

# CITYWIDE PARKING STRATEGY

## Performance-Based Parking Management

Portland City Council, April 13th, 2016

WE KEEP PORTLAND *MOVING.*



**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION

# Topics

Resolution

Our Process:  
Citywide Parking Strategy

Performance-Based Parking  
Management



# Resolution

*Direct the Portland Bureau of Transportation to develop a Performance-Based Parking Management program subject to City Council approval*

- Program Parameters
- Next Steps

# Citywide Parking Strategy

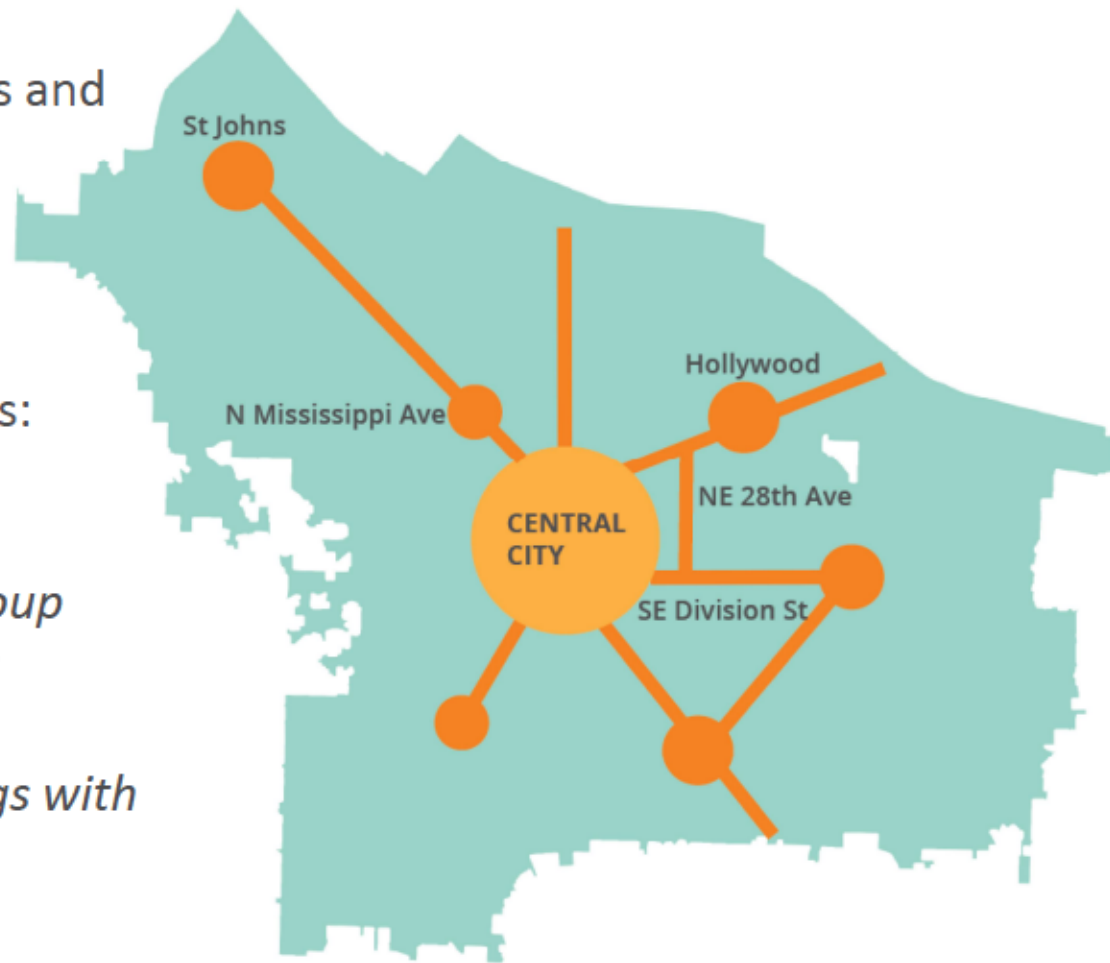
## A HOLISTIC APPROACH TO PARKING MANAGEMENT

Scope includes policies, programs and regulations affecting

- Public Parking
- Private Parking

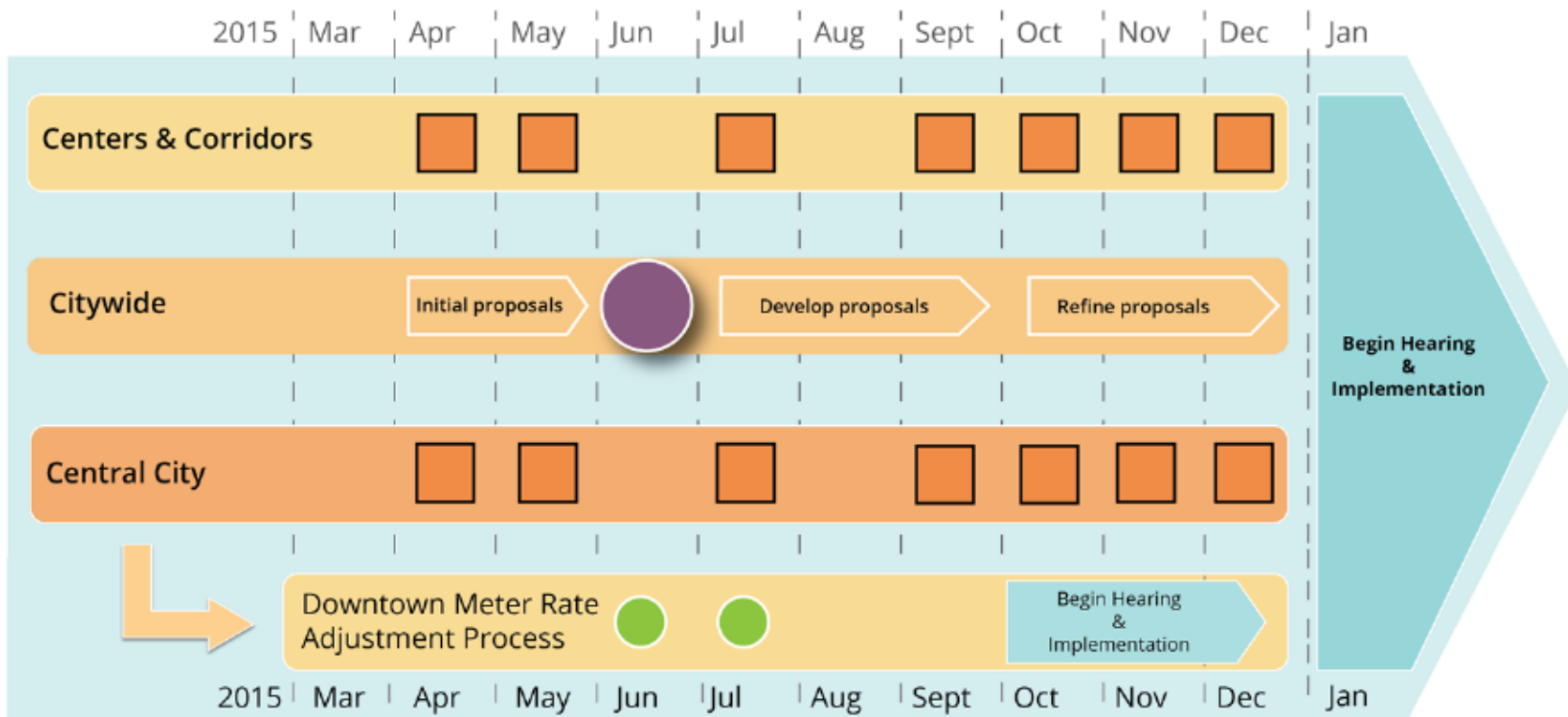
Stakeholder Advisory Committees:




- *Central City*
- *Centers + Corridors*
- *TSP Transportation Expert Group*
- *Downtown Meter Adjustment*
  
- *Over 50 meetings and briefings with over 1,000 Portlanders*



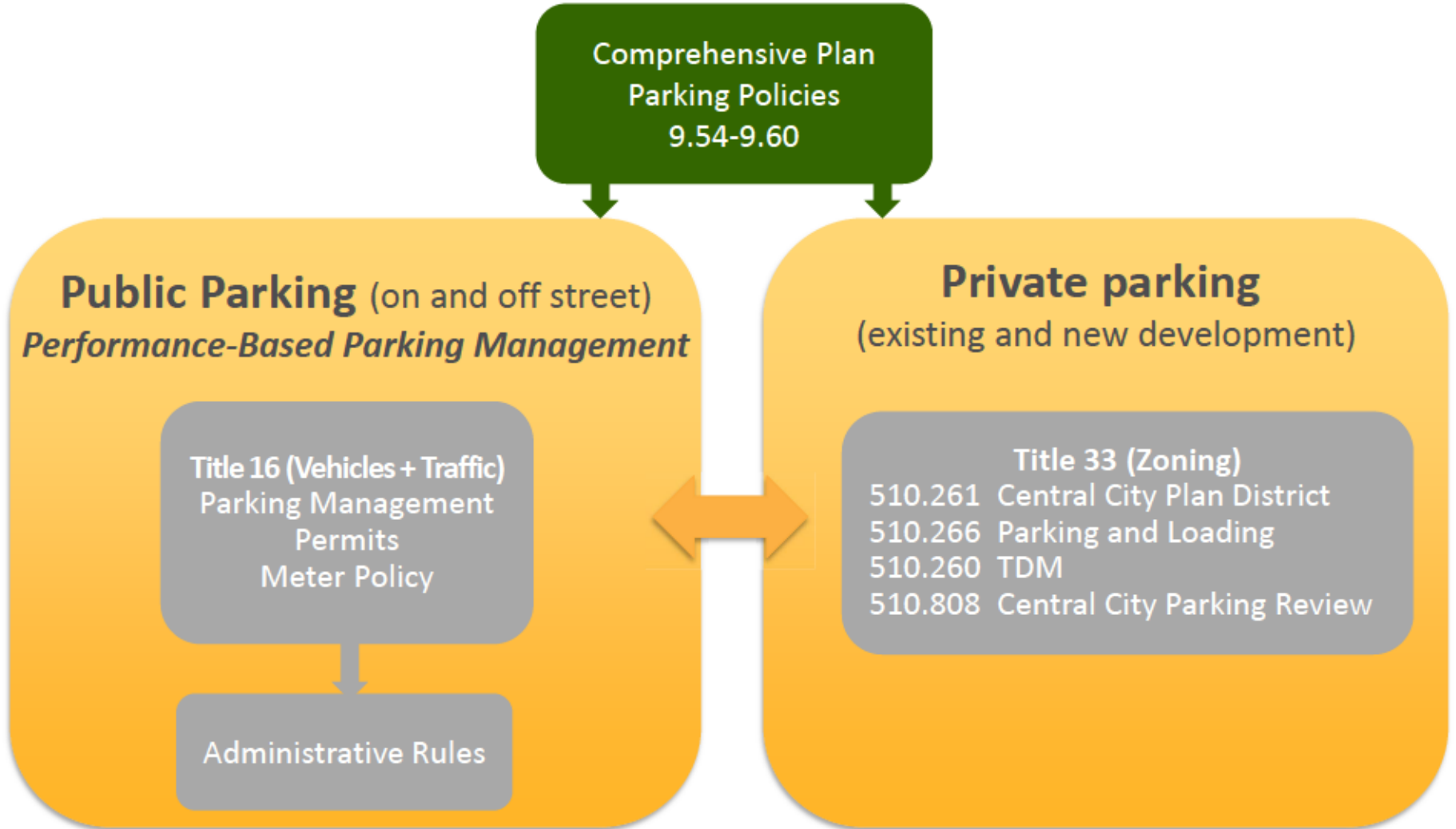


# How we got here:



-  Stakeholder Advisory Committee Meeting
-  One day Parking Symposium
-  Downtown Meter Subcommittee Meeting

# Citywide Parking Strategy



# Better use of existing parking

- Existing parking assets are often underutilized for much of the day
- Redefining the role and function of parking in the curb zone



# Better on-street management

- Parking supply is getting tighter as commercial districts redevelop and demand for limited parking spaces increase
- Parking demand spills over into single family neighborhoods





# More demand-responsive management

- It is challenging to adjust parking rates and initiate parking management plans
- New technologies allow more responsive management



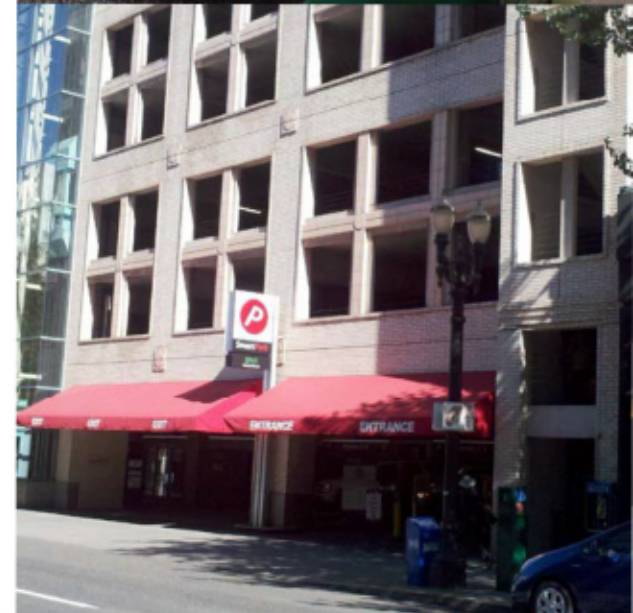


# PERFORMANCE-BASED PARKING MANAGEMENT (PBPM)



# Public Parking

- Encourage safety, economic vitality and livability
- Manage parking to achieve highest and best use





# What is PBPM?

- Is a Citywide program
- Is data-driven, clear and transparent
- Relies on performance metrics
- Maximizes customer experience of parking system
- Is not driven by revenue
- Improves reliability of transportation system and overall livability of places
- Includes industry best practices for parking management



# Public Support

## Centers and Corridors Parking Project SAC

- Endorsed the Parking Management Toolkit
- Endorsed a new Residential Permit Program (at Council in June 2016)

## Central City Parking Policy Update SAC

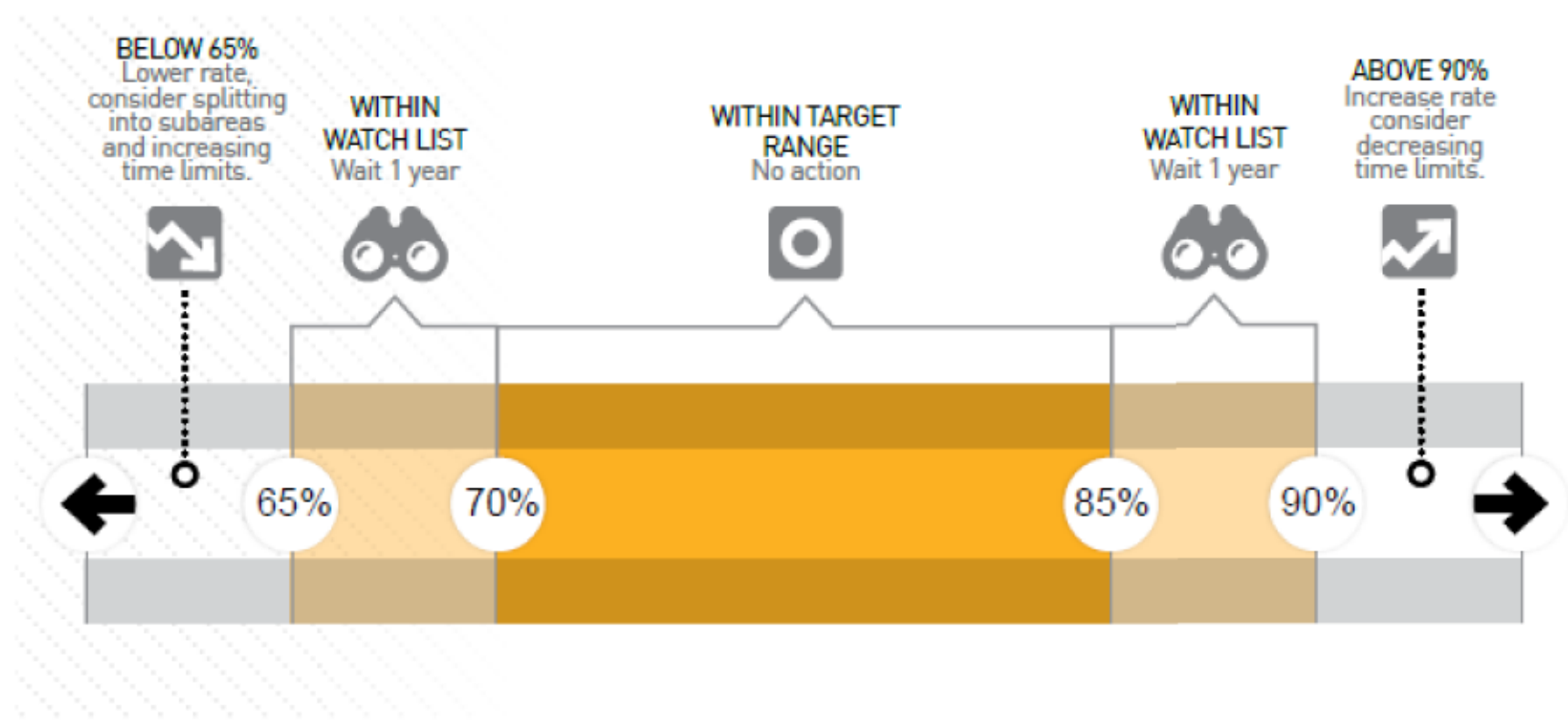
- Recommended that staff develop a **performance-based parking management program** that includes:
  - Establishing performance targets
  - Coordinating on- and off-street parking
  - Adjusting parking prices to meet parameters

## Downtown Meter Rate Adjustment Subcommittee

- Recommended to transition from existing process to PBPM

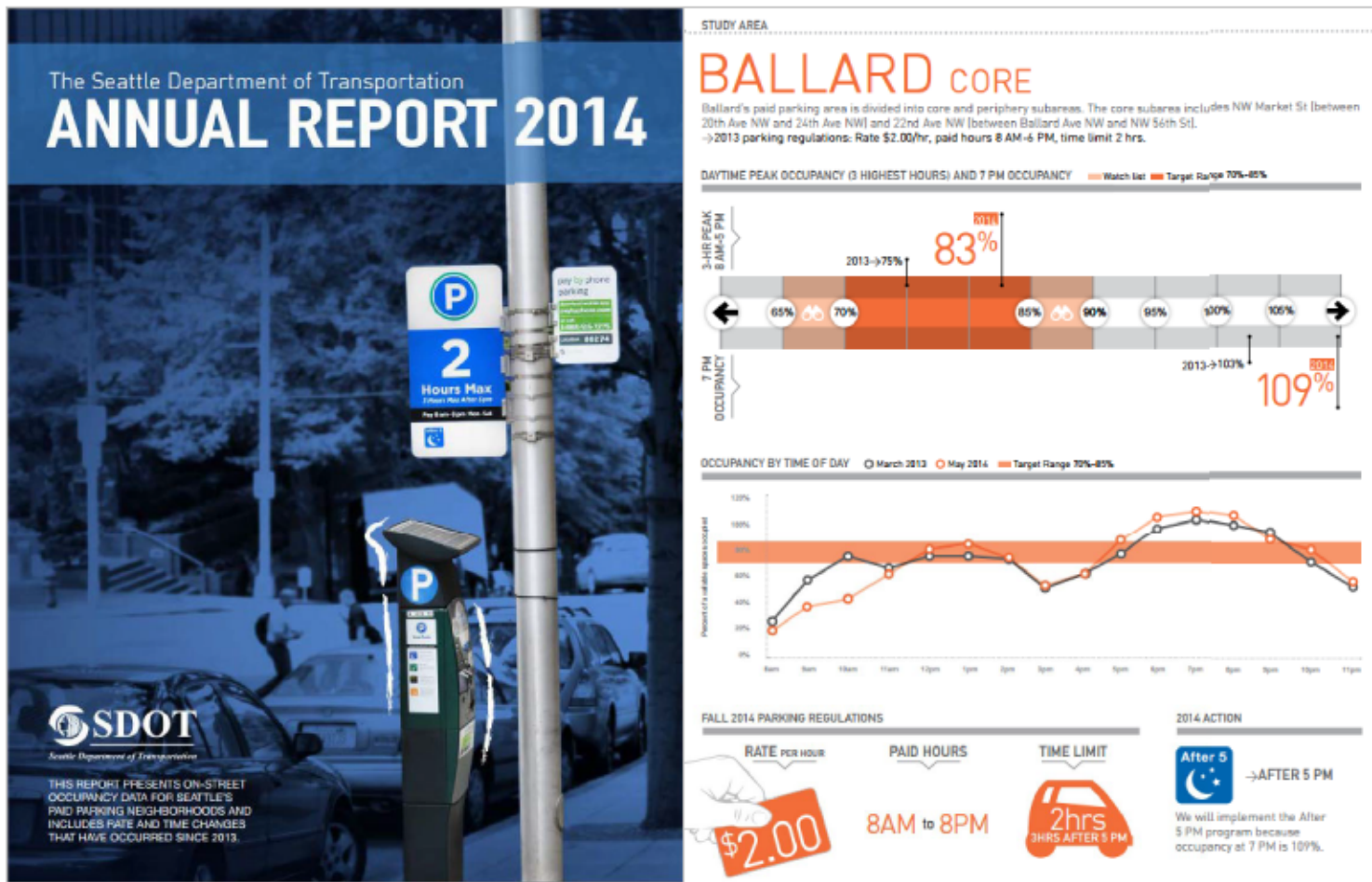


# Seattle example: PROGRAM PARAMETERS



*EXAMPLE: Seattle Department of Transportation (SDOT) 2014 Annual Paid Parking Report*

# Seattle example: REPORTING



EXAMPLE: Seattle Department of Transportation (SDOT) 2014 Annual Paid Parking Report

# Comprehensive Approach

*Develop a parking management approach that is responsive to local land use and parking conditions*



PORTLAND PARKING ANALYSIS AND TOOLKIT  
FOR MIXED-USE CENTERS AND CORRIDORS

## PARKING MANAGEMENT TOOLKIT

Portland, Oregon

March, 2016

Prepared for:

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TRANSPORTATION ENGINEERING/PLANNING

MOVING**FORWARD**THINKING™



# PBPM Program Parameters

- Purpose and priority of the parking system
- Performance targets and other trigger conditions
- Coordinating on- and off-street parking into a more seamless system
- Criteria and procedures for establishing new meter districts and subdistricts
- Parameters for adjusting rates and frequency of adjustments, hours of enforcement, monitoring, evaluation and enforcement protocols
- Communication procedures to inform the public of changes in parking management in particular areas



# Next steps

PBOT will

- Conduct related public outreach
- Bring back program recommendations for Council adoption





Thank you

