

PBOT

PORTLAND BUREAU OF TRANSPORTATION

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Chloe Eudaly Commissioner **Chris Warner** Interim Director

NW Parking SAC

Wednesday November 28, 2018
4:00-5:30 p.m.

Friendly House
1737 NW 26th Ave.
Portland, OR 97210

Agenda

Task	SAC Action	Presenter	Time
Welcome	N/A	Rick Michaelson, Chair	4:00 p.m.
Public Comment*	N/A	Rick Michaelson, Chair	4:05 p.m.
Open House Debrief	Discussion	Kathryn Doherty-Chapman, NW Parking District Liaison, Rick Michaelson, Chair	4:10 p.m.
Trinity Episcopal Cathedral Development Project	Presentation & discussion	Ross Cornelius, Trinity	4:20 p.m.
Wrap around stall proposal & Vote	Discussion & vote	Kathryn Doherty-Chapman, NW Parking District Liaison, Rick Michaelson, Chair	4:45 p.m.
Timbers CTMP Draft Plan	Presentation & Discussion	Libby Barg, Barney & Worth, Ron Walters	4:55p.m.
Adjourn	N/A	Rick Michaelson, Chair	5:30 p.m.

* A note to members of the public: Welcome and thank you for coming! The committee is happy to hear from you. For your convenience, public comment is at the top of the agenda. In an effort to keep the committee's work on schedule, the committee may ask for comments to be brief depending on how many people would like to speak. You may always provide the committee written comments as well, please email Kathryn to submit comments or questions- Kathryn.doherty-chapman@portlandoregon.gov For project updates and meeting announcements, feel free to provide your email address on the sign-in sheet.



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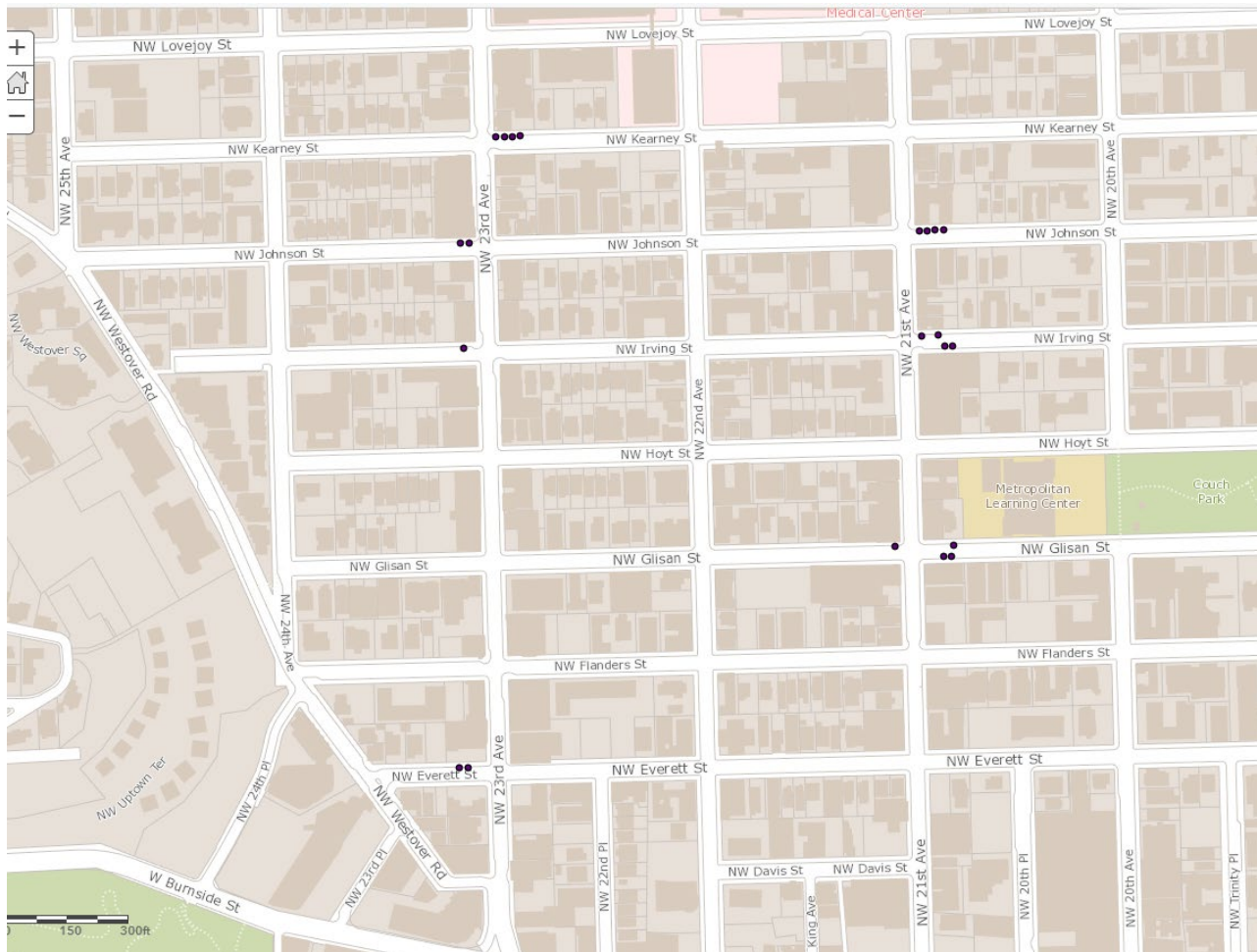
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Dan Saltzman Commissioner **Chris Warner** Interim Director

NW Parking Wrap around spaces proposal

Proposed changes

In June, RWC proposed changing some poor performing wrap around metered only spaces on corners adjacent to NW 21st and 23rd. Through investigating the current land uses, analyzing the survey data, and outreach to area businesses, these 18 spaces were deemed appropriate to change either from 30-minute to 4 hour meter only, or to change to into metered *or by permit* spaces as opposed to metered parking only.



Proposed changes to meter only wrap around stalls

#	Street	Cross Street	Corner (s)	Adjacent land use	Building/Business name	Recommendation	Rationale
2	NW Everett	23rd	NW	Commercial w/ OFS Parking	Restoration Hardware	Change 2 western stalls to meter OBP, keep 2 eastern	Poor performing & nearby commercial with off-street parking and there are too many at this intersection
2	NW Irving	21st	SE	Commercial w/ OFS Parking	Real Estate co	Change 2 eastern stalls to meter OBP, keep 2 western	Poor performing & nearby commercial with off-street parking and there are too many at this intersection
2	NW Irving	21st	NE	Commercial	Former Dick's kitchen	Change meter only space, to 4-hour OBP & change 30 minute space, to <i>4 hour meter only</i>	It's awkwardly placed, poor performing
4	NW Johnson	21st	NE	Apartment building		Change meter only space, to 4-hour OBP	Apartment building near too many meter spaces only
1	NW Glisan	21st	NW	Commercial	Silver Dollar Pizza	Change 30-minute space to <i>4 hour meter only</i>	Poor performing, no apparent need for a short term space here, and others are near by.
1	NW Irving	NW 23rd	NW	Commercial	Papa Hayden's	Remove 30-minute space, <i>change to 4 hour meter only</i>	Poor performing, no apparent need for a short term space here, and others are near by.
2	NW Johnson	NW 23rd	NW	Commercial	Fireside	Change 2 of the 30-minute spaces, to <i>4-hour meter only</i>	Poor performing, no apparent need for a short term space here, and others are near by.
4	NW Kearney	NW 23rd	NE	Mixed- Use	Ecovibe, etc.	Change to 4-hour meter OBP	Property owner request & poor performing.
<p>18 spaces or approximately 1/3 of the studied spaces</p>							

Providence Park CTMP

2018 Update

Comprehensive Transportation Management Plan



November 2018 (Revised)

Providence Park Oversight Committee

Jim Etzel, Oregon Sports Authority

Susan Hartnett, City of Portland

Jerry Powell, Goose Hollow Foothills League

Ken Puckett, Portland Timbers

Ron Walters, Northwest District Association

Libby Barg, Barney & Worth, Inc. – Facilitator

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<i>SW 18th Avenue Sidewalk Capacity Assessment, Kittelson & Associates, 2017</i>	

Introduction

The Comprehensive Transportation Management Plan (CTMP) for Providence Park was first adopted by Portland City Council in 2000 (for baseball) and later updated for stadium renovation in 2011 (for soccer). The CTMP is one of several tools incorporated in the Good Neighbor Agreement that are designed to mitigate impacts on nearby neighborhoods from stadium construction and events.

The 2018 CTMP update was developed to accommodate the Providence Park enhancement project, adding stadium capacity for 4,000 more fans – scheduled for completion in time for the 2019 season. This document updates the 2011 CTMP and will take effect when the stadium expansion is completed. The two-year construction period makes it possible to pilot some strategies before the new fans arrive.

The CTMP is a key component of the Good Neighbor Agreement, a public-private agreement between the City of Portland and stadium operators that is approved by Portland City Council subject to review by Goose Hollow Foothills League and Northwest District Association. The CTMP adopts strategies intended to prevent or lessen neighborhood impacts from stadium events. The goal of the update is to improve on those successful strategies already in place, to expand and promote opportunities for non-auto travel to Providence Park events.

The neighborhood representatives from Northwest District Association (NWDA) and Goose Hollow Foothills League (GHFL) serving on the Stadium Good Neighbor Oversight Committee led the work to update the CTMP. Others supporting the effort included:

- Northwest District Association committees
- Goose Hollow Foothills League committees
- CTMP Working Group (NWDA, GHFL, Timbers, community volunteers)
- Stadium District Business Association
- Portland Bureau of Transportation/SmartPark
- TriMet
- Legacy Health
- Barney & Worth, Inc. – Oversight Committee facilitator
- Rick Williams Consulting
- Kittelson & Associates, Inc.
- Al Niknabard, CCIM, CPP
- Timbers and Thorns fans

Strategic Questions

The process (and data sources) to develop the 2018 CTMP Update involved addressing this set of strategic questions:

- *How are fans traveling to Timbers matches today? (Online survey of Timbers season ticket holders completed in March 2017; intercept survey of Timbers game attendees completed summer 2018 – results included in appendices)*
- *Where do they park? (Game day observations and online survey)*
- *If they can be persuaded to use alternative travel modes – which ones do they prefer? (Timbers and TriMet surveys)*

- *What additional resources are needed/available to move more fans in the future? (Oversight Committee)*
- *Where should fans park? (Research and input from NWDA, GHFL, NW Parking SAC, CTMP Working Group and Oversight Committee)*
- *What successful transportation management strategies are peer stadiums using that could be adapted for Providence Park? (City of Portland research)*
- *How should 2010 CTMP mitigation measures be updated to accommodate the additional fans? (Oversight Committee)*

CTMP Objectives

Objectives for the Providence Park 2018 CTMP Update continue largely unchanged from the earlier plans:

- Provide education and real-time information that empowers fans to make smart travel choices.
- Prioritize alternatives to driving (transit and alternate modes). Make non-auto travel convenient.
- Discourage parking in residential areas near stadium.
- Make it possible for drivers to go directly to parking without circling or worsening congestion.

Guiding Principles

The Oversight Committee updated and adopted the following Guiding Principles to outline their desired outcomes.

Support stadium expansion and increased attendance without any additional automobile trips to the stadium event management area.

Discourage driving and on-street parking in the stadium event management area.
Encourage—support—publicize other travel modes.

For those who must drive, promote free and low cost off-street parking options, close to transit, outside the stadium event management area.

Make non-auto travel convenient and attractively priced in comparison with driving and parking. Seek partnerships to expand and enhance non-auto travel options.

Promote non-auto travel options and remote parking through efficient communication channels. Make it possible for drivers to go directly to off-street parking.

Discourage event related on-street parking in the residential areas near the stadium, and enforce violations.

Improve the pedestrian experience around the stadium for event-goers.

Use the two-year construction period to pilot new transportation management strategies, and continuously seek improvements.

Existing Conditions

Current Mitigation Measures

The 2011 CTMP Update envisioned 12 mitigation measures. Several of these have been implemented, and are continued in this new 2018 CTMP Update: web-based game day information, additional MAX trains after events, secure bicycle parking, on-street parking enforcement, temporarily closing SW Morrison Street, and other measures. Some other measures were never implemented: for example, extension of Fareless Square to Goose Hollow.

The accompanying table describes the current status of each measure that was proposed in the 2011 CTMP. More detail on the individual measures is provided in an appendix.

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Current Status of 2011 CTMP Measures

<u>Measure</u>	<u>Status</u>
1. Extend “free rail zone” to Goose Hollow.	Never implemented – TriMet’s “Fareless Square” (aka “free rail zone”) program ended in June 2012.
2. Add additional MAX trains after events.	Implemented
3. Season ticket holders get free TriMet passes.	Implemented for first year; however, free transit passes (purchased by Timbers) often went unused. Program was replaced by the current “package” available to season ticket holders who can purchase transit passes at half-price.
4. Permanent bike parking	Never implemented – Fire Marshal regulations prohibited installing permanent bike racks on stadium property.
5. Secured bike parking for events	Implemented – free temporary secure bicycle parking is available at every game, monitored by security staff.
6. Retain existing residential parking permit program (RPPP) areas.	Implemented in Goose Hollow and Northwest neighborhoods
7. Reduce visitor parking time limits in residential parking permit program (RPPP) areas.	Never implemented
8. Conduct on-street parking enforcement	Implemented
9. Prepaid event parking at various private lots	Implemented. The Timbers currently provide pre-paid event parking off-site for some season ticket holders and sponsors.
10. Special group buses	Implemented – the Timbers encourage group bus transportation; designated bus parking areas are utilized to transport charter groups to/from stadium events (with capacity for up to 40 buses).
11. Web-based day-of-game information	Implemented
12. Temporarily closing SW Morrison Street	Implemented on SW Morrison Street and SW 18 th Avenue. Talks are underway with PBOT about a permanent closure of Morrison between SW 18 th and 20 th .

Current Conditions

Observations about the current conditions for stadium transportation:

- By most accounts, the current CTMP mitigation plan is working well – but there is room for improvement.
- Most Timbers and Thorns fans – about two-thirds of Timbers attendees – are season ticket holders or regular attendees and most reside in Portland. They attend many events over the years, and report having game-day travel routines that work well. Many fans vary their game day travel routines and use multiple travel modes – and often have four or five different ways to get to and from games.
- When Timbers fans travel to games, most combine the event with a meal or beverage before or after, usually meeting family or friends.
- The Timbers stay in close touch with their fans. They send game-day notices to fans that sometimes include electronic travel tips.
- The “Timbers Army”, a large and well organized group of devoted fans, has adopted a stated “Green Transit” policy. The Army encourages alternative travel modes and its members are among the most active users of bus, bicycle and walking (marching) options.
- Some fans for other events, high school games in particular, do not exhibit Providence Park event travel savvy and still search for scarce on-street spaces in the residential areas.
- On-street and off-street parking in the close-in stadium event management area is 100% occupied before and during peak events.
- On-street parking is also heavily occupied for Timbers matches well beyond the stadium district: in Northwest, Downtown and the Pearl District. However, abundant off-street parking in lots/garages remains available throughout these walkable (and accessible by MAX, bus, streetcar and scooter) areas.
- The price of on-street parking on event days in the stadium event district has increased significantly (currently \$3.50 per hour for 4 hours south of Burnside) – nearly to the level of off-street parking. Enforcement hours have been extended to 10:00 p.m. Despite the steep increase, to date the on-street supply consistently remains 100% occupied during target events.
- A portion of the Northwest neighborhood also now has metered parking. For events, the maximum time allowed is modified to discourage event-goers (reduced from 4 hours to 2 hours). A \$1.60 per hour rate is in effect, and enforcement hours are extended to 10 p.m. on event days. However, all on-street parking in Northwest (north to Marshall St. and beyond) is 100% parked before and during large stadium events.
- Potentially available on-street event parking in the residential neighborhoods has been reduced –largely because more on-street spaces are taken beforehand by residents and customers prior to games.
- At game time, substantial unused off-street parking is available in garages and lots within walking distance and/or along MAX lines. Only two garages – in the Sunset Transit Center and 10th & Yamhill SmartPark – are consistently full two hours before Timbers games. Thousands of free and affordable spaces remain vacant.

- The stadium is well served by two MAX light rail lines. The current MAX service is sufficient to accommodate additional fans before games, but the trains are already near capacity after games.
- Providence Park’s current bicycle parking supply is already at capacity for Timbers games held in daylight hours and good weather – although a surplus exists for Thorns games and for Timbers games in nighttime/poor weather conditions.
- Many fans arrive at the stadium on foot. Game day street closures on SW 18th Avenue and Morrison Street, and a team of TriMet traffic safety monitors, offer a measure of protection. However, with light rail lines and traffic congestion around the stadium, pedestrian safety is a constant concern.
- More fans are arriving at events using taxis and car-share options. Without designated dropoff zones most passengers currently disembark close to the stadium – sometimes in the middle of the street.
- A new travel mode for fans is electric scooters. There is currently no designated parking for scooters.

Impacts of Anticipated Major Events

Target Events

With the departure of Triple A baseball after the 2010 season, the number of large events at the stadium dropped. Attendance increased significantly, however, with the leading events now drawing over 20,000 fans versus 8,000 attendance that was typical for baseball.

The largest events at Providence Park are currently:

Portland Timbers soccer (17 home games, 21,144 average attendance)¹

Portland Thorns soccer (12 home games, 17,000 average)¹

Portland State University football (6 home games, 5,650 average)²

High school football: Friday nights and playoff double-headers (2 games, 4,000 average)³

While Providence Park now hosts more than 300 events per year, CTMP strategies are intended to mitigate impacts of these target events – in particular Timbers matches which are anticipated to regularly draw around 25,000 fans starting in 2019.

¹Plus additional games: pre-season, playoffs, non-league “friendlies”

²Due to scheduling conflicts, more PSU football games are being played at Hillsboro Stadium.

³There have been no high school football games at Providence Park in recent years.

Future Conditions

- The Timbers' ability to communicate with most fans instantly offers almost limitless opportunities to send travel-related messages that underscore and support the "*Know Before You Go*" theme.
- Future Timbers fans – those lucky few drawn from the years-long waiting lists who will capture the 4,000 new places – are also highly experienced attendees. They reside proportionately in the same neighborhoods as current season ticket holders. As a result, the "new" fans can be expected to exhibit travel behavior similar to current season ticket holders.
- No additional on-street or off-street parking will be available in the close-in stadium event management area to serve fans in 2019.
- TriMet has sufficient capacity to carry increased MAX ridership starting in 2019 during the crucial post-game interval.
- Two TriMet bus lines serving the stadium area have unused capacity and could accommodate more fans. A third bus line is being rerouted to the stadium area starting in 2019.
- New travel modes – e.g., car share and scooters – will likely attract growing numbers of fans when the stadium expansion is complete.
- The new wider sidewalk/arcade along SW 18th Avenue will accommodate increased pedestrian access/egress along the stadium's east side. The new sidewalk design (with a guard rail) also improves pedestrian safety.
- Credit and security regulations currently prevent getting real-time garage capacity counts. It is anticipated that barrier will be removed within two years for the SmartPark garages.
- In the future, evening games in summer months may start a bit later (after 8:00 p.m.) influencing fans' travel decisions.

Proposed Mitigation Measures

Target Travel Modes

While improving all non-automobile travel modes is key, the Oversight Committee considers five modes as offering the most promise to reduce impacts on the neighborhood.

- Automobile—Park off-street
- MAX only
- MAX/auto
- Bicycle
- Pedestrian (often combined with another travel mode)

Timbers Fans Typical Travel Mode – Before and After Expansion

Mode	Before		After – Status Quo*			After – Goal		
	%	Fans	%	Fans	Change	%	Fans	Change
Automobile	56.1%	11,781	56.1%	14,025	2,244			
– Park on-street	[21.5%]	[4,515]	[18.1%]	[4,515]	[0]			
– Park off-street	[34.6%]	[7,266]	[38.0%]	[9,510]	[2,244]			
MAX	27.2%	5,712	27.2%	6,800	1,088			
– MAX only	[16.6%]	[3,486]	[16.6%]	[4,150]	[664]			
– MAX/auto	[10.6%]	[2,226]	[10.6%]	[2,650]	[424]			
Walk	6.8%	1,428	6.8%	1,700	272	6.8%	1,700	272
Bike & scooter	3.3%	693	3.3%	825	132	3.3%	825	132
Bus	4.0%	840	4.0%	1,000	160	4.0%	1,000	160
Car share/taxi	2.6%	546	2.6%	650	104	5.0%	1,250	704
Total	100.0%	21,000	100.0%	25,000	4,000	100.0%	25,000	4,000

* *Status Quo*: projected numbers of fans in 2019 if 2017 mode percentages don't change (assumes no additional on-street parking available)

Peer Event Venues' Best Practices

What lessons can be learned from other sports stadiums and arenas across the U.S.? A few are also well served by public transportation but no major event facilities are in the same situation as Providence Park – with no dedicated (or shared) off-street parking available for event-goers.

Best practices gleaned from other peer event venues:

- Aggressively promoting transit as the best alternative and providing in-depth information, tips and links (most fans are not regular transit riders).
- Improving transit service to accommodate the post-game rush.
- Communicating the location, availability and price of off-street parking options.
- Making bicycling a viable option, providing enough secure bicycle parking.
- Designating drop-off/pick-up zones for taxis and ride-share services.
- Providing game-day information that emphasizes reduced travel times, wait times and cost savings.

All of these national best practices can be incorporated in the 2018 CTMP Update for Providence Park.

Management Strategies and Measures

The updated CTMP proposes a portfolio of strategies and 30+ measures – many new – to accommodate Providence Park’s current and new fans. The table below lists the proposed strategies and measures for each travel mode and option. **The measures continued from the 2011 CTMP are highlighted in the table.**

It is important to note that few strategies/measures are solely controlled by the Timbers organization. Most rely primarily on other actors: TriMet, PBOT, other City bureaus, private parking operators, taxi and car share services. A few measures listed are feasible only for the long-term, as shown.

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CTMP Implementation Measures	Lead(s)
<p>A. Marketing & Communications <i>The Timbers organization’s direct links to most fans opens many new opportunities to communicate travel tips that influence game day travel habits.</i></p>	
<p>1. Continue and enhance “travel tips for fans”: game day emails, web posts and text messages</p>	Timbers
<p>2. Communicate travel options to all season ticket holders at time of purchase/renewal.</p>	Timbers
<p>3. Communicate travel options/tips to single game ticket purchasers</p>	Timbers
<p>4. Provide interactive off-street parking map/information (linked to game day email, web posts and text messages)</p>	Timbers
<p>B. Transit <i>MAX is fans’ favorite alternative travel mode. TriMet is ready to provide additional MAX service to meet growing demand – and introduce new riders to transit.</i></p>	
<p>1. Provide more MAX trains post-game</p>	TriMet
<p>2. Increase bus ridership</p>	TriMet/Timbers
<p>3. Distribute “Try It On Us” transit passes/introductory offer for new season ticketholders</p>	TriMet/Timbers
<p>4. Continue discounts on TriMet passes</p>	Timbers
<p>5. Develop a TriMet partnership/ridership strategy</p>	TriMet/Timbers
<p>C. Parking Off-Street <i>For the segment of fans who will continue to drive, the best option is to direct them to available off-street spaces in garages and lots away from the stadium – but still accessible on MAX or on foot.</i></p>	
<p>1. Promote available parking at SmartPark garages</p>	Timbers/PBOT
<p>2. Promote Legacy garage parking</p>	Timbers/SP Plus
<p>3. Promote TriMet Park and Ride facilities linked to MAX</p>	Timbers/TriMet
<p>4. Provide real-time off-street parking capacity (long-term)</p>	Timbers
<p>5. Open surface lots ½ hour before stadium gates open</p>	Private operators
<p>6. Increase parking at Sunset Transit Center (long-term)</p>	TriMet
<p>D. Parking On-Street <i>On-street parking offers no additional capacity, but there are opportunities to improve stadium area parking management and enforcement.</i></p>	
<p>1. Increase game day on-street hourly rates</p>	PBOT
<p>2. Provide consistent enforcement for metered areas and residential permit zones</p>	PBOT

<p>E. Bicycles <i>Fans say their second-favorite alternative form of travel is bicycle. Weather, game schedule and stadium site configuration limit capacity, but there are opportunities to promote and accommodate some additional bicycle trips.</i></p>	
1. Provide more temporary secure bicycle parking on-site (50-75 spaces)	Timbers
2. Add more permanent bicycle parking off-site near stadium (100+ spaces)	PBOT
3. Create some spaces for larger bikes (tricycles, cargo bikes, etc.)	Timbers
4. Install bike lane and crossing improvements near the stadium	PBOT
<p>F. Scooters <i>The future numbers of fans arriving by scooter remains uncertain, but they will need to be accommodated on-site and off.</i></p>	
1. Designate parking area(s) on-site for electric scooters	Timbers
2. Install signage in off-site areas appropriate for scooter parking	PBOT
<p>G. Car Share <i>Car share services are transporting greater numbers and a higher percentage of Timbers fans. A plan for designating dropoff/pickup zones away from the stadium will relieve traffic congestion and improve fan safety.</i></p>	
1. Designate taxi/Uber/Lyft drop off zones that reduce congestion and improve pedestrian safety	PBOT
2. Promote drop off zones	Timbers/operators
<p>H. Pedestrians <i>At some point, every Providence Park fan becomes a pedestrian. Protecting and enhancing pedestrian safety around the stadium is a high priority.</i></p>	
1. Continue to block Morrison St. and 18 th Ave. before/after each match	PBOT
2. Continue MAX pedestrian safety program	TriMet
3. Improve lighting along streets leading to the stadium	City of Portland
4. Install pedestrian signals at key crossings on Burnside	PBOT
5. Other pedestrian safety improvements to protect the “flood” before/after matches	PBOT
<p>I. Group Buses <i>Charter bus services will be promoted and accommodated as a preferred game day travel option.</i></p>	
1. Continue to encourage and accommodate group buses to transport fans to/from events.	Timbers/PBOT

Metrics: Tracking Progress

Successful CTMP implementation will require ongoing monitoring of the various travel modes throughout the Timbers/Thorns season. Benchmarks to be established and monitored may include the following examples (the monitoring parties are identified in parentheses):

- Post-game MAX ridership and station-clearing time (TriMet)
- Bus ridership on stadium routes/trends (TriMet)
- Game-day parking counts/trends: SmartPark and Legacy garages (PBOT and SP Plus)
- On-street parking utilization: stadium event district and residential permit zones (PBOT and Timbers)
- On-site bicycle parking counts/trends (Timbers)
- On-site scooter parking counts/trends (Timbers)
- Utilization of designated car share drop-off/pick-up zones/trends (car share services)
- On-street enforcement activity/violations: event district and residential permit zone (PBOT)
- Timbers/Thorns fan travel preference surveys (annually by Timbers)

Adaptive Management of CTMP

The Oversight Committee's intent is to make the 2018 CTMP Update a "living document". While the plan is comprehensive and based on two decades of stadium experience, travel conditions and technologies are certain to change. Adjustments will be needed.

Before and after every Timbers/Thorns season, the Oversight Committee will comprehensively review the effectiveness of the CTMP and its mitigation strategies and measures. Then, the Committee will update, refine and replace strategies as needed. During the season the Timbers, PBOT and TriMet – under the Oversight Committee's purview – will coordinate their efforts and continue to make the same types of adjustments and improvements they have been implementing over the years.