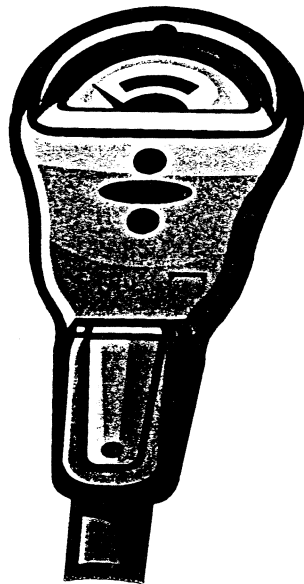


# Lloyd District Parking Meters Revenue Allocation Plan July 1998 - June 2000

*Advisory Committee Process and Recommendations*



*Portland Office of Transportation*

**Lloyd District Parking Meter Revenue Allocation  
Advisory Committee  
1998-2000**

Janet Baker  
PDOT Budget Advisory Committee,

Mark Brennan,  
Holiday Inn Portland

Ed Culbertson,  
Northeast Broadway Business Association

Barry Daigle  
Irvington Community Association

Laurie Garrett  
Tri-Met

Art Greenleaf  
Temple Baptist Church

Steve Larson  
Sullivan's Gulch Neighborhood Association

Susan Marshall  
Kerns Neighborhood Association

Virgil Ovall  
Lloyd District Community Association

Mary Pinero  
Portland Office of Finance and Administration,

Steve Rogers  
Eliot Neighborhood Association

Rick Williams  
Lloyd District Transportation Management Association

Reg Wobig  
Kaiser Permanente



# CITY of PORTLAND

OFFICE of TRANSPORTATION

Charlie Hales, Commissioner  
Traffic Management  
Goran Sparrman, Director  
1120 S.W. 5th Avenue, Room 730  
Portland, Oregon 97204-1914  
(503) 823-5185  
FAX (503) 823-7576  
TDD 823-6868

February 19, 1998

## Memorandum

To: Elsa Coleman, Deputy Director  
David Logsdon, Parking Manager

From: Janice Newton, Project Manager

Re: Lloyd District Revenue Allocation Advisory Committee

Attached is the final report from the Lloyd District Meter Revenue Allocation Advisory Committee (RAC). As you know, the RAC met weekly in November and December of last year to develop recommendations for allocating the net revenue from the newly installed parking meters in Lloyd District.

The attached report contains the final funding recommendations from the RAC and details the work of this committee. Of particular concern to the RAC was the issue of how to balance the available meter revenue between projects in the adjacent neighborhoods and those in the District. After considerable deliberations, the RAC adopted the following language to address this concern and guide future revenue allocation committees:

*Meter revenue should first and foremost be spent on projects that mitigate impacts of the various transportation management strategies recommended for the Lloyd District in the CCTMP (such as parking meters and maximum parking ratios for new office development)*

*Over time, projects that are funded by meter revenue, should be balanced between improvements in the Lloyd District and improvements in adjacent neighborhoods.*

At the City Council adoption of the Lloyd District On-Street Parking Management Plan (May 1997), Mayor Katz requested a list of projects proposed by neighborhood representatives on the RAC. A list of all projects is provided in Appendix B of the attached report; over half of the

recommended projects were suggested by the neighborhood representatives. Neighborhood projects include the following:

1. Direct transit from the Kerns neighborhood to Lloyd District
2. Direct transit to Lloyd District from north and northeast for adjacent neighborhoods.
3. Improved transit service along MLK.
4. Direct C-Tran service to Lloyd District
5. Marketing/outreach to provide information on District benefits, how to best access transit, etc.
6. Signal Improvements on Broadway/Weidler
7. Remove pedestrian activated crosswalk signals
8. Synchronize signals on Broadway Weidler and throughout the District
9. Neighborhood Parking Permit Programs to mitigate impacts of parking meters
10. Neighborhood Traffic Slowing Projects
11. Ped access improvements on Broadway/Weidler
12. Slow traffic on Broadway/Weidler
13. Broadway/Weidler phase II
14. Broadway Weidler Phase III
15. Improved curb cuts in neighborhood areas
16. Improvements at Schuyler/15th

Transit related projects would be considered for funding by Tri-Met; the Lloyd District Transportation Management Association was funded to lead these and related projects. In addition, traffic management projects, such as signal and traffic improvements are under consideration by PDOT through their operations budget.

February 3, 1998

Lloyd District Parking Meter Revenue Allocation Advisory Committee  
Resource Allocation Plan  
July 1998-June 2000

Introduction

Parking meters are part of a larger package of transportation management strategies planned for the Lloyd District through the Central City Transportation Management Plan (CCTMP). Other strategies include maximum parking ratios for new office development,<sup>1</sup> restrictions on the development of large surface parking lots, increased transit service, as well as the installation of on-street parking controls, such as meters. Taken together, these strategies are designed to manage the impacts of congestion and growth that are expected to occur in the Lloyd District by the year 2010.

In September 1997, the City of Portland installed on-street parking meters in Lloyd District. Meters were installed to reduce commuter parking in the District, to increase turn over for businesses and to encourage commuters to use alternative modes of travel, such as transit, bicycling and walking to work.

In accordance with the City's Parking Meter District Policy and the Lloyd District On-Street Parking Management Plan, PDOT organized "an advisory committee to review the expected financial performance of the Lloyd meter district and to develop a recommended net revenue allocation plan."<sup>2</sup>

The Lloyd District Meter Revenue Allocation Committee (RAC), composed of representatives from District businesses, and adjacent neighborhoods, recommended project, programs and services to be funded by meter revenue. These recommendations were forwarded to the Portland Office of Transportation (PDOT) for consideration during their 1998-2000 budget deliberations. This report summarizes the work of the RAC.

---

<sup>1</sup>Maximum office parking ratios: the number of parking spaces that can be built per square foot of office building. Prior to the adoption of the CCTMP (1996), the Lloyd District did not have restrictions on parking; with the adoption of the CCTMP, new office buildings in the Lloyd District are restricted to 2 spaces per 1000 square feet of office.

<sup>2</sup>Lloyd District On-Street Parking Management Plan, 1996, City Council insert.

## Policy Background

Today, the Lloyd District is the fastest growing business district in the Central City, employing 20,000 people - a 25 percent employment increase in just over seven years. Hundreds of millions of public and private dollars have been invested in new developments, redevelopment and infrastructure improvements over the past ten years. Continued growth of the District includes a projected increase of 2,000 new housing units and 16,000 new jobs by 2010. The Lloyd District is also expected to attract more than 4,000 new car trips during daily peak traffic times by 2010.<sup>3</sup>

Meeting the challenges of growth and maintaining acceptable levels of traffic congestion, requires shifting more travel away from the single occupant vehicle toward transit, carpools, bicycling and walking. Historically, the large supply of convenient and free on-street parking in the District encouraged people to commute by auto and contributed to the District's high auto commuting rate. Managing the supply and price of parking through on-street meters is an effective tool to help reduce traffic congestion, promote alternative modes of travel and maintain regional and local air quality.

In response to the policy directives of the CCTMP, the Lloyd District On-Street Parking Management Plan was developed to address the commuter parking and parking turnover issues, and to assess the potential impacts these parking changes would have on adjacent neighborhoods. In tandem with this effort, a transit service improvement plan, called the Lloyd District Partnership Plan, was developed jointly by the Lloyd District Transportation Management Association (TMA), Tri-Met and the City of Portland, to enhance transit ridership to the District

The advisory committee for the On-Street Parking Management Plan concluded that the free on-street parking available for commuters is a disincentive for employees to try transit, carpooling or other alternatives to driving alone. Moving to a paid on-street system, coupled with the planned improvement in transit service and employer-based transit incentive programs, would have a significant long-term effect on commuting patterns in the District.

## Financial Projections

The City of Portland Parking Meter District Policy (1996) provides guidelines on how meter system revenues are to be allocated by the City to support transportation and parking services.

---

<sup>3</sup>Central City Transportation Plan, 1995; background data

First of all, parking meter revenues are pledged as a back-up source of funds to insure that bond payment obligations are met for the revenue bonds issued to finance the system of City-owned parking facilities. The next priority for meter district revenues is to pay the capital and operating costs of the meter system. Revenues remaining after capital and operating costs are covered may be allocated to support transportation services within the meter district and citywide. As a general rule, the majority of net revenues should go to supporting transportation and parking services and programs within the meter district. It is recognized that new meter districts may warrant a larger share of meter revenues to cover startup and transition costs, and that over time, the share to the district may diminish and the share for citywide transportation services may increase.

Projected annual revenue from Lloyd District parking meters for FY July 1998-June 2000, is approximately \$707,000. This includes expected revenues from parking citations and parking permits. Of this, projected expenditures total \$510,000. Projected net income is therefore, \$197,000. Financial projections are included in Appendix A of this report.

### Committee Process

The RAC was organized in October 1997, shortly after parking meters were installed in Lloyd District. The goal of this committee was to develop a list of projects to be funded by parking meter revenue for the next two years. The RAC's recommendations were due to PDOT by December 1, for consideration in the City's budget deliberations. Due to this very short timeline, the committee met weekly throughout November and early December.

The RAC developed objectives to help guide their deliberations and recommendations from adopted public policies and plans, such as the CCTMP and Lloyd District Partnership Plan. A primary focus of the objectives was on the importance of spending meter revenue to address direct impacts of meters to the District and adjacent neighborhoods. The RAC also considered project costs, project timelines and available funding for projects. A list of project objectives, project costs and scheduling information are contained in Appendix B and Appendix C of this report.

The RAC proposed 28 projects, programs, and services for possible funding by parking meter revenue. The projects represent a range of ways to address the direct impacts of parking meters and projected growth in the District.

The RAC developed two matrixes with which to prioritize projects, services and programs for possible funding. Through the matrix process, each project was evaluated according to stated objectives. A weighted matrix was developed by a subcommittee; the weighted matrix gave priority, or weight to objectives deemed most

important by the committee, such as transit infrastructure and mitigation of direct impacts. The second matrix confirmed the results of the first matrix. It is important to note that these matrixes were not used to select projects for funding, but instead, used to guide the RAC's discussions and project ranking. The matrixes and list of projects are contained in Appendix D of this report.

The RAC developed a final list of projects, services and programs to recommend for parking meter funding. The recommendations are contained in the next section of this report, entitled "Committee Recommendations."

Since this RAC was the first revenue allocation committee to convene, there were numerous issues raised regarding the process for allocating revenues that could not be resolved through the City of Portland's Meter District Policy and The Lloyd District On-Street Parking Management Plan. Specifically, the RAC spent considerable time interpreting language in these documents regarding how to appropriate meter revenues so that a balance is achieved between projects in adjacent neighborhoods and projects in the district.

The City of Portland's Meter District Policy states

*A policy of fairly allocating revenues between the district and for citywide transportation services shall be maintained. As a general rule, the majority of net revenues should go to supporting transportation and parking services and programs within the meter district. Revenues remaining after capital and operating costs are covered may be allocated to support transportation services within the meter district and citywide..<sup>4</sup>*

The Lloyd District On-Street Parking Management Plan states:

*In general, the Committee recommends that a majority of net revenue be used to support transportation and pedestrian improvements in, and to preserve the livability of, both the District and adjacent neighborhoods. The Committee also supports a policy of allocating most of the available net revenue for the needs of the District.<sup>5</sup>*

The report goes on to say:

*PDOT will organize an advisory committee to review the expected financial performance of the Lloyd meter district and develop a recommended net revenue allocation plan in compliance with the City's Parking Meter District Policy and this Plan. The committee will assess the transportation and*

---

<sup>4</sup>City of Portland Meter District Plan, 1996, Page 7

<sup>5</sup>Lloyd District On-Street Parking Management Plan, 1997. Page 12



*pedestrian needs of, and the parking management program's direct impacts on, the district and surrounding neighborhoods and recommend alternative solutions to address the transportation needs and impacts.*<sup>6</sup>

The RAC found the language in the above mentioned documents contradictory. They felt it was useful to clarify the guidelines for allocating meter revenue.

There was debate regarding the following issues: Should meter revenue be used to address direct impacts only of parking meters? Or, should meter revenue be used to address direct impacts first and then to address transportation and livability issues in the district and adjacent neighborhoods? Should the RAC try to achieve a balance, overtime, between funding projects in neighborhoods and projects in the district? Should meter revenue be regarded as a "pot of money" available for neighborhoods to spend as they see fit? Should most of the available net revenue be allocated to the needs of the District?

As a result of their deliberations, the RAC developed the following guidelines for allocating meter revenues:

- ▶ Meter revenue should first and foremost be spent on projects that mitigate impacts of the various transportation management strategies recommended for the Lloyd District in the CCTMP (such as parking meters and maximum parking ratios for new office development). Examples of appropriate projects would be to provide improved transit service for District employees and to provide pedestrian connections to adjacent neighborhoods.
- ▶ Over time, projects that are funded by meter revenue, should be balanced between improvements in the Lloyd District and improvements in adjacent neighborhoods.

Additional recommendations include:

- ▶ Proposed projects that are not recommended for funding, should be re-considered in subsequent years for possible funding.
- ▶ Neighborhood parking permit programs should be reconsidered for funding if commuter parking impacts are evident in the future and the adjacent neighborhoods approve a permit program.
- ▶ Projects implemented by parking meter revenue, should be clearly attributed to meter revenue through a variety of marketing and public information releases.

---

<sup>6</sup>Lloyd District On-Street Parking Management Plan, 1997, Page 12

## PDOT Budget Process

As stated in the Parking Meter District Policy, “a recommended resource allocation plan shall be reported to the City Council by PDOT as part of the budget process. The Committee’s recommendations will be included in PDOT’s biannual budget process. PDOT budget discussions begin in December with a City Council final budget adopted in May 1998. The recommendations from the Committee are included in PDOT deliberations and presented to City Council. While the Committee makes recommendations for funding, City Council and PDOT have final authority for allocating City funds.

## Committee Recommendations

As per the City of Portland’s Parking Meter District Policy, the Lloyd District Parking Meter Resource Allocation Advisory Committee (Committee) was formed to develop a resource allocation plan for the Lloyd District parking meter revenue. Due to the timing of the meter installation (late September) and the PDOT budget process (December), the Committee had a short timeline within which to convene and make recommendations. The Committee convened weekly throughout the month of November and early December. The Committee reached agreement on projects that were a priority for meter revenue funding in 1998-2000.

The Committee reviewed 28 projects and services for potential meter revenue funding. These projects were divided into the following two categories:

**Category I:** This category includes five projects recommended for funding by meter revenue in FY 1998-2000. The Committee recommends that project funding from meter revenues should, over time, achieve a balance between addressing impacts on the Lloyd District and adjacent neighborhoods and business districts that result from transportation strategies, such as parking meters and other strategies recommended for the Lloyd District in the CCTMP.

**Category II:** This category includes eight projects that are considered very important to the Lloyd District and adjacent neighborhoods; the Committee recommends that PDOT pursue other avenues for funding or implementing these projects. Failing such funding, it is the Committee’s recommendation that the next resource allocation committee reconsider these projects when they convene in future years. It is expected that the Lloyd District Transportation Management Association (TMA) will track the funding status of these projects.

## **CATEGORY I**

### **1. Support the Lloyd District Transportation Management Association - \$75,000/year for two years**

The Committee recognized that funding the TMA is key to implementing most of the other projects, and therefore an effective use of meter revenue at this time. The Committee recommends funding to support the Lloyd District Transportation Management Association's (TMA) efforts related to transit service and the marketing of transit services to employees, commuters, shoppers and residents. It is expected that in the near future, the TMA will develop a core source of private sector funding to support the majority of their activities.

The TMA's annual budget is \$225,000. Meter revenue funding at \$75,000 would support the following specific actions of the Lloyd District TMA:

#### **A. Implementation of the Lloyd District Transit Partnership Plan**

Support the TMA's efforts to work with Tri-Met to analyze transit needs and provide service (both commuter and off-peak service), and transit amenities to the Lloyd District through the Lloyd District Partnership Plan (1997). This includes the following:

- ▶ Analyze the feasibility of providing improved direct transit service for the Kerns neighborhood.
- ▶ Analyze the feasibility of increasing transit frequency on Martin Luther King, Jr. Blvd in the Lloyd District.
- ▶ Analyze the feasibility of providing increased access to the Lloyd District from N/NE, including more direct C-Trans routes.
- ▶ Participate in the second phase of development for the Lloyd District Transit Hub at NE 7th/Multnomah.
- ▶ Analyze the feasibility of providing transit amenities throughout the District as needed to improve access to transit. Amenities could include: bus shelters, lighting within shelters, improved transit scheduling information, trash receptacles, relocation of bus stops to increase visibility, pedestrian access to transit, bicycle facilities, bus information displays, video cameras on buses, and increased Tri-met police presence.

B. Development and distribution of information to shoppers, commuters, employees and residents to market the accessibility and benefits of using transit to, from and within the District.

**2. Development of a Lloyd District “ Holiday Shopping Shuttle” - \$22,000/year**

A “Holiday Shopping Shuttle” would include 4 buses for 10 days during the Christmas season, with stops at the Convention Center/Arena, Lloyd Center, the Broadway Weidler shops, and Lloyd District office core. The shopping shuttle could be provided through Tri-Met or a private source. Planning for this shuttle would be through the Lloyd District TMA and applicable public agencies.

**3. Support the Fareless Square extension to Lloyd District - \$150,000/year for five years.**

The extension of Fareless Square from downtown to the Lloyd District is an integral part of a package of strategies developed through the Central City Transportation Management Plan (CCTMP) to manage growth and congestion, and to assure livability in the Lloyd District. These strategies included maximum office parking ratios, installation of parking meters, improved opportunities for walking, bicycling and taking transit, as well as a variety of parking management strategies. The annual cost for this extension is estimated at \$850,000. Funding is expected to be provided through a variety of sources, including the City of Portland, downtown businesses, Tri-Met, Lloyd District businesses, and others. Downtown business interests have recommended \$150,000 in revenue realized from a ten-cent per hour increase in downtown meter rates be used to fund the extension of Fareless Square to Lloyd District. The \$150,000 from Lloyd District meter revenue would provide a similar commitment by Lloyd District businesses and adjacent neighborhoods.

The Committee recommends funding this extension of Fareless Square if public discussions with District businesses, residents and adjacent neighborhoods show support for this project.

**4. Parking Permit Programs - \$75,000**

The major direct impact of parking meters that was anticipated by the neighborhoods and business was that commuter parking would increase in the neighborhoods adjacent to the Lloyd District. Currently, a majority of residents of adjacent neighborhoods do

not support the idea of a parking permit program. However, if increased commuter parking in the neighborhood occurs in the future, due to meters or other projects, such as the extension of Fareless Square, the parking permit programs originally planned to address commuter parking, should be implemented.

**5. Improved Parking Enforcement Throughout the District and Impacted Neighborhood Areas - \$67,500/year/parking personnel**

Parking meters and signage should be enforced uniformly throughout the Lloyd District. The concern is that if one area, such as the Core business district, is enforced more than another area, such as the Broadway Weidler Corridor, then parking violations will occur in the section receiving less enforcement. In addition, parking enforcement is important in order to assure that people park legally, i.e., people obey signage when they park, they do not block driveways, nor park too close to the curb. PDOT should monitor these conditions throughout the District and adjacent neighborhoods. Addressing these issues would be coordinated through PDOT, the Lloyd District TMA, and other interested parties.

**CATEGORY II**

**1 Development of a Lloyd District Shuttle - \$750,000/year**

A local service shuttle would include multiple buses, operating all hours during the day, seven days per week, for approximately \$750,000/year. The District shuttle would provide circulator service for shoppers, employees, visitors, and residents of the Lloyd District and adjacent neighborhoods. Shuttle stops could include key destination areas in the Lloyd District, such as the office core, Broadway Weidler shopping, and the Convention Center/Arena areas. There is the possibility of service overlap between the shuttle and Fareless Square if extended to Lloyd District; this and other issues would be discussed in the planning stage for the shuttle with the Lloyd District TMA and other applicable parties.

**2. Support the current proposed public/private funding efforts to provide direct access to the airport by light rail.**

Direct access to Portland International Airport (PDX) via light rail is a priority for the Committee. Currently, a public-private partnership proposes to extend light-rail to PDX from the Gateway Transit Center to PDX. Funding for this project would be through this partnership, which includes the Port of Portland, Tri-Met, City of Portland and Bechtel Enterprises Inc. Because other funding is already proposed, the Committee does not

recommend allocating meter revenue dollars towards this project; however, the Committee forwards to PDOT and the Portland City Council their support for this project. Further advocacy for the implementation of this project will be through the Lloyd District TMA.

**3. Improve the pedestrian environment, and safety in the Lloyd District and adjacent neighborhoods.**

The Committee identified numerous projects that would contribute to increased safety and an improved pedestrian environment in the Lloyd District and adjacent neighborhoods. These include a variety of pedestrian improvements, signal improvements and continued funding of the existing public safety program.

Desirable pedestrian and signal improvements are described comprehensively in the Broadway Weidler Corridor Plan. This Plan, adopted in 1996, contains design recommendations to support the long-term development of the Broadway Weidler Corridor as a "Main Street" - a vital, pedestrian-oriented, mixed-used district - while protecting the interests of businesses and residents in the area. Specific recommendations included wider sidewalks, pedestrian crossing improvements, street lighting, and signal improvements to better manage automobile speeds along the Corridor.

These signal and pedestrian improvements are called for in the remaining two phases of the Broadway Weidler Corridor Plan. The Committee recommends that other funding sources be pursued to implement these projects. The Committee also recommends that PDOT, Lloyd District TMA, affected business and neighborhood associations and other interested parties immediately initiate discussions on the Broadway Weidler signal improvements.

The following pedestrian and safety related projects are recommended by the Committee for consideration::

**A. Pedestrian Improvements**

1. **Broadway Weidler Phase II (NE 15th-24th):** The first phase of the Broadway Weidler Corridor Plan is underway. To maintain continuity along the Corridor, the remaining phases should be undertaken. Funds should be made available to implement the street lighting, trees sidewalks and other improvements called for in this phase. The City should also work with residents and businesses to look at the feasibility of undertaking a local improvement district to fund a portion of this plan.

2. **Broadway Weidler Phase III (MLK - 9th Ave):** The City (PDC) should work with the interested businesses and neighborhoods to complete this phase of the Broadway Weidler Corridor Plan.

3. **Improved Curb Cuts:** As the Lloyd District has grown, the smaller city blocks have been incorporated into larger “Super Blocks” such as the Lloyd Tower office building and parking facility bounded by Multnomah/7th/Halsey/9th. Through streets have been abandoned or condemned and no longer exist. These are now incorporated into the property.

Where these streets once intersected in a fourway pattern, they now do so in a threeway or “T” pattern as with Wasco and Clackamas at 7th Avenue. This has left curb cuts which exist on one or both corners, but not on the opposite side. This poses a problem for the physically challenged who depend on the curb cuts. Similar situations of missing curb cuts exist in the District and surrounding neighborhoods. For the safety and convenience of residents and visitors, we must have curb cuts in these areas. Adjacent driveways, while useful in low traffic volume areas of the City, are perceived as a safety hazard in the growing high traffic areas of the Lloyd District and the nearby neighborhoods.

There is also a need to stripe these curb cuts with crosswalks. We have been informed that City policy does not to stripe mid-block curb cuts. This is a major safety hazard and liability. The curb cuts were provided by the City and will be used. There is a perceived potential hazard for a wheel chair bound person entering the street at a lower level than a pedestrian. They run the risk of a motorist not seeing them and not being aware of a curb cut/crosswalk. Striping would enhance pedestrian visibility. It would also make the motorist aware of a potential pedestrian crossing. This need is especially acute in the 7th Avenue transit corridor. The Wasco and Clackamas intersections are not true mid-block crossings as they are three way intersections. This fact, coupled with the increase of traffic from the planned transit routes heightens the potential hazard.

4. **Pedestrian Improvements on Broadway and Weidler:** There are a number of intersections along the Broadway Weidler Corridor that are scheduled for pedestrian safety improvements through the Broadway Weidler Corridor Plan. Of particular concern to the Committee, are the pedestrian crossings at the intersections of NE 22nd and NE 24th. Because the implementation of this Plan is scheduled for several years in the future, the Committee recommends that discussions between PDOT and the community regarding pedestrian safety at these intersections begin immediately.

## B. Signal Improvements

The Committee and PDOT have discussed opportunities for members of the Committee and the TMA to meet with the manager of PDOT's Signals Division to discuss the following improvements, contained in the Broadway Weidler Corridor Plan

1. **Signal improvements on Broadway Weidler:** This corridor has been envisioned as a pedestrian friendly, multi-modal street in the Broadway Weidler Corridor Plan. Speeding traffic diminishes the perception of safety and livability for pedestrians. Signals along this corridor should be synchronized so that automobiles are encouraged to travel at the posted speed limit.
2. **Replace pedestrian-activated crosswalk signals along the Broadway Weidler Corridor, with pedestrian signals that go to "walk" every cycle:** For example, the pedestrian-activated crosswalk signals on NE 7th and 24th at Broadway should be replaced. This would promote the pedestrian friendly environment called for in the Broadway Weidler Corridor Plan.
3. **Study the feasibility of installing a traffic signal at NE Schuyler/15th Avenue to address neighborhood concerns regarding access and congestion.**

## C. Public Safety

1. **Public safety is one of the most significant issues currently affecting the Lloyd District. The highly successful Lloyd District Neighborhood Prosecutor Program faces elimination as a result of municipal budget cuts. Lloyd District businesses, whether large or small, intimately understand the impact of public safety on the area's business environment. In spite of a successful public safety strategy, the District's safety perception remains a significant vulnerability for existing and future success of the District. This program, jointly funded by the City of Portland and Multnomah County has provided the Lloyd District with a Deputy District Attorney who has:**
  - a) **implemented a district hotline for reporting criminal activity;**
  - b) **coordinated an effective community based crime prevention program for the District, which resulted in a 65% decrease in criminal activity over the past 3 years.**
  - c) **established a coordinated program of communication and interaction among all the private security providers in the District, leveraging "district wide" security using existing resources; and**
  - d) **provided a community based resource to advocate for and track District safety and security issues.**



Loss of the Neighborhood Prosecutor Program would result in a significant loss of coordination and “hands on” advocacy that the program currently provides the District. Given the low level of police services provided to the Lloyd District, a loss of this vital program could be costly to the District in terms of both customers and visitors.

**D. Neighborhood Livability:**

**1. Neighborhood Traffic Calming Projects:** Traffic calming devices, such as speed bumps and traffic circles are important tools for maintaining livable neighborhoods. Increased development in the Lloyd District has resulted in both increased traffic flows and vehicle speeds through adjoining neighborhoods. The success of Lloyd District is intrinsically connected to the continued livability of its adjoining neighborhoods; therefore, the Committee supports funding traffic calming in adjacent neighborhoods.

# **APPENDIX A**

**Lloyd Meter District  
Financial Projections  
FY 1998-99**

**Revenue Projections**

Revenue projections for fiscal year 1998-99 are based on the earlier financial projections contained in the *Lloyd District On-Street Parking Management Plan (PMP)* as Appendix C. The revenue performance from the meter system since the start of operations in mid-September 1997 was also factored in, as was a revenue production trend comparison between the Lloyd District and the downtown meter system. Following is a detailed explanation of the various revenue sources that are a part of the Lloyd meter district.

1.     Parking Meter Income   \$580,000

Approximately 1,250 meters are in operation in the district. The short-term rate is \$.75 and the long-term rate is \$.35 per hour. The meter system operates about 300 days per year from 8 am to 6 pm. All meters on Grand Avenue and to the west operate from 8 am until 10 pm.

The meter income estimate for FY 98-99 from the PMP is \$580,000. Actual revenue continues to increase since the early weeks of operation and has not stabilized at this point. Using average revenues from the past several weeks suggests that annual revenue may run somewhat under the earlier projection - in the range of \$525,000 to \$575,000.

However, the system is still quite new; some 220 meters will be added when construction projects are completed; and revenues could continue to increase in future weeks and months, though this upward trend can not be guaranteed. A conservative approach would suggest that projections should be based actual results not speculation. Therefore, the estimate for meter income has been trimmed to \$565,000. An additional revenue of \$15,000 for construction hood permits is expected. Therefore, the total projected meter income has not changed from the earlier estimate and remains \$580,000.

2.     Citation Income   \$80,000

Results to date indicate that on an annual basis, approximately \$80,000 will be generated from the collection of parking ticket fines within the Lloyd meter district. The prior estimate in the PMP was \$65,000.

3.     Carpool and Residential Permit Income   \$47,000

Since the imposition of the \$30.00 monthly fee for carpool permits, the number of permits sold has dropped to about 110. For FY 98-99, carpool activity is expected to grow to an estimated 125 permits. This level of activity will produce \$45,000 in

**APPENDIX A**

**Lloyd Meter District  
Financial Projections - Summary Table  
FY 1998-99**

**Revenue Projections**

1. Parking Meter Collections	\$580,000
2. Parking Citations	80,000
3. Carpool and Residential Permits	<u>47,000</u>
<b>Revenue Total</b>	<b>\$707,000</b>

**Expenditure Projections**

1. Management, Collections, Security	\$69,000
2. Operations and Permit Administration	73,000
3. Meter System Maintenance	74,000
4. Parking Enforcement	134,000
5. Repayment of Equipment/Installation Costs	<u>160,000</u>
<b>Expenditure Total</b>	<b>\$510,000</b>
<b>Projected Net Income</b>	<b><u>\$197,000</u></b>

permit fees. In addition the residential permit program will likely generate and additional \$2,000 in permit income (135 permits at \$15.00). The prior estimate in the PMP for carpool permits was \$36,000.

### **Expenditure Projections**

Initial estimates of the costs to purchase and install the meter equipment and to operate the system were estimated in Appendix C of the PMP report. A budget was prepared for the current fiscal year (July 1997- June 1998) based on the budget estimates contained in the PMP. These budget estimates have been modified based on actual operations since mid-September 1997 and have been inflated 4% to reflect inflationary cost increases for the 1998-99 fiscal year. A detailed explanation of meter system costs follows.

1.     Management, Collections, Security                                     \$69,000  
  
Costs include coin collection contract (\$38,000), revenue control and security (\$16,000), and program management (\$15,000).
  
2.     Operations and Permit Administration                                     \$73,000  
  
Costs include meter configuration changes (\$35,000) and staff/permit center costs (\$38,000) for permit issuance and administration of meter inventory and meter permit records.
  
3.     Meter System Maintenance   \$74,000  
  
Includes labor (\$42,000; 1 position), materials (\$16,980) and a van and tools (\$14,870) to maintain and repair the meter system.
  
4.     Parking Enforcement   \$134,000  
  
Costs include two enforcement staff (\$76,500), one-quarter supervisor (14,000), materials and vehicles to enforce parking regulations in the meter district.
  
5.     Repayment of Equipment and Installation Costs                                     \$160,000  
  
1,500 meters and locks were purchased for a total cost of \$295,000. In addition, 330 meter housings were purchased and an additional 570 existing housings were reconditioned for a total cost of \$111,300. A maintenance van and two enforcement scooters were purchased for \$80,000. The cost to install all the pipes, housings, meter mechanisms and signage totaled \$190,000. The total cost for equipment acquisition and installation is \$676,300 and is to be amortized over a five year period with interest at the rate of 6.00%. The \$160,000 is the annual payment to be charged against the meter district for the five year repayment period.

## **APPENDIX B**

## **APPENDIX B**

### **Lloyd District Parking Meter Resource Allocation Advisory Committee**

#### **OBJECTIVES<sup>1</sup>**

- 1. IMPROVE ECONOMIC VITALITY OF THE DISTRICT**
- 2. REDUCE VEHICLE MILES TRAVELED**
  - ▶ Supports TDM programs for district employers
  - ▶ Results in significant long-term effects on commuting patterns in the district
  - ▶ Improved air quality
- 3. TRANSIT INFRASTRUCTURE IMPROVEMENTS**
- 4. MITIGATE DIRECT IMPACTS OF THE METER DISTRICT ON THE DISTRICT AND ADJACENT NEIGHBORHOODS.**
- 5. LIVABILITY - MITIGATE IMPACTS OF GROWTH W/I DISTRICT AND ADJACENT NEIGHBORHOODS**
- 6. ACCESS**
  - ▶ Improves access and circulation w/i the capacity of the street system with consideration for all modes of transportation including walking (peds), bicycling, transit and motor vehicles.
  - ▶ Promotes the benefits of nearby access to goods and services for area residents

---

<sup>1</sup>These objectives consolidate and summarize the 12 initial objectives developed by the Committee into 6 objectives.

November 5, 1997  
Revised November 14, 1997

**Lloyd District Parking Meter  
Resource Allocation Advisory Committee**

**OBJECTIVES**

**The purpose of these objectives is to provide criteria for evaluating transportation and parking projects, programs and services to be recommended to PDOT and funded by Lloyd District meter revenue for the benefit of the District and immediately adjacent neighborhood areas. Recommendations will include a balanced package of mitigation strategies for funding over time, and will recognize that projects, programs and services that are a direct impact of parking meters will have the highest priority for funding.**

**These objectives were derived from adopted city policies and plans developed to address transportation and parking issues in the Lloyd District. These include: the Parking Meter District Policy; the Lloyd District On-Street Parking Management Plan; the Central City Transportation Management Plan and Lloyd District Plan; the Lloyd District CCTMP Implementation Agreement, and the Lloyd District Partnership Plan.**

1. Supports the economic vitality of the district
2. Results in reduced vehicle miles traveled.
3. Increases the opportunities to use mass transit and encourages ridership (sidewalks, lighting, pedestrian connections, landscaping).
4. Directly supports demand management programs for district employers
5. Offsets the direct impacts of the meter district on the adjacent areas
6. Supports the continued livability of, and transportation and pedestrian improvements in, the Lloyd District and adjacent neighborhoods.
7. Enhances pedestrian circulation and safety within the district.
8. Improves access and circulation within the capacity of the street system with consideration for all modes of transportation.
9. Minimizes and mitigates the effects of high-density development on adjacent neighborhoods.
10. Results in significant long-term effects on commuting patterns in the district
11. Address impacts of expected growth on livability, transportation and regional air quality
12. Promotes the benefits of nearby access to goods and services for area residents



# **APPENDIX C**

## APPENDIX C

December 2, 1997

### Memorandum

**To:** Lloyd District parking Meter Resource Allocation Advisory Committee  
**From:** Janice Newton, PDOT  
**Regarding:** Project Information

#### A. Lloyd District Partnership Plan

##### 1. Transit service

###### Transit access for Kerns:

Direct service from Kerns neighborhood to the Lloyd District include line #70 which runs down 12th through the Kerns neighborhood, 12th/Multnomah and Multnomah/Rose Quarter. Line 74X follows Glisan to 24th, Irving to 21st in the Kerns neighborhood and crosses Multnomah to Lloyd District.

###### Improved MLK Transit:

Presently Tri-Met's line 6 is operating at 15 minute intervals during peak hours. To increase frequency to 10 minutes during peak hours would call for an additional 85 weekly service hours. Estimated annual cost of the alternative is \$221,000. (Passenger counts were recently conducted on inbound A.M. trips. Line 6 is not showing full loads).

###### Direct C-Trans Routes:

Information will be available at committee meeting on 12/4/97

###### NE 7th/Multnomah Transit Hub:

This is a project currently underway through the Lloyd District Partnership Plan. Recent improvements have included relocation of bus stops and shelters to mid block on NE Multnomah between 7th/9th. Relocation of transit stops to mid-block encourages transit ridership by providing front-door accessibility to transit for Port of Portland and Kaiser Permanente employees. This change also improves opportunities for passengers to transfer buses easily. Cost of this improvement is approximately \$21,000.

Additional funding would finance capital improvements to NE 7th/Multnomah to better identify Multnomah as the transit hub for Lloyd District. Capital improvements would include: improved bus shelters, lighting improvements, banners, information 'kiosks', and sidewalk improvements. Estimated cost, \$150,000.

Transit amenities to improve access:

Shelters:	\$3000; maintenance roughly \$300/year
Lighting within shelter:	\$500 (if prewired)
Landing pad improvements (if sidewalk):	\$1000
Trash receptacles:	\$200; Tri-Met bears cost; neighborhoods maintain
BCID: Bus information displays:	\$400
Bicycle facilities:	Locker, \$2000; Rack, \$500
Video cameras on bus:	\$10,000
Increased Tri-Met police presence:	1 FTE \$90,000
Relocation to bus stop to make more visible:	\$200
Transit signal priority measures:	\$10,000 (if signal equipped)
Pedestrian pathways:	Curb cuts, sidewalks to bus shelter, joint opportunity for City, Tri-Met, Neighborhood.

**2. Lloyd District Transportation Management Association**

See attached memorandum from Rick Williams, dated December 1, 1997

**3. District Marketing**

See attached memorandum from Rick Williams, dated December 1, 1997.

**B. Lloyd District Shopping Shuttle**

The Lloyd District shopping shuttle service would be designed to provide local bus service between neighborhoods/commercial areas and specific destinations. This project would entail a min-bus or similar type of shuttle scheduled to stop at major locations throughout the Lloyd District, including, the Convention Center/Arena area, Lloyd Center, the Broadway/Weidler Corridor shops and office core. Clientele would be shoppers, as well as employees of the District. The shuttle would operate 7 days per week, from 10am-3 pm. Rough annual cost estimate: \$750,000.

Shuttle services do not recover costs because it is difficult to provide fast, efficient service (10 minute headways) when you have multiple shopping destinations. Customers demand predictable, timely service. Fewer destinations, and more select service could increase economic efficiency; for example, a shuttle service between the convention center and downtown hotels only, or a shuttle service between convention center, Lloyd Center and office core only.

**C. Fareless Square Extension**

Funding request is for \$150,000 from Lloyd District parking meters. More information will be provided at the December 4th meeting. The committee is concerned about commuter parking in the district, therefore recommends hours of operation to be 9am-4pm five days per week.

**D. Direct Access to Portland Airport - Light rail or express bus**

The Port of Portland, City of Portland, Bechtel International, ODOT, and Tri-Met have partnered to develop and fund light rail access to Portland International Airport from the Gateway area. Construction would be expected to begin in a couple of years.

Express bus from Lloyd District to the airport would require new service. A rough annual cost for an express bus is \$850,000

**E. Improve pedestrian environment, and safety in the district**

- ▶ Improved parking enforcement - \$67,340/year (one scooter deputy)
- ▶ Parking permit program - \$75,000
- ▶ Broadway Weidler Phase II - NE 15th-24th
  - ▶ 1999/2000 - \$450,000
  - ▶ 2000/2001 - \$2,000,000
- ▶ Signal improvements on Broadway Weidler<sup>1</sup>
- ▶ Broadway Weidler Phase III - Grand-10th Ave
  - ▶ 1999-2000 - \$500,000
  - ▶ 2000-2001 - \$2,000,000
- ▶ Public Safety Programs - \$30,000
- ▶ Synchronize Traffic signals <sup>1</sup>
- ▶ Remove ped activated crosswalk signals <sup>1</sup>
- ▶ Neighborhood Traffic Slowing Projects
- ▶ Improved Curb Cuts
- ▶ Pedestrian Improvements on Broadway/Weidler

s:\meters\lloydist\revenue\projinfo

---

<sup>1</sup>This is part of the ongoing operations budget for the PDOT Signals Section. City staff would meet with advisory committee, TMA, or interested parties to discuss issues and consider necessary changes to signal system.



MEMORANDUM

TO: Janice Newton, PDOT  
FROM: Rick Williams, TMA  
DATE: December 1, 1997  
  
RE: Proposed TMA Funding Request

In response to your inquiry regarding costs necessary to fund the Lloyd District Partnership Plan, I would offer the findings of the TMA Finance Committee from September 1996. These findings were adopted by the TMA Board of Directors in June 1997.

In a nutshell, the Finance Committee recommended a budget of \$225,000 to provide a minimum base budget for carrying out the transit, ridesharing, bike/walk and marketing/communications called for in the Partnership Plan. The Finance Committee recommended, and the Board adopted, a three-tiered funding strategy based on the following formula.

- 1) **Tri-Met (\$75,000)** A combination of commissions from the annual pass program (generating about \$40,000) and a separately negotiated "services agreement" for an additional \$35,000). As you know, we have an agreement with Tri-Met on the sales commission and have negotiated a services agreement that provides for support staff only. *The \$75,000 number here is not firm in that we need to sell 6000 + passes to hit our targets. We currently have commitments for around 3,000 passes (which includes PacifiCorp initiating in February 1997).*
- 2) **City of Portland - Meters (\$75,000)** The Committee sees this as *a critical source of stable TMA funding*. The \$75,000 from this source would provide a bare bones safety valve should we have slow going on annual pass sales and in garnering private commitments. It is estimated that our current CMAQ grant funds will run out in February/March 1998. *It is this amount that the TMA would request of the City through the Parking Meter Revenue Allocation process.*
- 3) **Private Sector (\$75,000 - \$300,000)** The Board adopted the Finance Committee recommendation that the TMA *seek private contributions that will, at minimum, match the contributions of the City and Tri-Met*. Initially, the TMA will look at restructuring its membership dues and seeking voluntary corporate contributions. This process is now

Long term (18 months - 2 years), the Finance Committee and Board of Directors will examine the feasibility of an assessment district to provide a long-term and adequate budget base to the TMA.

Specific budget *estimates* related to the Partnership Plan:

Marketing/Communications	\$60,000 (based on 1997 Proceed With Motion campaign)
Carpool Matching	\$10,000
Bicycle Facilities Project	\$ 5,000
Transportation Fairs/Forums	\$10,000

## **APPENDIX D**







Lloyd District Parking Meter  
REsource Allocation Advisory Committee  
Matrix - Project Priority Scoring

	Project	Improves Economic Vitality	VTM Reduction	Transit Infrastructure	Mitigates Direct Impacts of Meter District	Livability Mitigates Impacts of Growth	Improves Access	Score
1	Direct Transit Kerns to Lloyd	10	17	16	8	13	20	84
2	Direct Transit per Partnership Plan	18	22	18	17	20	23	118
3	Improve MKL Transit	13	17	16	11	14	21	92
4	Outreach/Marketing Ongoing	16	17	11	15	14	15	88
5	Direct C-Tran routes to Lloyd District	15	23	19	16	16	21	110
6	Activate debit card system	11	2	7	6	4	10	40
7	Provide funding for Lloyd TMA	16	17	23	16	14	21	107
8	NE 7th/Multnomah Transit Hub Imp.	16	17	23	16	14	21	107
9	Fareless Square Extension	23	20	14	16	13	19	105
10	Signal Improvements on Broadway/Weidler	11	3	5	6	18	15	58
11	Public Safety Programs	17	4	5	5	19	6	56
12	General Capital Improv.	11	1	11	4	11	4	42
13	Transit Amenities to Improve Access	12	15	20	10	15	15	87
14	Improve Transit Schedule	15	22	17	13	17	19	103
15	Remove Ped Activated Crosswalk Signals	8	5	4	4	15	12	48
16	Synchronize Traffic Signals	10	3	3	6	15	15	52
17	Parking Permit Program	4	8	6	24	15	6	63
18	Neighborhood Traffic Slow Projects	2	6	4	10	18	7	47
19	Direct Access to Airport	16	19	14	11	12	13	85
20	Ped Access Improvements on	15	10	5	6	16	19	71
21	Slow Traffic on Broadway/Weidler							
22	Shuttle between Districts	18	20	15	14	18	20	105
23	Shuttle Holiday Shopping	19	20	14	13	18	21	105
24	Broadway/Weidler Phase II	12	8	10	5	12	13	60
25	Broadway/Weidler Phase III	11	7	10	5	12	13	58
26	Improved Parking Enforcement	6	8	4	16	18	13	65
27	Improve Curb Cuts	5	3	6	5	15	13	47

Lloyd District Parking Meter•Resource Allocation Advisory Committee•Matrix - Project Priority Weighted Scores

Weights	5%	20%	30%	30%	5%	10%		1.00
Project	Improves E	VTM Reduc	Transit Infrac	Mitigates Direct	Livability Miti	Improves	Score	WSCOR
1 Direct Transit Kern	10	17	16	8	13	20	84	13.75
2 Direct Transit per F	18	22	18	17	20	23	118	15.81
3 Improve MKL Tran	13	17	16	11	14	21	92	14.95
4 Outreach/Marketing	16	17	11	15	14	15	88	14.20
5 Direct C-Tran routes	15	23	19	16	16	21	110	18.75
6 Activate debit card s	11	2	7	6	4	10	40	6.05
7 Provide funding for	16	17	23	16	14	21	107	18.70
8 NE 7th/Multnomah	16	17	23	16	14	21	107	18.70
9 Fareless Square Ex	23	20	14	16	13	19	105	16.70
10 Signal Improvement	11	3	5	6	18	15	58	6.85
11 Public Safety Progr	17	4	5	5	19	6	56	6.20
12 General Capital Imp	11	1	11	4	11	4	42	6.20
13 Transit Amenities to	12	15	20	10	15	15	87	14.85
14 Improve Transit Sch	15	22	17	13	17	19	103	16.90
15 Remove Ped Activa	8	5	4	4	15	12	48	5.75
16 Synchronize Traffic	10	3	3	6	15	15	52	6.05
17 Parking Permit Proc	4	8	6	24	15	6	63	12.15
18 Neighborhood Traffi	2	6	4	10	18	7	47	7.10
19 Direct Access to Air	16	19	14	11	12	13	85	14.00
20 Ped Access Improv	15	10	5	6	16	19	71	8.75
21 Slow Traffic on Broa								
22 Shuttle between Dis	18	20	15	14	18	20	105	16.50
23 Shuttle Holiday Sho	19	20	14	13	18	21	105	16.05
24 Broadway/Weidler	12	8	10	5	12	13	60	8.60
25 Broadway/Weidler	11	7	10	5	12	13	58	8.35
26 Improved Parking E	6	8	4	16	18	13	65	10.10
27 Improve Curb Cuts	5	3	6	5	15	13	47	6.20