

# PBOT

PORTLAND BUREAU OF TRANSPORTATION

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Chloe Eudaly Commissioner Chris Warner Director

## NW Parking SAC TDM Subcommittee Meeting

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July 9, 2019

11:00am-12:30pm

906 NW 2rd 2<sup>nd</sup> floor conference room

**SAC members In attendance:** Jeanne Harrison, Karen Karlsson, Rick Michaelson

**PBOT staff:** Kathryn Doherty-Chapman, Michael Espinoza, Sarah Goforth

- **Universal pass conversation**
  - Kathryn brought up an idea of encouraging more employers to get on the Universal TriMet pass program by subsidizing it.
  - Rick needs more info on business experience, how do they like it
  - Ask Tillamook about their experience
  - Ask Lloyd about their U pass price experience
  - Consider what % subsidy may help or is just a convening role?
  
- **Resident opt-out discussion**
  - What do we need to do to encourage residents who don't drive much to give up their permits?
  - A SAC member notes, that we need to talk to residents WHEN they move in... with a 40% turn over rate, there's a lot of people coming and going.
  - Kathryn mentions that's why we developed the New mover campaign—
    - Aimed at property managers, so they can help us communicate to new residents about the parking situation and hopefully discourage them to park on-street or move with a car. We hope to launch this fall.
  
- **Fall Campaign discussion**
  - One idea is to give a month of FREE BIKETOWN to NEW users, for both employees and residents.
  - Question- can we get access to BIKETOWN user data? So we can give a prize to the biggest rider and track their rides?
    - Sarah- only if we get a group pre-set—which is labor intensive.
    - One idea is to have people send us their stats, which they can do with the app, and the rider with the most trips, most miles, both get prizes.
  - The group agrees to do an August/September BIKETOWN campaign.
  - The prizes will be a free Transportation Wallet, maybe some coffee gift cards for runner ups.
  
- **December retail employees' campaign**



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- What if we gave a Hopcard & Uber/Lyft incentives to not drive at least one day a week?
  - Good idea, PBOT will think through and we can discuss details at the next meeting.
  - We should ask Nob Hill/NWBA to discuss ideas soon and get on their agenda soon to prep for a successful campaign.
- **Home Forward Pilot**
    - Sarah and Kathryn met with Home Forward community coordinator—to see what might work. It was a good meeting, but there are still more details to be worked out, we hope to meet with them again soon. Perhaps hold a resident focus group to get more input before we finalize anything.
    - SAC members wanted to know about Marshall Union Manor- about how their off-street parking is used, is that population more able bodied to drive? .... BIKETOWN may or may not be a popular option.
- Misc. ideas/questions
    - Want to see how well Car2go is working in NW.
    - Prize ideas—Gift card to a local bike shop, \$50 hop card
    - Luncheons idea for businesses to share best practices about TDM, maybe we schedule one for the winter?