periods, signaling a need for an increase in rates to spur higher turnover on the street.

At our November Downtown Retail Council meeting, representatives from PBOT presented the rationale behind the proposed parking meter increase and voted to approve the proposed increase from \$1.60 to \$2.00 per hour downtown with the understanding that:

- Smart Park rates will remain static beginning at \$1.60 per hour and will always be a lower priced short-term parking option than on street parking;
- The city will continue to fund the Downtown Marketing Program to promote Smart Park garages and the hundreds of small businesses downtown.

Again, we support the proposed on-street parking meter increase with the understanding that these conditions are met. Finally, we appreciate PBOT for holding off on any proposed increase to parking rates until after the important holiday season.

Thank you for taking these actions to support downtown retail.

Moore-Love, Karla

From: Tony Jordan <twjordan@gmail.com>
Sent: Thursday, December 17, 2015 9:02 AM
To: Council Clerk – Testimony
Subject: Testimony for Item 1340 (Parking meter rate adjustment)
Attachments: TestimonyForItem1340ByTonyJordan.pdf

Karla,

Please accept a hard copy of my testimony into the record as a member of the Meter Rate Adjustment Subcommittee and the Central City Parking Policy Stakeholder Advisory Committee.

This is for item 1340 at 3:00 today, December 17, 2015.

Thank you,
Tony Jordan
4540 SE Yamhill St.
Portland, OR 97215
971.207.1348

Testimony given by Tony Jordan in support of a short term meter rate increase (Council Agenda Item 1340, December 17, 2015)

Mayor Hales, Commissioners, thank you for inviting me to speak.

A downtown meter rate increase of at least \$0.40 is justified by the data collected and supports the stated goals of the city. Your staff at PBOT have done an excellent job presenting the data behind this recommendation, so I won't spend much time repeating them, but I will share a quick anecdote, provide a bit of personal testimony, and propose a use for the additional revenue.

I work in the Fox Tower and spend my lunch break in Director Park whenever possible. While I sit in the park I make a habit to watch as the same cars crawl along Park Ave 2-3 times, burning gas, clogging traffic and, often, endangering pedestrians. I don't follow them to their final destination, but I strongly suspect they are cruising for parking. We will have to see if this increase will be sufficient to clear congestion and reduce demand for on-street parking by restoring a better balance between the cost of the most convenient, but currently cheapest, street parking, and the city owned SmartPark garages. Observing the change in occupancy will be helpful as the city continues to define its parking management policies.

Beyond the staff report and findings from the occupancy study, I want to highlight a particular inequity present with our current pricing. Simply, the cost of transit relative to driving is incorrect. The materials presented state that "the cost of a round trip fare for one person is \$5; this is comparable to the \$4.80 cost of a 3-hour stay at an on-street parking meter under current prices." This is a generous comparison. As is often pointed out when we discuss transportation in these chambers, riding the bus is less convenient than driving. A person driving 5 miles to downtown for a 3 hour, mid-day stay, will leave when they want, park near their destination, and return when they are ready. If they are travelling at night, they may find free parking after enforcement and pay no additional fees. Additionally, that person may bring along their family, friends, or dates for no additional cost.

A person taking the bus or max will need to leave on Trimet's schedule, disembark and likely walk further to their destination, and will pay \$5 for the same stay. If that person is travelling with family or friends, the cost quickly multiplies and no "rational" group would choose Trimet over a personal vehicle. But not everyone can drive a car and many prefer not to, for medical, personal, financial, or environmental reasons. If the city truly wishes to meet its long term mode targets, the cost of riding the bus should be equivalent or cheaper than the cost of driving. A combination of lower transit fares and higher parking fees is likely to accelerate the desired shifts in mode of travel.

Finally, this is surely only a stop-gap solution to managing our parking supply. The procedure for changing meter rates is needlessly onerous and inappropriately inflexible for the management of one of the cities most valuable assets. I urge you to, as fast as possible, direct

your very capable staff to develop performance parking management policy to allow PBOT the authority to, within parameters as you see fit, adjust the pricing and hours of enforcement to achieve an equitable and efficient parking system.

In some areas of the central city, a \$0.40 increase may be too much. In other areas it will be too little. In entertainment districts, ending enforcement at 7pm on Friday and Saturday night is clearly not working. I suggest that some of the revenue generated by this increase be used to fund a few pilot programs in the downtown. Allow Director Treat to adjust the pricing and hours of enforcement in those areas which are most acutely congested and those with the most vacancies. Most importantly, collect data. A small amount of experimentation will provide invaluable information that will inform the next policy proposal.

The remaining new revenue would be well spent on a discounted transit pass program for low wage workers who commute to the city center.

Thank you.

Tony Jordan
4540 SE Yamhill St.
Portland, OR 97215

Member (Citizen-at-Large) of Central City Parking Policy Stakeholder Advisory Committee and
Meter Rate Adjustment Subcommittee

Moore-Love, Karla

From: Felicia <flw14@hotmail.com>
Sent: Wednesday, December 16, 2015 7:16 PM
To: Council Clerk – Testimony
Cc: Gray, Judith; Doherty-Chapman, Kathryn
Subject: Meter Rate Adjustment Testimony

To Mayor Hales, Commissioners Fish, Fritz, Novick, and Saltzman,

I am writing on behalf of the Downtown Neighborhood Association regarding the proposed meter rate increase from the current \$1.60/hour to \$2.00/hour. Our neighborhood association is tasked with representing everyone that lives, works, and goes to school in downtown Portland, and after considering various perspectives on this issues, we support the proposed meter rate increase. Further, we request that the Portland Bureau of Transportation and the Portland City Council start implementing parking demand management so we in Portland can utilize 21st Century technology to deal with increased demands on the right of way.

There are several issues related to parking meters that directly affect our members which the City Council can address in order to mitigate the impact of the rate increase. First, adjust the allowable parking times around PSU to properly reflect the usage. For example, PSU students and faculty are the primary users and the allowable parking times should be 90-120 minutes, but many of the spots around PSU are only available for 60 minutes, causing the students and adjuncts who can least afford it to be fined for overstaying the meters. Second, increase the bicycle parking requirements for all new and rehabilitation construction. I personally was present when an employee at a downtown Pizza Schmizza had his bike stolen; he had to lock it in an on-street bike rack because no interior employee bicycle parking was available. The employees of the Picnic House also lack interior secured bicycle parking and they park their bikes in a public corral a block away; they have also reported several employees having their bikes stolen. Tasty & Alder on SW 12th had five employee bicycles stolen in their first year of operation because the interior secured bicycle was far too small to meet employee demand. If the City Council is serious is about looking out for low-wage workers, they will start requiring developers to build bicycle parking to meet the demand for the future, not just for the past. Third, increase the hours of enforcement to reflect on-street demand. Demand for on-street parking appears to peak in the late afternoon and continue through approximately 9 p.m. As downtown finally revitalizes, regulating parking enforcement to match demand is essential for maintaining a vibrant Central City. The demand for Smart Park falls off in the evening hours, causing more drivers to circle for on-street parking. By increasing the hours of enforcement, the same drivers will start using the available Smart Park garages and ease on-street congestion. Finally, we ask that the City Council start implementing parking demand management strategies, similar to those in San Francisco and Seattle. Portland has a vibrant tech scene and our public sector should be keeping pace with technological innovations that meet and master basic questions of supply and demand.

We in downtown are used to paying for limited parking resources and we do not have a problem with other users being asked to pay for a finite resource. Increasing the parking rates and hours of enforcement will have a negligible impact on low-wage and service industry workers, but those impacts will be immediately alleviated if the City Council requires adequate secured bicycle parking. Further, moving towards parking demand management will help the City better regulate existing finite parking resources. We in hope that you will provide the Portland Bureau of Transportation with the resources that they need to be an effective agency so we as citizens can benefit from a rational and effective management system.

Sincerely,

Felicia Williams
 President, Downtown Neighborhood Association

Moore-Love, Karla

From: Nicole Knudsen <nicolek@seiu49.org>
Sent: Wednesday, December 16, 2015 2:34 PM
To: Council Clerk – Testimony
Cc: Gray, Judith; Doherty-Chapman, Kathryn
Subject: Testimony for tomorrow's proposed meter rate increase hearing
Attachments: TESTIMONY - SEIU Local 49, Nicole Knudsen, re Proposed Parking Meter Rate Increase - 12.17.15.pdf

Hi Karla,

Please see my attached testimony for tomorrow's Council hearing on the proposed on-street parking meter rate increase.

Thank you!

Nicole Knudsen

Strategic Researcher

Service Employees International Union, Local 49

Ph# 503-236-4949 x 254

This message is intended only for the use of the individual(s) or entity(ies) to whom it is addressed and who are the intended recipients, is confidential, and may contain information that is privileged and exempt from disclosure under applicable law. Unless you are the addressee, or are authorized to receive this message for the addressee, and are an intended recipient, you are hereby notified that any dissemination, distribution, or copying of this message, its attachments or any information contained in the message or attachments, is strictly prohibited. If you are not the addressee or intended recipient, please advise the sender by reply e-mail and delete the message and any attachments.



Testimony to Portland City Council
 Provided by Nicole Knudsen
 Strategic Researcher, SEIU 49
 3536 SE 26th Ave, Portland, OR 97219

Re: Concerns regarding the disproportionate impact of the proposed \$.40/hour on-street meter rates on low-wage workers in the City core.

December 17th, 2015

Mayor Hales and Commissioners,

My name is Nicole Knudsen and I am a strategic researcher with the Service Employees International Union, Local 49. I am here today on behalf of Local 49's 11,000+ members to voice some of our concerns surrounding the proposed \$.40/hour increase to the Central City's on-street parking meter rates.

We have reviewed and understand the on-street parking density data provided by the Portland Bureau of Transportation that supports the need for a rate increase, but we have concerns about the disproportionate impact this rate increase will have on low-wage workers, many of whom must drive to their jobs in the City core and have no access to free or subsidized off-street parking.

A \$.40/hr meter rate increase represents a significant percentage of a low-wage worker's hourly pay. Many of these workers, forced to live great distances from their jobs downtown due to the increasing challenge of finding close-in affordable housing, experience circumstances that make it difficult or impossible to access other modes of transportation. Public transportation is simply not an option for many low-wage workers who have multiple jobs and very little time for transportation between them. Despite accessibility accommodations, for workers who experience a disability it can still be prohibitively difficult to use public transportation. Additionally, there are no public transportation options for workers with job schedules outside of TriMet's service hours.

Despite our concerns, however, we do appreciate the opportunity going forward to work with Commissioner Novick and PBOT on solutions that will help mitigate the impact of this rate increase on some of the City's most vulnerable workers.

Thank you for the opportunity to testify. I would be happy to answer any questions.

Nicole Knudsen

SERVICE EMPLOYEES
 INTERNATIONAL UNION
 LOCAL 49

3536 SE 26th Avenue
 Portland, OR 97202-2901
 503.236.4949
 Fax 503.238.6692
 Toll Free 800.955.3352
 Toll Free Fax 888.595.7979
www.seiu49.org



Moore-Love, Karla

From: Marianne Fitzgerald <fitzgerald.marianne@gmail.com>
Sent: Tuesday, December 15, 2015 10:55 AM
To: Council Clerk – Testimony; Jim Gardner; Bogert, Sylvia; Averbek, Roger
Subject: Agenda Item 1340: Parking Meter District for South Waterfront and Parking Rates
Attachments: SWNI Ltr Re SoWa Parking District.pdf

Please accept the attached written testimony from Southwest Neighborhoods, Inc. and South Portland Neighborhood Association with regard to establishing a separate parking meter district for South Waterfront that is separate from the Central City Parking District (December 17, 2015 City Council agenda item 1340).

Thank you,
 Marianne Fitzgerald
 SWNI Transportation Committee and Board of Directors

----- Forwarded Message -----

Subject: Parking Meter District for South Waterfront and Parking Rates

Date: Fri, 20 Nov 2015 16:11:43 -0800

From: Marianne Fitzgerald <fitzgerald.marianne@gmail.com>

To: Mayor Charlie Hales <mayorhales@portlandoregon.gov>, Commissioner Amanda Fritz <Amanda@portlandoregon.gov>, Commissioner Steve Novick <novick@portlandoregon.gov>, Commissioner Nick Fish <nick@portlandoregon.gov>, Commissioner Dan Saltzman <dan@portlandoregon.gov>, Leah Treat <Leah.Treat@portlandoregon.gov>

CC: jody.yates@portlandoregon.gov, Kinoshita, Ken <Ken.Kinoshita@portlandoregon.gov>, Lee, Ken <Ken.Lee@portlandoregon.gov>, Mauricio.Leclerc@portlandoregon.gov, Ken Love <TLC11@mindspring.com>, Jim Gardner <jimdonnachamois@msn.com>, Sylvia Bogert <sylvia@swni.org>

Mayor Hales, Commissioners Fish, Fritz, Novick and Saltzman, Director Treat and staff:

Please see the attached letters from Southwest Neighborhoods, Inc. and South Portland Neighborhood Association requesting that South Waterfront become a separate parking meter district from Central City, and that there not be a meter rate increase within South Waterfront at this time because the occupancy data does not support a meter rate increase.

I raised this issue at the November 19 PBOT Budget (Bureau) Advisory Committee meeting because I understand this will impact the PBOT financial forecast. SWNI supported the neighborhood request at the SWNI Board meeting on November 18 so I wanted to bring this to your attention.

The topic of parking meter rate increases is scheduled to go before City Council in December so please consider our request to create a separate South Waterfront Parking District as soon as possible.

Thank you,
 Marianne Fitzgerald
 SWNI Transportation Committee and Board



Southwest Neighborhoods, Inc.

7688 SW Capitol Highway, Portland, OR 97219 (503) 823-4592

www.swni.org

November 20, 2015

Mayor Charlie Hales and members of the Portland City Council
City of Portland
1221 SW 4th Avenue
Portland, OR 97204

Re: Parking Meter District for South Waterfront and Parking Rates

Southwest Neighborhoods, Inc. (SWNI) supports the South Portland Neighborhood Association's request (see attached letter) that South Waterfront become a separate parking meter district from the Central City, and that there not be a meter rate increase at this time because the occupancy data does not support a meter rate increase within South Waterfront.

SWNI urges the Portland Bureau of Transportation include the establishment of a separate South Waterfront Parking Meter District and retain the current parking rates within the South Waterfront Parking District as it evaluates parking meter rates within the Central City.

Sincerely,

Sam Pearson
President
Southwest Neighborhoods, Inc.

Enc. Letter from South Portland Neighborhood Association dated November 6, 2015
Cc: Leah Treat, PBOT Director
Jody Yates, PBOT Parking Group Manager
Roger Averbeck, SWNI Transportation Chair
Ken Love, South Portland Neighborhood Association
Jim Gardner, South Portland Neighborhood Association



South Portland Neighborhood Association

**Representing the Lair Hill, South Waterfront, Corbett, Terwilliger, John's Landing, and
Fulton communities**

7688 SW Capitol Hwy.
Portland, OR 97219

November 6, 2015

Mayor and City Commissioners
1221 SW 4th Ave
Portland, OR 97204

Dear Mayor Hales and Commissioners:

The South Portland Neighborhood Association passed the following motion at our October meeting:

The South Portland Neighborhood Association requests that the South Waterfront area become a separate meter district and we oppose any rate increase at this time as the data does not support such and increase.

Here is some background information On the proposed CCTMP parking updates:

The City of Portland is currently in the process of potentially revising the Central City Transportation Management Plan (CCTMP) as a way of improving usability, livability and to better support the current and future needs of the Central City. The CCTMP was adopted in January 1996 and has not been significantly changed since then. Since 1996, Portland has weathered a recession during which land use development and subsequent parking issues were not a concern. Now, however, Portland is changing rapidly; increased density is creating a constrained parking environment for much of the Central City.

The South Waterfront is considered part of the Central City and within the Central City Parking District. The parking meter district code was passed in 1996 (TRN 3.102) annexing the then North Macadam District (now the South Waterfront) into the Central City. The primary purpose of the Parking Meter District Policy is:

' Support the economic vitality of the district. Decisions on meters and meter rates should not result in economic harm to the district. '

The proposed updates to the CCTMP include a \$.40 hourly increase to the on—street parking meters from \$1.60 to \$2.00 hourly. With just 325 on-street parking stalls in the South Waterfront, parking appears to be highly utilized. However, the South Waterfront TMA (Transportation Management Association) has been tracking on—street occupancy, an indicator of utilization and a measurement to properly price the on—street supply. In 2015, the average occupancy in 2015 was 71.4%. Industry best practices as well as the City of Portland believes that meter rate increases should occur when occupancy is higher than 85%. which is the case in much of the Downtown core. However, the South Waterfront is substantially below the 85% threshold. Further, in 2012 peak occupancy was 68.9% and in 2013 peak occupancy was at 80.3%.

With approximately one-third of the storefront unoccupied, the South Waterfront does not need nor warrant an increase in meter rates. An increase would be the complete antithesis of the Parking Meter District Policy which is to support, not harm, economic vitality.

Knowing that the South Waterfront has some of the best transportation options infrastructure in the City, along with some of the most aggressive mode split goals (40% non SOV travel by 2019) which align with the City's Climate Action Plan, Transportation Development Strategy, CCTMP, North Macadam Transit and Parking Strategy, 2002 South Waterfront Plan, North Macadam Urban Renewal Plan, Transportation System Plan, Metro's 2040 Plan and the Regional Transportation Plan, we would like the update to the CCTMP to not raise meter rates and focus on increasing support to Transportation Demand Management programs in the South Waterfront.

Therefore, we, the South Portland Neighborhood Association, do not support an increase in on—street meter rates in the South Waterfront, and ask the City to separate the South Waterfront parking district to become its own Meter District, similar to the Lloyd District, Central Eastside, the Northwest District and the Marquam Hill District. The South Waterfront is a separate commercial district from the Central City as on-street meters were not installed until 2004 (after the 1996 TRN 3.102). Increasing on-street meter rates is not warranted based on current occupancy data and would be harmful to the neighborhood.

Thank you for your time.

Sincerely,

Ken Love, President
South Portland Neighborhood Association

William Danneman, Transportation Chair
South Portland Neighborhood Association

Parsons, Susan

From: Laurie Berger <laurie7750@yahoo.com>
Sent: Friday, November 20, 2015 10:39 AM
To: Council Clerk – Testimony
Subject: agenda item 12/2, comment

Hello,

I would like to comment on the proposal to raise the rate for metered street parking.

At the present rate it is already somewhat burdensome to make a quick stop for small purchases such as for coffee, juice, baked goods, and groceries. As an example, at 40 cents for 15 minutes the parking rate adds 13% to a \$3 purchase. Fifty cents for 15 minutes would add 17% to a 3\$ purchase. If the rates go higher I will simply stop patronizing businesses that do not provide parking for small purchases.

It would encourage turnover if the parking rates were tiered with shorter time limits paying a lower rate. Other suggestions for short stops: no meter, but a sign limiting parking to 5-10 minutes, or installing the older type of meters that will accept coins and make the rate less for very short term parking.

Thank you for your consideration,
Laurie Goldsmith
1200 NW Marshall St #602
Portland OR 97209



South Portland Neighborhood Association

Representing the Lair Hill, South Waterfront, Corbett, Terwilliger, John's Landing, and Fulton communities

7688 SW Capitol Hwy.
Portland, OR 97219

November 6, 2015

The Honorable Charlie Hales
1221 SW 4th Ave, Room 340
Portland, OR 97204

AUDITOR 11/12/15 AM 9:38

Dear Mayor Hales:

The South Portland Neighborhood Association passed the following motion at our October meeting:

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Here is some background information On the proposed CCTMP parking updates:

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The South Waterfront is considered part of the Central City and within the Central City Parking District. The parking meter district code was passed in 1996 (TRN 3.102) annexing the then North Macadam District (now the South Waterfront) into the Central City. The primary purpose of the Parking Meter District Policy is:

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With approximately one-third of the storefront unoccupied, the South Waterfront does not need nor warrant an increase in meter rates. An increase would be the complete antithesis of the Parking Meter District Policy which is to support, not harm, economic vitality.

Knowing that the South Waterfront has some of the best transportation options infrastructure in the City, along with some of the most aggressive mode split goals (40% non SOV travel by 2019) which align with the City's Climate Action Plan, Transportation Development Strategy, CCTMP, North Macadam Transit and Parking Strategy, 2002 South Waterfront Plan, North Macadam Urban Renewal Plan, Transportation System Plan, Metro's 2040 Plan and the Regional Transportation Plan, we would like the update to the CCTMP to not raise meter rates and focus on increasing support to Transportation Demand Management programs in the South Waterfront.

Therefore, we, the South Portland Neighborhood Association, do not support an increase in on—street meter rates in the South Waterfront, and ask the City to separate the South Waterfront parking district to become its own Meter District, similar to the Lloyd District, Central Eastside, the Northwest District and the Marquam Hill District. The South Waterfront is a separate commercial district from the Central City as on-street meters were not installed until 2004 (after the 1996 TRN 3.102). Increasing on-street meter rates is not warranted based on current occupancy data and would be harmful to the neighborhood.

Thank you for your time.

Sincerely,



Ken Love, President
South Portland Neighborhood Association

William Danneman, Transportation Chair
South Portland Neighborhood Association