

IMPACT STATEMENT

Legislation title: Direct the Portland Bureau of Transportation to develop a Performance Based Parking Management program subject to City Council approval (Resolution)

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Purpose of proposed legislation and background information:

The purpose of the legislation is to work with the public on the development of a new approach to public parking management in the City, referred to as *Performance-based Parking Management* (PBPM). Changes in technology related to data collection, electronic payment and information technology have led to significant improvements in how cities operate their parking resources and convey information to customers, resulting in a better managed system. A key outcome has been the development of area specific parking management tools that can better help areas address and in some instances anticipate parking issues as commercial corridors, Main Streets and Centers continue to develop as envisioned in the City's Comprehensive Plan.

PBPM supports the City's goals, as stated in the Comprehensive Plan by, among other things:

- Recognizing the value and opportunity cost of the Curb Zone (Policy 9.55) as a public space that needs to be managed to the highest and best use;
- Managing on-street parking and loading in the public right of way (Policy 9.56) to achieve mode share objectives, safety, economic vitality and livability, and using transportation demand management and pricing in areas of high parking demand; and
- Recognizing the high public and private cost of parking (Policy 9.59) by encouraging prices that reflect the cost of providing parking and balancing demand and supply.

Well managed public parking supports livability and economic development by better serving customers, residents, and employees, and supporting commercial districts while addressing parking spillover and added traffic from drivers cruising in search of available parking stalls. Effective parking management also allows for the use of the curb zone for other important functions, such as bus zones, curb extensions, bike corrals, public art and green space, among others. Finally effective parking management encourages the use of alternative modes to the private motor vehicle by setting appropriate charges for parking.

PBPM would apply to all areas of the City where active public parking management is needed. PBOT has developed an expanded set of tools that could be tailored to address parking issues throughout. They vary from monitoring the system via data collection to establishing time limits in commercial areas to initiating meter districts, permit areas and the provision of new parking. This public process will develop program parameters based on adopted parking policies for when and how to apply certain tools and in which sequence. A key component will be to establish performance targets for areas to determine how the parking system in an area ought to function and when to make adjustments to meet said targets. Likewise, PBPM will develop well defined

parameters for how stakeholders can work with the City in addressing parking issues and be properly informed of changes in parking management in an area.

Specifically, this legislation will develop parameters for how to manage public parking, including:

- Developing performance targets (typically defined as parking occupancy targets) and other trigger conditions;
- Prioritizing the parking system in areas with high parking demand;
- Coordinating on- and off-street parking into a more rational system;
- Developing criteria and procedures for establishing new meter districts and subdistricts;
- Defining parameters for adjusting rates, frequency of adjustments, hours of enforcement, monitoring, and evaluation and enforcement controls; and
- Drafting communication procedures to inform the public of changes in parking management in particular areas.

PBOT staff will work with public stakeholders and then bring the recommendations for the establishment of PBPM for formal adoption by City Council.

Financial and budgetary impacts:

- This legislation does not have long-term financial impacts for the City.
- This legislation does not amend the budget or call for a change in expenses.
- There are no changes in current and future revenues.
- This legislation does not change staff positions as funds are already allocation and can be carried with existing staff using 1.0 FTE equivalent.
- This action does not result in a new or modified financial obligation or benefit.

Community impacts and community involvement:

This legislation initiates a public participation process that includes the formation of a Stakeholder Advisory Committee made of stakeholders representing a cross section of City interests. In addition, PBOT will conduct additional outreach throughout the city, including outreach to different communities of people, business groups, neighborhood associations and organizations throughout the City.

PBOT's public process as part of the Citywide Parking Strategy has included communication with close to 1,000 people and more than 50 briefings, meetings and public events throughout the City. In addition, Central City Parking Policy Stakeholder Advisory Committee (set up to set parking policy for the Central City as part of the Central City 2035 Plan) specifically and unanimously recommended the development of a data-driven performance-based parking management program that includes establishing performance targets, coordinating on- and off-street parking and adjusting parking prices within given parameters. Furthermore, the committee that recommended adjusting the Downtown Meter District rate in 2015 also unanimously voted to recommend that the City replace the current process for adjusting rates with one based on performance-based parking management. Finally, the Centers and Corridors Stakeholder Advisory Committee formally endorsed the "Parking Management Toolkit" report as a set of

parking strategies for PBOT to adopt and implement. PBPM will formalize the use of this toolkit.

PBOT expects testimony from:

- Old Town Chinatown Neighborhood Association
- Oregon College of Oriental Medicine
- Pearl District Neighborhood Association
- Downtown Neighborhood Association
- Goose Hollow Foothills League
- South Waterfront Neighborhood Association
- Portland State University
- Chris Smith, Planning and Sustainability Commission Vice Chair
- Tony Jordan, Sunnyside Neighborhood Association President

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

KK 3-16-16