



NW PARKING PILOT

EXECUTIVE SUMMARY 2018



PBOT
PORTLAND BUREAU OF TRANSPORTATION

Portland Bureau of Transportation Parking Services

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NW Stakeholder Advisory

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BACKGROUND & PURPOSE

In its first two years, the NW Parking Management Pilot Program has implemented changes to the previously established NW parking management program. Significant residential and employment growth in the past five years has exacerbated the already constrained parking environment. In December 2016, Council adopted Ordinance # 188173 directing the Portland Bureau of Transportation to create a neighborhood Area Parking Permit pilot program to test different methods of managing on-street parking, as well as offering incentives to area employees and residents to try different transportation options other than driving a single occupied vehicle.

Plan & Pilot Adoption Timeline



PILOT PROGRAM

The Pilot program was built on a strong data driven decision making process, working with the NW Parking Stakeholder Advisory Committee (SAC) guiding the pilot development. The pilot permit program started with new permit tools seen below.

First Year of Pilot Changes to Permit Program Rules

Apply \$120 surcharge to permits unless residents self-certify as low income

Employee Permits Cost \$180 per permit

- Limit to .80 FTE

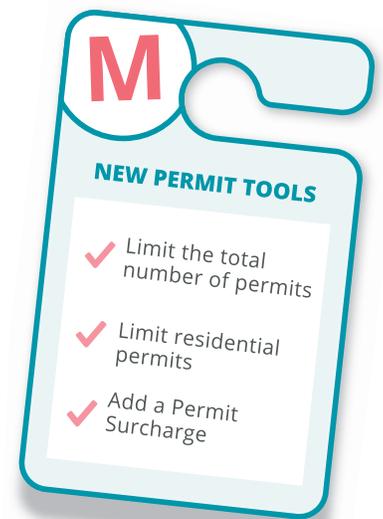
Residential Permits

Anyone who currently has a permit would keep their permit. The limit/reduction to residential permits would occur by attrition.

- Existing buildings with 30 units or more:
- Eligible to receive permits at 60% of units/addresses.
 - Permits will be issued to individuals
 - New buildings with 30 units or more that do not have certificate of occupancy by September 1, 2017
- Eligible for permits at 40% per units/addresses for the upcoming permit year and beyond.

Guest Permits

- Eliminate annual guest permits.
- Continue to limit daily scratch-off permits to 100 per address.



PILOT PROGRAM

Permit Surcharge Funds Transportation Demand Management (TDM)

A key element of the Transportation & Parking Plan is to encourage people to explore and adopt new transportation options. TDM collateral, incentives and staff time to conduct outreach are subsidized by the permit surcharge. Starting in 2017, PBOT offered the Transportation Wallet, a suite of passes and memberships for people to use active transportation. In 2018 the Wallet included:

- 1 Free annual BIKETOWN Membership
- 1 Free annual Portland Streetcar Pass
- \$100 on TriMet Hopcard (equivalent to a month pass).

The Transportation Wallet (\$685value) was offered for free to all residents and employees in Zone M who gave up their parking permit. It was available to any other Zone M employee or resident for \$99.

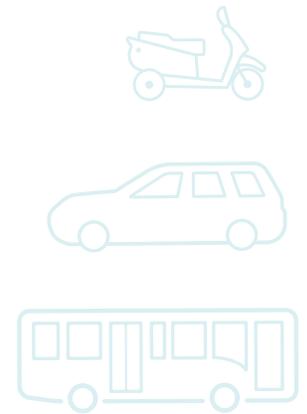
Almost 1,000 people have received a Transportation Wallet since it started in Spring 2017. Of which, 560 gave up their parking permits in exchange for FREE transportation.



▲ Postcards advertising the availability of the Transportation Wallet were sent directly to district employees and residents. They were just one type of outreach collateral used to raise awareness of the program.

Evaluation

The new permit program was moderately successful in reducing parking demand and the number of permits sold, see the table below. The parking study data also showed a decline in occupancy rates overall, with the peak hour at 7-8pm down 13%. This indicates that the new tools were helping make it somewhat easier for both residents and visitors to find parking. However data shows some areas need more work to manage demand.



| | | | | |
|------------------------|--------------------------------------|-------|--------|-------|
| BUSINESS | 3,386 <small>(goal 3,200)</small> | 4,054 | -668 | -16% |
| GUEST | 0 | 1,094 | -1,094 | -100% |
| RESIDENT | 3,600 <small>(goal 2,850)</small> | 3,412 | 188 | +6% |
| TOTAL ALLOCATED | 6,986 | 8,560 | -1,574 | - |

PILOT PROGRAM

Next Steps

After year one (2017-2018) of the permit pilot, the approach to managing parking and permit demand was modified. Data extensive discussions within the SAC, feedback from residents and community members, and recommendations from our consultant will continue to inform the recommended changes to further manage parking demand. There was significant interest from the neighborhood and the Parking SAC to encourage new residential and mixed-use building tenants and owners to build and use off-street parking. This spurred the Parking SAC and PBOT staff to find additional approaches to manage parking demand.

PBOT will continue to study the effectiveness of the parking management tools using a variety of methods and working with SAC on making changes to the system. The response from the community on the TDM strategies has been positive and people have been grateful that PBOT is taking such a comprehensive and proactive approach to parking management in NW.

