

PBOT

PORTLAND BUREAU OF TRANSPORTATION

1120 SW Fifth Ave., 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 Director

August 11, 2020 (rescheduled from August 6th) Virtual Zoom Meeting Northwest Stakeholder Advisory (SAC) - Supply Subcommittee Meeting Notes

Supply Subcommittee Members in attendance

Tom Ranieri, Northwest Business Association
Jeanne Harrison, Northwest District Association
Dan Anderson, At-Large

Portland Bureau of Transportation (PBOT) Staff

Rae-Leigh Stark, Northwest Parking District Liaison
Zena Rockowitz, Parking Program Specialist

Off-Street Demand and Feasibility Study

Rae-Leigh discusses off-street demand study. Consultant contracts will start by November. Will work on a selection committee. Rae-Leigh met with PBOT planning department and reviewed the scope. Changes to scope: Adds focus group with additional participants outside of the SAC. The consultant will respond and expand on the need for data. Includes changing demand in the right-of-way. Will have a conversation around COVID impacts. The latest draft of the scope is available.

Shared Parking

Rae-Leigh talks about NWPortlandparking.com, which gives visitors information on off-street parking. She asks members about expanding the reach of this website. Outreach was planned to businesses in March but had to postpone due to the stay-at-home order. There are printed postcards, postures, brochures, window clings with wayfinding information.

Dan discusses marketing around free parking and using price-signals. He says he doesn't know what the price sensitivities are, and a fair share of off-street inventory is private but could explore the option of subsidies for public parking. Another approach would be to increase the cost of curbside parking. Doesn't believe we are charging enough to curbside parking to make it work.

Jeanne says a preference is to not subsidize parking to make it cheaper. Jeanne thinks increasing the cost of curbside parking is more acceptable to the City and the Comp Plan says do not subsidize. If a parking structure is built, it should be self-supporting and feasible financially.



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Tom likes subsidizing parking among other strategies. Supports Transportation demand measures and parking control for on-street when the controls are rooted at getting out commuters. Thinks most practical option is to make use of existing off-street supply, but thinks policy gets in the way sometimes. Doesn't believe we will see a parking structure built for some time; doesn't see the difference between using money to subsidize building something or using it to help existing structures work better. Views off-street parking at Legacy is an opportunity.

Rae-Leigh: Overall, the off-street demand study will help address member questions. There are 12 shared parking lots but we don't know how they are operating or how well they are working, as they owned by third parties. If we want to encourage people to park off-street, will likely be looking at the on-street prices.

At members request, Rae-Leigh will add "what kind of pricing differential will be required to get people to use off-street parking?" to the scope of the off-street study.

Members feel wayfinding has been positive to advertise lots. Also discuss embedded sensing, data capture systems, and SpotHero. Rae-Leigh will reach out to Don and Ron who are knowledgeable on this topic.

Annual Occupancy Study in COVID - Brainstorm

Rae-Leigh states the annual occupancy study will take place in October and asks what members are seeing on the street during COVID.

Dan sees less competition for curbside parking than 6 months ago. He says, if we assume that a year from now, we will have COVID-like affects, then comparing the data to this year would be helpful. It is a starting point marker.

Jeanne asks what the value is of doing it now versus later, with so many questions related to COVID. Not sure it will give us good information. Notes that the parking behavior related to Safe-streets initiative will be captured in this data.

Tom responds that he doesn't see the point of doing the survey this time around but continuity of data collection could be of value. He sees that things are busier but there is ample parking just about any time of day. Tom is curious about what meter revenues are right now. Rae-Leigh will get an update.

Rae-Leigh feels we could learn something from the study even though it's an abnormal year. Could give us a baseline for what recovery looks like. Rick Williams Consulting team is going to start brainstorming their thoughts on it. Looking at having an additional Supply Subcommittee meeting before the one scheduled in October to have an additional discussion about the occupancy study.

New Business

Non new business.

Meeting Adjourned