

PBOT

PORTLAND BUREAU OF TRANSPORTATION

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Chloe Eudaly Commissioner **Chris Warner** Interim Director

NW Parking SAC TDM Subcommittee Meeting Notes

May 14, 2019

In attendance: NW Parking SAC: Rick Michaelson, Karen Karlsson, Jeanne Harrison,
PBOT staff: Kathryn Doherty-Chapman, Sarah Goforth

- **Streetcar budget conversation**
 - PBOT was getting discounted annual passes because of the extra \$10k that we contributed to the Streetcar but that was for a limited quantity. We now sell more Wallets than that limit, so going forward we need to pay \$100 per Streetcar pass in the Wallet instead of \$50. Sarah will double check, but we believe we will only pay \$50k per year and still get a discounted pass for \$100. After a few years, we may re-negotiate.
- **Transportation Wallet program budget (see attached)**
 - Members of the SAC are not happy that the TriMet value increased without their knowledge. They feel that it's too much of a giveaway without a way to track if people actually use the money. Furthermore, there is no discount or price break so the SAC feels that they are just giving \$150 to Trimet with every Wallet.
 - Next year's Wallet can be discussed in the Fall, there will be a possibility of having a different amount. We will know more in the fall. The amounts the SAC prefers is \$50 or \$100 to start and then you can always add more value later if we want.
- **Quarterly campaign ideas**
 - We had discussed giving all permit holders a TDM giveaway such as a \$10 Hopcard or a free month of BIKETOWN, something optional to entice people who drive to try new options.
 - There is a significant amount of surcharge funds that have not been spent, and after the success of the Bus 24 Challenge, there is interest in trying out little giveaways in campaigns. Things like \$20 Hopcards, Lyft/Uber credits, BIKETOWN monthly codes, etc. The idea is to target a mode/audience every quarter to get people to TRY new things and perhaps encourage them to adopt new modes, sometimes at least.
 - One idea is in December when weather and visitor parking is the most crowded, is to encourage them to take the bus to work and try a carshare or ride share ride home.
 - Focused campaigns are easier to track and implement.
 - The TDM subcommittee has asked PBOT staff to come back with a draft proposal to vote on in June with quarterly campaign ideas and budget asks.
 - We will ask the SAC for ideas--- for campaigns for people to try new things.



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