

**PERFORMANCE BASED PARKING MANAGEMENT PROGRAM**

IF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)	ADDRESS AND ZIP CODE	Email
✓ Chris Smith	2243 NW Pelham <sup>7500</sup> 97210	
✓ CHRIS CHIACCHIERINI	75 NW Couch 97209	cc@ocom.edu
✓ Reza Farhoodi	1230 NW 12th Ave 97209	rsmichael82@gmail.com
✓ JIAN STUDE	5212 NE FEATHERS ST 97213	jstude@pdx.edu
✓ Tony Jordan	4540 SE Yamhill St	tjordan@gmail.com

April 13, 2016

Reza Farhoodi  
1230 NW 12<sup>th</sup> Avenue Apt 228  
Portland, OR 97209

Re: Performance Based Parking Management Policy

Good afternoon Mayor Hales and City Commissioners,

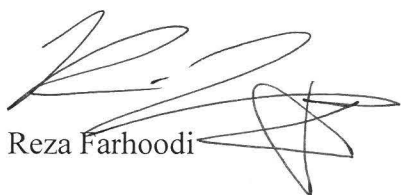
My name is Reza Farhoodi; I am a Pearl District resident and serve on the neighborhood association board. I also served on the Central City Parking Policy Update Committee and the Meter Rate Adjustment Subcommittee last year. My comments today are mine alone.

I'm testifying today to support the resolution and urge you to green-light PBOT's proposal to develop a comprehensive Performance Based Parking Management policy for your future consideration. Dynamically priced, demand-responsive parking management has many benefits. It will help reduce vehicle congestion and emissions. It will help businesses by making it easier to find an on-street parking space. It will help make housing more affordable. And it will support Portland's ambitious mode split and climate action targets.

Performance parking will also succeed in shifting parking demand to locations and times where there is excess capacity. In the Pearl District, we have much higher demand closer to Burnside Street, than we do north of Lovejoy Street. We also see considerably higher demand on weekends and evenings. Implementing performance parking will raise prices when demand is high to ensure enough free parking spaces. It will also reduce prices where we have low demand, allowing for better utilization of our public right-of-way, one of the most finite resources in the Central City.

In closing, I hope that you adopt this resolution and allow PBOT to create a performance parking management policy that meets the needs of Portlanders in a rapidly growing and urbanizing city.

Regards,

  
Reza Farhoodi

Pearl District resident

#371

37204

**Moore-Love, Karla**

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**From:** Leclerc, Mauricio  
**Sent:** Wednesday, April 13, 2016 2:04 PM  
**To:** Moore-Love, Karla  
**Subject:** Fwd: PBOT support letter  
**Attachments:** image001.jpg; ATT00001.htm; image002.png; ATT00002.htm; image003.png; ATT00003.htm; image004.png; ATT00004.htm; PBPM Parking Letter.docx; ATT00005.htm

For council m

Sent from my iPhone

Begin forwarded message:

**From:** Jenny Taylor <[Jenny@golloyd.org](mailto:Jenny@golloyd.org)>  
**Date:** April 13, 2016 at 1:47:08 PM PDT  
**To:** "[mauricio.leclerc@portlandoregon.gov](mailto:mauricio.leclerc@portlandoregon.gov)" <[mauricio.leclerc@portlandoregon.gov](mailto:mauricio.leclerc@portlandoregon.gov)>  
**Cc:** Kathryn Doherty-Chapman <[Kathryn@golloyd.org](mailto:Kathryn@golloyd.org)>  
**Subject:** PBOT support letter

Hi Mauricio,

Kathryn had to attend a meeting, so she asked me to send this to you. Hopefully it's what you need.

Thanks,

Jenny Taylor << Administrative/Program Manager << Go Lloyd  
700 NE Multnomah St, Ste 340 << Portland OR 97232  
503.236.6441 >> [jenny@golloyd.org](mailto:jenny@golloyd.org) >> [golloyd.org](http://golloyd.org)



April 13, 2016

Steve Novick, Commissioner  
City of Portland  
1221 SW 4th Ave, Room 210  
Portland, OR 97204

Dear Mr. Novick:

Go Lloyd supports the Bureau of Transportation's proposal to develop a performance-based parking management program. As a transportation management association, we help create places where people can more easily get around by walking, bicycling and using transit, but we recognize that parking is a critical piece of the transportation puzzle. However, different neighborhoods have different parking needs—Lloyd, for instance, is undergoing rapid change as new residents pour into what was once a purely commercial district.

The parking system currently in place does not consider the diversity of the Central City, and is unable to respond quickly enough to changes in parking demand. A performance-based management program driven by clear, objective metrics is a vital first step towards better managing our parking and transportation systems.

We look forward to working with PBOT on developing the specifics of a performance-based parking management program in the near future. Go Lloyd urges you to approve this proposal.

Sincerely,

Owen Ronchelli  
Executive Director

Kathryn Doherty-Chapman  
Bicycle Program Manager

Cc: Charlie Hales, Mayor  
Nick Fish, Commissioner  
Amanda Fritz, Commissioner  
Dan Saltzman, Commissioner