

NW Parking SAC | Friendly House
March 20, 2019 | 1737 NW 26th Ave.
4:00 p.m. – 5:30 p.m. | Portland, OR 97210

Meeting Notes

Members in Attendance

Dan Anderson, Nick Fenster, Jeanne Harrison, Lisa Higgins, Karen Karlsson, Parker McNulty, Rick Michaelson (Chair), Thomas Ranieri, Peter Rose, Don Singer, Brent Soffey, Ron Walters

Members Absent

Mark Stromme

PBOT Staff

Antonina Pattiz, Kathryn Doherty-Chapman – NW SAC Liaison

Public in Attendance

Allan Classen, Piseth Pich, Christine Warden

Public Comment

No public comment.

Permit Workshop Debrief

Kathryn shares the list of strategies presented by Kimley-Horn at the permit workshop. The strategies were organized into three categories: pricing, supply-based and demand-based. SAC members shared their feedback.

Pricing Ideas:

- Create sub-districts and price permits in certain sub-areas higher based on on-street occupancies.
 - The general feeling is that subdistricts would be too small to differentiate by price and too complicated to administer. Setting different price-points based on districts feels inequitable and does not seem fair to the SAC.
- Establish true market price for permits.
 - This was discussed before, among the group there wasn't interest in moving ahead with this strategy. However, the city raised the price of the base permit fee, which means the SAC is receiving less of the surcharge this year. The SAC may want to

consider keeping the surcharge at \$120, which means the new rate of the permit for 2019-20 would be \$195.

- Set the base permit price at least as expensive as a monthly transit pass.
 - This is not something the SAC is interested in pursuing at this time.
- Increase permit price to true market rate for those that have off-street parking and are seeking on-street permit out of convenience.
 - There are a lot of equity concerns that the SAC does not have control over, such as the price of private off-street parking, waitlists, etc. However, the SAC is interested in considering available off-street parking when discussing permit changes for the upcoming permit year.
 - Don: "The idea was to incentivize people that do have off-street parking available to actually use it."

Supply-based ideas:

- Reduce the limit per residential addresses to below 3 per address.
 - This is being researched to determine the impact it would have.
- Create sub-districts and set different allocations in each, based on occupancies.
 - Rick requests information about how big the NW parking district is compared to other parking districts in the US.
- Tie the number of permits allocated to a maximum per parcel lot.
 - Permits would be allocated based on lot size, regardless of building type. This idea did not move ahead. From an equity, fairness and livability perspective this would be challenging; it would also be hard to administer.
- Adjust cap of permits per number of building units by age.
 - This suggestion did not move ahead at the workshop.
- Tie the number of permits allocated more closely to the number of available on-street parking spaces.
 - If you live in an apt building and there are off-street parking spaces available to you, you are not eligible for a permit, or if you have off-street parking available, you get one less parking permit.
- Reduce business permit allocation to 0.7 FTE or lower.
 - This will be discussed further.

- Set business permit allocation limit for businesses over a set number of employees.
 - This would encourage employers to think about their TDM programs and off-street parking and how it gets allocated. This strategy received favorable votes at the workshop.
- Restrict or prohibit purchasing permits if live in certain mixed-use or commercial areas.
 - This idea is not feasible and, as a result, did not get discussed.
- Prohibit or limit residents that have off-street parking and are seeking on-street permit out of convenience from getting permits.
 - This will be discussed in depth.
- Prohibit or limit businesses that have off-street parking and are seeking on-street permit out of convenience from getting permits.
 - This is challenging because a lot of businesses reserve parking spaces for visitors/clients and the SAC doesn't want to interfere with that.
- Increase meter-only areas.
 - The SAC is going a different route, we will be expanding the meter district, but we want to have more flexibility for permit holders and visitors. Data shows the meter-only spaces are less occupied than meter-or-by-permit stalls.

Demand-based incentives

- Implement an employee lottery system to apply for reduced number of permits.
 - This is not something the SAC wants to move forward with.
- Create a "Daily Debit Program" to provide a daily credit for employees to use on off-street parking in the area and explore new options for funding.
 - This strategy was not well understood. Rick believes there would be a great benefit to the neighborhood if employees that normally drive 5 days a week to work chose to drive one day less. Anything that can be done to incentivize people to use transit, even just sometimes, would greatly help the system.
- Establish a formal partnership with Uber and Lyft and include Transportation Network Company (TNC) subsidies in the Transportation Wallet.
 - This has been discussed before. There was some interest from the SAC. Uber and LYFT are a tradeoff because they increase vehicular congestion but reduce the demand for on-street parking. However, even if we don't want to encourage the

use of private for hire vehicles, we want people to have options because it gives them the ability to give up driving for a day if they know they can use Uber/Lyft if a need arises.

- Incentivize/require participation in shared parking program among developers.
 - This is being pursued already. There are expenses associated with operating a shared parking lot, perhaps the SAC can alleviate the cost burden by subsidizing the expenses associated with operating.
- Expand the number of free Transportation Wallets employers are eligible to receive for employees (currently maxed out at 20).
 - This will be discussed in depth.
- Implement a free neighborhood circulation shuttle.
 - Rick asks for a report on the effectiveness of the shuttle in the Central Eastside. Kathryn answers that it costs over \$200,000 per year to operate and it can't pick up in the public right of way, so private lots will need to be found.
- Continue to improve wayfinding and technology to find off-street spaces with permit or meter revenue.
 - We have started working with the business association to get (mainly) visitors or anyone to park in off-street lots by making finding them a lot clearer.
- Work with property owners of off-street parking assets on breaking down barriers of sharing – security, etc.
 - This is being worked on, but Kathryn hopes to improve the approach to make it more effective.
- Create a formal rental market for renting off-street parking assets.
 - This currently exists through a parking app called SpotHero. This is more complicated thought because it's a management and security issue, in order to make this a viable option, the SAC must be willing to take on some of the leg work to get it started.

Parker suggests adding a strategy of working with private developers to build more parking.

Kathryn mentions she has been looking into this. It would not be a matter of setting minimum parking requirements, but more of a general communication with developers about the parking system in NW and encouraging them to provide more parking through incentives.

Karen asks how many curb cuts exist in NW that are not needed anymore.

Kathryn answers that Rick Williams Consulting (RWC) did not collect that information but there is info about where all curb cuts are located. Instead of denying parking permits for people with off-street parking, a possible strategy is encouraging people to use available off-street parking by making the fee for a parking permit higher if alternative parking options are available.

Don: "You can't create boxes for people, that's where you run into problems."

Karen comments that the challenge with multi-family and off-street spaces is that we want to encourage shared parking. It's hard to track who the spaces are being used by if an apartment building chooses to rent those spaces to people that don't live in the building and we don't want to punish residents in large buildings.

Permit change ideas for further discussion

Kathryn shares a list¹ of the strategies that rose to the top at the workshop.

Rick mentions there were two suggestions made about business permits at the workshop that he would like the committee to discuss:

- Reduce FTE from 80% to 70%
- Develop different programs for larger employers.

Karen points out the challenge is that during the peak hour there's 900 business permits displayed of the 3,400 sold, which shows that business permit occupancy on the street is low. Changing the FTE would pose challenges for smaller businesses that need permits. The SAC should focus on big employers who have a lot of permits. She suggests that businesses that request more than a certain threshold of permits should be treated differently.

Kathryn shares that 7 businesses in NW have more than 50 permits.

Rick understands that there is not a lot of interest about reducing the FTE but there is interest in exploring options for larger employers through incentives and ratios.

Nick says it might be worth looking into how permits are being used by employees. Legacy orders 200 permits, but do we know how many are actually being used?

Don: "There's a little bit of danger in terms of just measuring it and looking at the number of permits. A lot of times in some of those businesses that permit may be used once or twice a week."

¹ Attachment A: NW Parking SAC Permit Program Workshop Debrief

Karen points out there are a lot of part-time employees in NW and since permits are issued per FTE, those permits must be shared among part-time employees.

Don: "Right. But if you look at Eye Health NW, if you look at how many permits they have compared to how many people they have onsite at one time, because they're rotating throughout the entire system. There are businesses that have a similar situation, especially in the medical field because they're specialists and have different satellites around. It's not just Eye Health NW."

Ron says that of the permits being used at peak, the evidence would seem to say that businesses are on the right track in ensuring their employees aren't taking up too much parking in the district. He'd like to focus on residents that park their cars on the street long term.

Karen says there's no off-street parking available, even if someone didn't want to "store" their car on the street.

Don: "When we talk about spaces in the survey that you did, in terms of being occupied, you say 90% were occupied. It'd be interesting to see if they are occupied during the day. We may hit upon a couple that have 15-20 within the central district that would say we're open to sharing. I think we have to look at that."

Multi-family housing parking survey

Kathryn shares a memo² about the off-street survey she conducted. She received 61 responses of the 125 buildings she reached out to.

Rick asks for a spreadsheet with individual columns, so he could look at specific buildings. He's like to see buildings that opened before the restriction date.

Peter points out that the estimated tenant vehicle ownership is possible to find by the permits tied to an address. That column should be added to the list.

Karen would like to see data by block-face about the number of units, number of off-street spaces and number of permits issued.

Kathryn will work with Colleen to incorporate the new consultant's data into the interactive map.

² Attachment B: NW Parking Off-street Survey Memo

TDM Subcommittee update and proposal

Kathryn shares the TDM proposal for 2019/20. ³ The SAC currently funds a Transportation Wallet (TW) program that runs during the calendar year. Anyone who lives or works in NW can purchase a TW for \$99 which includes \$150 for TriMet, annual streetcar pass, annual BIKETOWN pass and \$25 in CAR2GO credit. Residents that choose not to renew their permit would be eligible for a free TW. Businesses, based on FTE, are able to get up to 20 free TWs if they are eligible for more permits than they order.

Between the TDM subcommittee and the PBOT'S Active Transportation group, two new programs have been drafted:

- A low-income TW program for NW residents in affordable housing, who would receive a free TW (at low-income fare) if they forego getting a parking permit.
- Working with property managers to inform prospective renters that they are eligible for a TW if they don't get a permit. There would be a cap on the TW, while supplies last.

Kathryn mentions that PBOT is working on providing more flexibility with the TW, but as it stands it isn't a "pick and choose" program. Ideally, next year we would be able to administer the TW digitally and charge different rates, if needed.

Karen says she misunderstood how the TW was being administered to businesses. Her understanding was that it was similar to residential opt outs. If a business bought 10 permits in year one and wanted only 5 permits in year two, they would be eligible for 5 free TWs. The way it's being administered is that a business can get 20 free TW regardless of if they were going to get those permits or not. The TW is rewarding behavior but it's not changing it and the goal of the TW is to change behavior.

Ron asks about the total cost of the TW program.

Rick says the SAC budgeted \$500,000 for the TWs, some free and some for purchase \$99.

Karen points out that the 368 TW that were given out for free last year cost \$99,000.

Don: "That's a lot of money. One of the things that makes me take a step back is that there are absolutely no performance measures and any idea as to how effective this is. That's a question that I have about this plan and businesses. If we do this away with the businesses would we actually have a higher ratio than the 900 during peak hour of the 3,600. If there's really little impact, we need to know how effective this \$525,000 is and at those numbers, it makes me take

³ Attachment C: NW Parking SAC TDM Proposal for 2019/2020

a step back. Especially because that's nearly an annual permit and there could be a secondary market for these things, but that's neither here or there."

Kathryn says there is survey data available and she will re-share it with the SAC.

Rick says that some of the TW partners are providing a great bargain but TriMet is sold at market value. The SAC pays \$150 per TW for TriMet. It's a matter of who we want to get these wallets for free or forgoing the program for a year to figure this out.

Jeanne points out that businesses have turnover, it penalizes them if they get new employees who are willing not to drive if they get TW.

Karen points out that businesses would have the option to purchase a TW for those employees, which would be cheaper than buying a parking permit for them.

Don: "I think it would be good if we thought about, rather than just free, at least making people have a minor amount of skin in the game. Especially on the renewal because free is free and people don't respect it and even a minor fee makes them feel good about participating in the process."

Rick says the SAC will discussed this further.

New Business:

Ron informs the committee that a neighborhood meeting will be held on Tuesday, March 26 to discuss the Timber's draft Comprehensive Transportation Management Plan (CTMP). The City Council hearing is scheduled for April 17th. He encourages SAC members to attend.

NW Parking SAC Permit Program Workshop Debrief March 20, 2019

Below is a list of the favorite strategies for each group. I've also listed how many votes each favorite received when we asked participants to vote for their Top 3 (some people did not place all their votes, or vote at all).

The top strategies from the workshop:

- **Prohibit or limit residents that have off-street parking (or increase the price) and are seeking on-street permit out of convenience from getting permits (8 votes)**
- **Set business permit allocation limit, or a different program for businesses over a set number of employees (e.g. 75 or 100 employees) (5 votes)**
- **Work with property owners of off-street parking assets on breaking down barriers of sharing – security, etc. (4 votes)**
- **Write-in: Create sub-districts (keep it simple) 21st/23rd (now); Meter only vs. permit only (4 votes)**
- Establish a formal partnership with Uber and Lyft and include TNC subsidies in the Transportation Wallet (3 votes)
- Set the base permit price at least as expensive as a monthly transit pass (3 votes)
 - Permit allocation reduced proportionally to the number of off-street spaces

Other ideas:

- Write-in: Monthly/quarterly permits (1 vote)
- Create a formal rental market for renting off-street parking assets (1 vote)
- Implement a free neighborhood circulator shuttle (1 vote)
- *Incentivize/require participation in shared parking program among developers*
- Write-in: Look at permit-only spaces
- Tie the number of permits allocated more closely to the number of available on-street parking spaces
- *Continue to improve wayfinding and technology to find off-street spaces with permit or meter revenue*
- *Work with businesses to incentivize and promote off-street parking to employees*
- Reduce the limit per residential address to below 3 per address
- Expand the number of free Transportation Wallets employers are eligible to receive for their employees (currently 20)


NW Parking Off-street Survey Memo

To: NW Parking SAC


From: Kathryn Doherty-Chapman, NW Parking District Liaison

Date: March 12, 2019

PBOT recently conducted a survey at multi-family buildings in NW Portland. The intent of the survey was to understand the availability and use of parking at these buildings. The survey targeted 125 buildings that have 20+ dwelling units. The survey was sent to 125 property managers/owners via email in January, with follow-up phone calls to ensure completion. PBOT received responses from 61 buildings, a 49% response rate. The survey questions are included as an appendix.

 Survey Responses - Building characteristics (n=61)			
Total # of buildings	61	Average parking ratio	.3
Total # of units *	2,544	Average occupancy	94%
Average # of units per building	45	Studios	39%
Total # of buildings with parking	23	1-bedrooms	48%
Average # of parking spaces per building	14.5	2-bedrooms	11%
% of buildings with off-street parking	38%	3-bedrooms	2%
Estimate of tenant vehicle ownership	61%		

**represents ~30% of total multi-family buildings including condos & apartments*

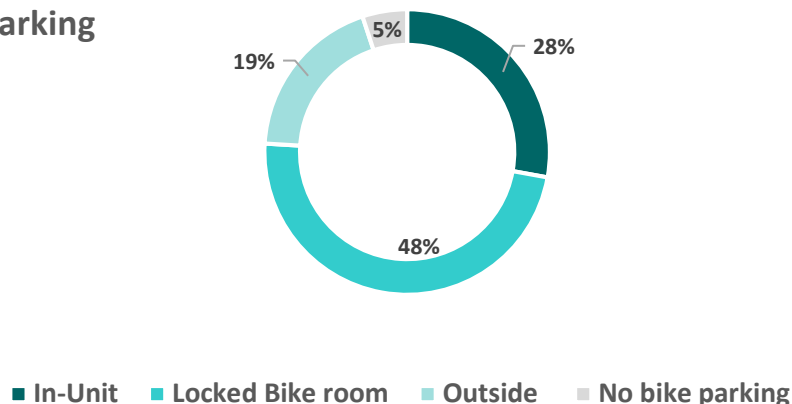
 Survey Responses - Buildings with parking (n=23)		
Off-street Parking	Total # of off-street parking spaces	580*
	Total Parking Occupancy	522 (90%)
	Average # of spaces	37
	Average parking ratio (stalls to units)	.6
How parking is allocated at this building	<i>Tenant-only, reserved parking</i>	17 (74%)
	<i>Shared with other users, non-reserved</i>	6 (26%)
Where parking is located at this building	<i>Off-site</i>	4 (18%)
	<i>On-site in garage or lot</i>	18 (82%)
Cost/payment	<i>Cost of parking per month</i>	\$145 average
	<i>Condos with parking included in deed</i>	2

**represents approximately 15% of the total residential off-street parking in NW, total= 3,800.*



Transportation Demand Management Incentives offered

Bike Parking



Only two buildings offered any sort of incentive for transportation other than the bike parking (which is has been a code requirement since the late 1990s). These buildings offered discounted BIKETOWN memberships or a bicycle that residents could check out.

Transportation Wallet

23 building managers were interested in distributing flyers for FREE Transportation Wallets to new residents who don't bring a car to the neighborhood. We will reach out to them soon to develop the program flyer and delivery program.

Summary

Unsurprisingly, the majority of multi-family buildings in NW Zone M do not have off-street parking for their residents. Many of them were built during the streetcar era when private vehicle ownership and daily driving were not common. Some buildings (about 38%) include some off-street parking, but, those are typically larger and newer. Buildings with off-street parking have, on average, 53 units and 39 parking spaces available (a 0.7 parking ratio). Combined with the buildings without off-street parking (meaning a 0 parking ratio) the overall parking ratio is 0.3. This translates to one off-street parking stall for every four dwelling units.

We know many people move to NW because it is walkable and with numerous amenities for daily living. As of 2017 the vehicle ownership rate in NW is lower than the City of Portland overall, with only 0.7 vehicles per household in NW versus 0.9 citywide*. This ownership rate is down from 0.8 in 2016. The majority of households in NW (53%) only have 1 vehicle available, while 28% have 0 vehicles available. While the rate of vehicle ownership is going down slightly, the number of total households in NW is continuing to go up, which could lead to more vehicles in the district in the future. That is where we come in, to determine how to encourage more people to park off-street, or to shed vehicles from their households.

Source: ACS 2017 HH Survey Data

PBOT

PORTLAND BUREAU OF TRANSPORTATION

1120 SW Fifth Avenue, Suite 800 Portland, OR 97204 503.823.5185

Fax 503.823.7576 TTY 503.823.6868 www.portlandoregon.gov/transportation

Chloe Eudaly Commissioner Chris Warner Interim Director

NW Parking SAC TDM Proposal for 2019/2020

Purpose

The goal of the TDM program in NW is to help people who live or work in NW use on-street parking less or at all. The NW Parking Management program needs sticks (pricing) and carrots (Transportation Wallet, shared-parking, etc.). The Transportation Wallet opt-out option has been successful at encouraging people to park less. It has also proved to help residents who continue to own cars, to try new transportation options. While, this does not directly improve parking in NW, it does support citywide transportation system goals.

This year's TW performance

Business/ Employee opt -outs= 368

For the 2018/2019 Permit year, we had 68 businesses opt out of their parking permits for a total of 368 wallets. The average opt-out rate of the businesses who opt out of any permits is 75% of their eligible permits. We currently limit the number of opt outs to 20 per business. The breakdown of businesses who are eligible for more than 20 permits AND opted out is below-

Business	Eligible Permit Total	Permits Issued	TW Opt-Out	TOTAL	% Opt-Outs
Floor Factors	49	32	5	37	10%
Zenner's Quality Meats	21	2	19	21	90%
William Temple House	33	30	3	33	9%
Northwest Ambulatory Surgery Center	20	10	10	20	50%
The Fireside	25	5	20	25	80%
Bristol Equities	23	15	2	17	9%
Cascade Physicians NW	20	11	4	15	20%
Pro Photo Supply	29	15	1	16	3%
Ringside	38	14	20	34	53%
Sniff Dog Hotel	20	7	13	20	65%
Southland Whisky Kitchen	24	5	19	24	79%
New Seasons Market	125	14	20	34	16%
Santa Fe taqueria	33	17	7	24	21%
Leslie Jordan Inc	22	8	12	20	55%
Dove Lewis	76	45	16	61	21%

Resident opt outs = 104

So far this year, most were during the renewal period.



The Portland Bureau of Transportation fully complies with Title VI of the Civil Rights Act of 1964, the ADA Title II, and related statutes and regulations in all programs and activities. For accommodations, complaints and information, call (503) 823-5185, City TTY (503) 823-6868, or use Oregon Relay Service: 711.

Wallets Purchased= 203

Half was last winter and half this winter after we mail the postcards.

Goals

Our goal this year was to reduce the number of permits through opt-outs *by at least 7% (490)*, ideally by 10% (~700). We have just barely reached that 7% target at 472 opt-outs.

	2016/2017	2017/2018	2018/2019	2019/2020
Goal # of permits		6,550	6,600	5,700
<i>Actual</i>	<i>10,000</i>	<i>6,986</i>	<i>7,176</i>	

The goal in this permit year 2018/2019 was 6,600 permits total. As of the parking study report in October, we were at 6,516. We have current total **of 7,176** active permits. We need to reduce the total number of permits by about 1,000 next year.

New programs

To expand the opt-outs and reduce parking permit sales, as well offer the benefits of the Transportation Wallet to more people, we propose to bring in two new programs.

1. Low-income Wallet Pilot

- a. There are four affordable housing buildings in NW, and about 450 units. We propose to work with them to offer a low-income transportation wallet to their residents who do not buy a parking permit. This version of the wallet would include the TriMet low-income fare Hopcard, which is annual pass for TriMet & Portland Streetcar. If people wanted the traditional wallet or did not qualify through TriMet's low-income fare program, we would offer them that instead. We would work directly with the staff at the buildings to set up times to present and process the wallets on-site.
- b. We propose the limit of **325**, we will advertise as supplies last. *The proposed budget is \$100,100.*

2. New Resident Wallets

- a. If you are new to NW and don't have a parking permit to opt out of. We want to advertise how easy it is to live in NW car-free (or on-street parking free) so we propose to develop a partnership with apartment building managers to advertise the TW. We would produce a flyer advertising the program and a coupon code for the eligible new residents to redeem their FREE wallet. They may not also buy a parking permit. This is a one-time benefit targeted to new residents only, we will keep a record, so they cannot try again next year or buy a parking permit for that year. We have 10 building managers who expressed interest in participating. We would work with them to determine the best outreach methods.
- b. We would advertise "while supplies last" and cap it to **325** for the permit year. *Proposed budget is \$87,750.*

Bike Parking

We have successfully installed bike parking in two apartment buildings and are waiting on two condo buildings to confirm their orders. To date, we have spent **\$6,640** on 62 parking spaces. We have a new and improved flyer advertising the program and plan to promote this spring to encourage more businesses to take advantage of it as well.

We propose to increase the budget for next year to *\$30,000* (from \$25,000).

Overall Budget

FY 19/20 NW SAC TDM Program Budget - DRAFT	Transportation Wallets (n=600)	Permit Opt-Outs (n=600)	New Residents (n=325)	Low-Income* (n=325)
TriMet Hop Passes (\$150/ea)	\$ 90,000	\$ 90,000	\$ 48,750	\$308
Annual Streetcar passes (\$50/ea)	\$ 30,000	\$ 30,000	\$ 16,250	
Carshare (\$20)	\$ 12,000	\$ 12,000	\$ 6,500	
Annual BIKETOWN membership (\$50/ea)	\$ 30,000	\$ 30,000	\$ 16,250	
TOTAL	\$ 162,000	\$ 162,000	\$ 87,750	\$100,100

Other Program costs

Direct mailers	\$ 2,000
Materials, graphic support, printing	\$ 7,000
Promotional encouragement items	\$ 3,000
Mailing list contract of current businesses/residents	\$ 1,500
PBOT staff hours	\$ 25,000
Public ROW Bike Racks	\$ 5,000
Online software subscriptions (4 platforms)	\$ 1,000

TW support	\$ 44,500
TW Budget-direct costs	\$ 511,850
Total TW Budget	\$ 556,350

BIKETOWN funds from Wallet sales (\$49/ea)	\$ (29,400)
Total TW budget for 2019-2020	\$ 526,950

Adding the proposed new programs would increase our total budget for TDM programs to **\$621,350.00**, up from **\$435,000** this year.

We will have about \$200,000 (or more) left over from this year, and we have been carrying **\$500,000+** from 2017/2018. I think we should move to use some of the left-over funds from the prior years' permit revenues to expand the Transportation Wallet in 2019/2020 to try and aggressively get fewer permits.

Proposed 2019/2020	
Permit Surcharge Revenue Estimate for year 2019/2020*	\$ 600,000.00
Carryover from last years (2017, 2018)	\$ 969,742.40
Estimated Total Permit Revenue	\$ 1,569,742.40
Surcharge Expenditures Budgeted	\$ 621,350.00

* based on goal of 5,000 permits * \$120 surcharge

Please note, the current permit year 2018/2019, the surcharge was only \$105 due to an increase in the base cost of the permit to \$75.. Please note, the base cost of the permit may be raised again this year to cover the full cost of the program.