

# Moving to Our Future:

## Pricing Options for **Equitable Mobility**



### Community Task Force Meeting #5 – Meeting Summary

July 13, 2020 | 6:00 – 8:00 p.m.

Virtual Meeting

#### Relevant Materials

Please find links to relevant materials below:

- [Meeting Agenda](#)
- [Meeting Presentation Slides](#)
- [Pricing for Equitable Mobility Website](#)

#### Attendance

Present:

Task Force Members	City Staff	Bureau
Andy Cotugno	Tony Jordan	Shoshana Cohen
Baofeng Dong	Ady Leverette	Emma Sagor
Taren Evans	Elizabeth Liedel Turnbull	Michael Espinoza
Stephanie Frederick	Tammy Lundervold	Marianna Lomanto
Monique Gaskins	Esme Miller	Eric Hesse
Aaron Grimmer	Richa Poudyal	Mel Krnjaic
Hau Hagedorn	Sherifa Roach	Noah Siegel
Nathan Hambley	Vivian Satterfield	Marty Stockton
Shani Harris-Bagwell	Ashton Simpson	Ingrid Fish
Jonathan Hutchison	Sara Wright	
Justin Jackson		

Absent:

#### Task Force Members

Violeta Alvarez	Brian Cooley	PK Mandel	Nicole Phillips
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## Agenda

<b>TIME</b>	<b>AGENDA ITEM</b>
<b>6:00 p.m.</b>	Welcome & Housekeeping <ul style="list-style-type: none"><li>• Agenda review</li><li>• Finalize meeting #5 summary</li><li>• Public comment</li></ul>
<b>6:15 p.m.</b>	Project Updates
<b>6:45 p.m.</b>	Staff Presentation <ul style="list-style-type: none"><li>• Parking pricing in Portland today</li><li>• New ideas for Task Force consideration</li></ul>
<b>7:15 p.m.</b>	Task Force Discussion <ul style="list-style-type: none"><li>• Identifying priorities</li><li>• Initial screening with Equitable Mobility Framework (small groups)</li><li>• Full group report out</li><li>• What happens next</li></ul>
<b>7:50 p.m.</b>	Wrap-up

## Welcome & Housekeeping

*Emma Sagor, Facilitator, welcomed Task Force members and informed attendees that the meeting will be recorded to ensure Task Force members and those unable to attend will have access.*

## Public Comment

The City will be collecting public comment throughout the entire 18-month Task Force process via email, regular mail, phone, and written and verbal comments at public events. At each meeting, Task Force members will be provided a written report of public comments received since the last meeting.

To share comments with the Pricing for Equitable Mobility Task Force, please email comments and questions to [POEMComments@portlandoregon.gov](mailto:POEMComments@portlandoregon.gov). All comments received via email by the Friday before a Task Force meeting (which occur the second Monday of each month) will be recorded and shared with the Task Force at the meeting.

While members of the public were in attendance, no public comments were presented during this meeting.

## Project Updates

Key Updates Since Meeting #5:

- **Strategy Team transition**
  - The Strategy Team that supports the Pricing for Equitable Mobility project includes staff from PBOT and BPS as well as a community representative.
  - For the last year, that community representative was **Maria Hernandez Segoviano**, who formerly worked with OPAL Environmental Justice Oregon. OPAL was receiving grant funding from the Energy Foundation to capacitate this work. Maria has since moved on from OPAL and OPAL has decided to focus on other organizational priorities. The POEM team is grateful for Maria and OPAL's participation over the last year—this project would not be where it is without their help. The Energy Foundation will now be providing grant support to Verde, capacitating them to serve as the primary community partner organization in the POEM Strategy Team.
  - Given this, **Vivian Satterfield** is joining the project Strategy Team and will be working on the project in that role, instead of as a Task Force member. We're excited to keep working with Vivian in this capacity!
- **Current conditions "snapshot" in the works**
  - Recognizing the interest from Task Force members in seeing more data and information about the status quo inequities in our transportation system today, the Strategy Team is preparing a current conditions snapshot to share with the Task Force in the coming months.
- **Ongoing learning and discussion of how we center our work on racial justice**
  - Shoshana Cohen noted the project team and City staff are engaged in ongoing conversations around how we center our work on racial justice. She shared revisions proposed by project staff to the [working draft Equitable Mobility Framework](#) to emphasize disparities in personal safety in the public realm and be very clear about why we are centering race in this pricing work.

### Task Force Workplan

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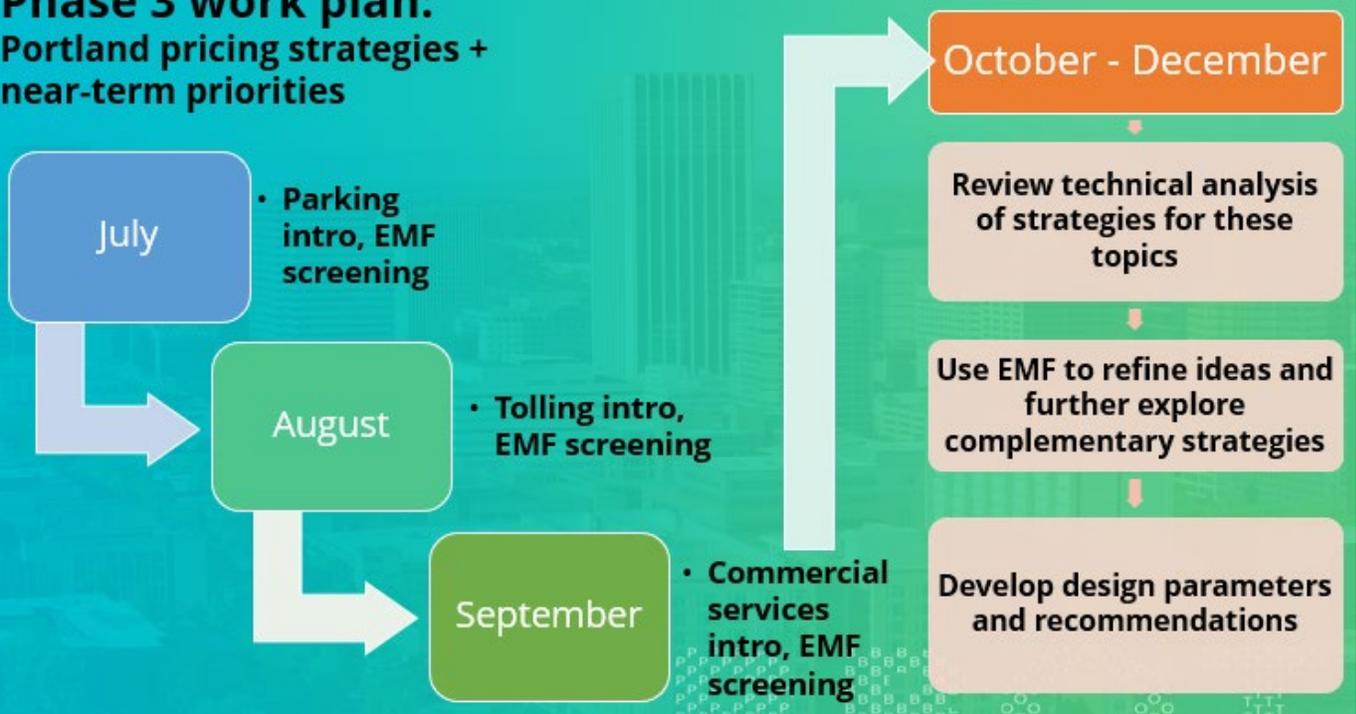
*Shoshana Cohen shared progress on the Task Force workplan:*

- Meeting #6 marks the inception of **Phase 3** discussion of pricing strategies and near-term regional priorities for Task Force input. The Task Force reviewed the draft work plan and topics to be covered during Phase 3 (see following slides)
- The City is not always the implementing agency of the pricing strategies to be explored through POEM, and many of the typologies we will review throughout Phases 3 and 4 will require significant interjurisdictional collaboration before implementation.

# Updated Task Force Workplan



## Phase 3 work plan: Portland pricing strategies + near-term priorities



## Staff Presentation

*Staff from PBOT provided a presentation on why agencies price or manage parking and how parking is managed in Portland today.*

### Parking Pricing in Portland Today

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*Shoshana Cohen reviewed why agencies manage and price parking:*

- Many people need to drive and park to meet their needs, but there is only so much surface area in an urban environment. Within many American cities today, including Portland, significant urban land is dedicated to parking and storing cars.
- Managing parking, including through pricing strategies, has the opportunity to:
  - Reduce vehicle miles traveled (VMT) by discouraging driving
  - Use available space most efficiently, which helps:
    - Support the use of other travel modes like walking, biking, taking transit
    - Support commercial activity and services
  - Give priority or accommodations for certain vehicles, like those using low-carbon fuels, disability parking, delivery vehicles, etc.
  - Capture the true costs of driving and parking a car (air pollution, carbon emissions, road maintenance costs, safety costs, etc.)

Parking can be categorized in many ways, including:

- *On-street parking*: parking in the public right-of-way (can be free or priced through meters or permits)
- *Off-street parking*: garages or lots outside of the right-of-way (can be free or priced, public or private)
- *Public Parking*: Provided and managed by the City
- *Private Parking*: Owned/managed by private operators

*Chris Armes, PBOT Parking Division, provided an overview of how parking is priced and managed in Portland today:*

- **On-Street Parking Meter Districts**
  - There are 5 on-street parking meter districts in the city and one event meter district, which price and manage parking using curb-side parking meters. Each meter district has a different hourly rate and enforcement policy that tries to cater to the needs of each meter district.
- **On-Street Area Parking Permit Districts**
  - There are more than 18 area parking permit districts in the city, where parking is managed through permits to use curb space. Most permit districts are near downtown.
  - Permit base charges are collected and then reinvested in permit districts for transportation demand management (TDM) purposes

- **Off-Street SmartPark Garages**

- There are 5 SmartPark garages in the downtown area owned and managed by PBOT. The mission of the SmartPark program is “to support the economic viability of the Central City by providing an affordable system of parking garages which primarily meets the short-term needs of shoppers, visitors and business clients and by investing in other Central City transportation improvements.”

Chris summarized the objectives that PBOT’s parking management policies:

- Try to encourage turnover in parking
- Use the tools that fit the neighborhood the best to accomplish their goals
- Contribute to economic vitality
- Advance established transportation and parking district goals
- Foster transportation options
- Minimize parking impacts on adjacent areas
- Support meter system maintenance and operational costs
- Allocate parking revenue in accordance with the Revenue Allocation Policy

Chris noted several related and concurrent processes underway that will impact the management of parking in the City. These include:

- **Performance-Based Parking**

- City Council directed PBOT to develop a Performance-Based Parking Management Program in 2018
- Performance-Based Parking involves monitoring parking occupancy rates and adjusting prices based on demand
- PBOT’s 2018 [Performance-Based Parking Management Manual](#) sets out the strategy for implementing the program, including:
  - Collecting annual data across several metrics in every meter district annually
  - Adjusting parking rates annually based on that data (maximum change of +/- \$0.60)
  - Hourly rate range: \$1 - \$5 per hour
- Some other cities use Performance-Based Parking more dynamically
  - Changing rates more frequently
  - Implementing different rates for different times of day
  - Will adjust rates annually based on demand (maximum of \$0.60 increase annually)
- Implementation of performance-based parking is currently on hold as the Bureau waits to collect data that accurately reflects demand on streets (delayed due to COVID-19)

- **Net Meter Revenue Policy Review**

- PBOT is currently in the process of reviewing its Net Meter Revenue policy. This work will formalize updates to how PBOT allocates net meter revenues

from parking paystations in metered areas, update the City's 1996 Parking Meter District Policy, and outline a comprehensive process for revenue allocation for all existing and future meter parking districts. The updated policy is anticipated to go to City Council in fall 2020.

- **Creation of New Parking Management Districts**
  - The Performance-Based Parking Management Manual, adopted in 2018, sets out a process for creating new Parking Management Districts, including meter districts in commercial areas and Area Permit Parking zones in residential areas. These processes were updated based on community input that informed the development of the Manual.

### Parking Seed Ideas

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*Shoshana and Emma reviewed the six parking seed ideas to be explored by the Task Force this evening. Overall, for each idea, the Task Force will consider how can we **build on adopted parking policies to advance climate and equitable mobility objectives?***

[Full descriptions and background on each policy can be found here.](#)

### PUBLIC PARKING SEED IDEAS

- Increase Parking Base Rates to Further Manage Demand
- Adjust SmartPark Rate Structure to Create A Disincentive for Commuter Parking
- Move Toward *More* Variable/Truly Dynamic Public Parking Pricing

### PRIVATE PARKING SEED IDEAS

- Implement new fees on off-street private parking
- Require employers to provide a parking cash-out option if they provide free parking to their employees
- Unbundle parking from development (more so than we do today)

### Task Force Questions

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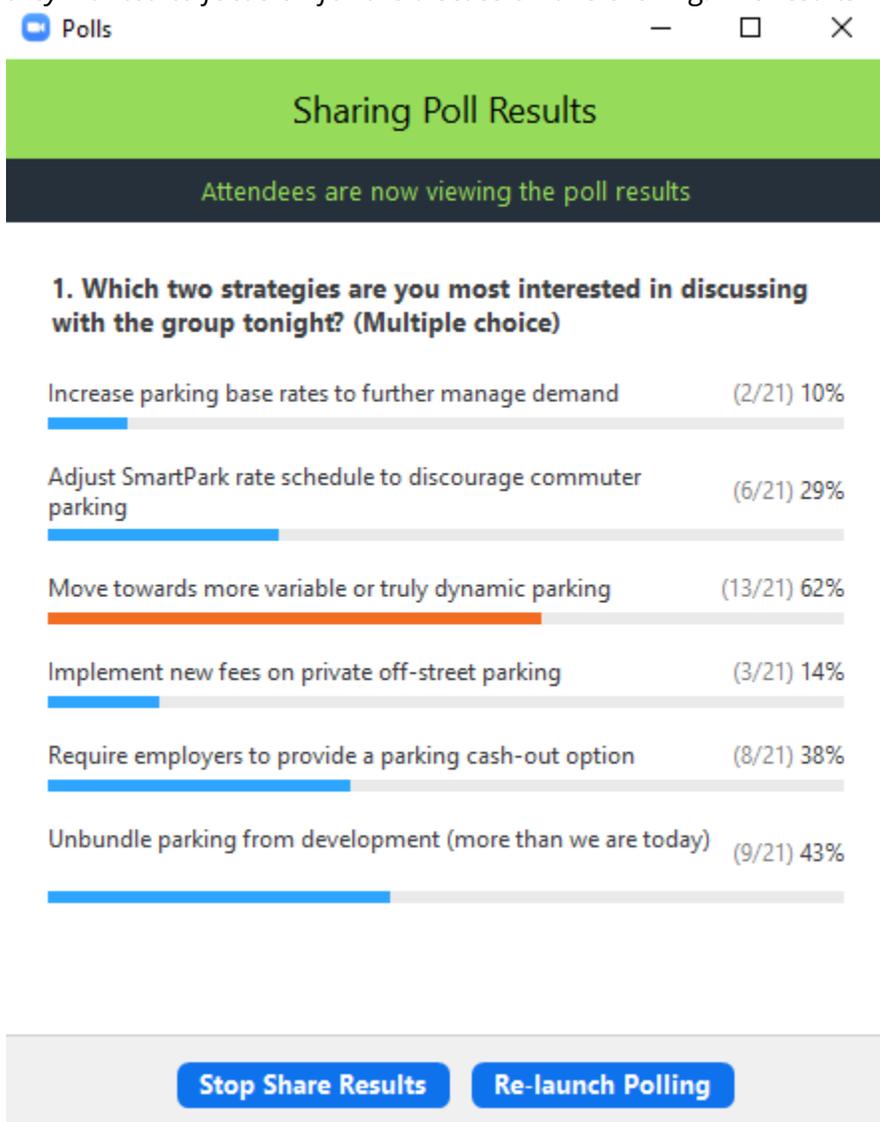
- **Enforcement data:** Task force members asked what is known about whether parking violations are equitably enforced by area and what data is available.
  - PBOT staff noted that officers have different beats throughout the city and that the City tries to distribute the officers and hours equitably. Staff will add this question to the Task Force “parking lot” and follow up with more information in future meetings.
- **Revenue:** Task Force members asked how much revenue is generated from current parking pricing strategies

- Staff noted that approximately \$36M is collected annually from on-street pay stations and that roughly 30,000 parking permits are issued at a cost of \$75 each. These figures will likely look very different for 2020 due to the implications of the COVID-19 pandemic.
- **Off-Street Parking:** Task Force members asked how the mission of SmartPark aligns with city goals.
  - PBOT staff explained that its parking policies aim to preserve on-street parking for short-term stays (2 hours or less) while encouraging mid-range stays to occur in SmartPark garages, all of which are located in downtown.
  - The City has multiple goals and many policies (e.g., TSP, Comprehensive Plan, etc.) that influence our parking management decisions. The POEM Task Force is charged with considering if and how new pricing strategies can do more to advance equitable mobility.
- **Portland Parking Policy-** Task Force members asked why the city did not advocate for more dynamic parking when it adopted the Performance-Based Parking Management Manual in 2018.
  - PBOT staff noted that parking rates in Portland have only been adjusted 9 times since 1938. The process for adjusting meter rates used to be very time-consuming and political; implementing Performance-Based Parking will allow these changes to happen in a more data responsive way on an annual basis.
  - Moving to a more dynamic system will require more technological investment and may be more likely after we see how Performance-Based Parking works in practice. PBOT is currently in process of updating all on-street pay stations. Old machines didn't have the ability to change rates frequently—this is the first step towards dynamic pricing in the future.
- **Defining terms:** Task Force members asked for clarification on the meaning of “subsidized parking.”
  - PBOT staff explained that subsidized parking refers to when employers cover part or all of the cost of parking.
- **Parking Permit Program Updates:** Task Force members were interested to know if the City is considering updates to the Area Parking Permit Program application process to make it more equitable and less laborious, noting their recent experience with the process.
  - PBOT staff noted that the application process was updated with the adoption of the 2018 Performance-Based Parking Management Manual and was informed by public engagement in other spaces. The topic was added to the Task Force “parking lot,” and staff said they would consult relevant staff and return to the Task Force with further information at the next meeting.
- **Commuter Parking:** Task Force members asked what information is available about who is parking where and for what purpose, particularly in the context of understanding where commuters may be parking and statistics shared about the quantity of un-priced private parking in the City.

- PBOT staff responded that studies to date suggest a significant amount of private parking in the City is unpriced and that many commuters are parking for free, but recent data is scarce and difficult to gather. Staff also noted that documenting questions like this is an important part of the POEM process, and we will discuss in further meetings what data may or may not be available to us to answer these questions.

## Task Force Discussion

Following the staff presentation, Task Force members were asked via a poll which two seed ideas they wanted to focus on for the discussion this evening. The results were as follows:



The Task Force then split into break out groups and engaged in a discussion around the following questions for the top two seed ideas (move toward more variable or truly dynamic parking, and unbundle parking from development):

- **What impact could this pricing strategy have on equitable mobility? How could the way these strategies are designed impact these outcomes (e.g. exemptions by fuel type, occupancy, income)?**
  - Moving people and goods (e.g. reducing driving demand, improving efficiency)
  - Climate change and health (e.g. reducing pollution)
  - Safety (e.g. reducing vehicle miles travelled)
  - Economic opportunity (e.g. supporting local businesses)
  
- **If revenue was reinvested in any of these areas, what additional impact could that have on equitable mobility? What would you prioritize?**
  - Transit benefits, e.g. Rose Lanes, service expansion, fare support
  - Safety and access improvements, e.g. sidewalks, crossings
  - Transportation programs and services, e.g. incentives, education, support for EVs
  - Rebates and subsidies, e.g. low-income exemptions, clean fuel exemptions

*Note takers in each break out group recorded contributions on a dashboard created using the platform Mural. Task Force members were invited to continue adding contributions to Mural for two weeks after the conclusion of the meeting.*

- [View the full Mural board](#)
- [View the summary of Task Force feedback on each seed idea](#)

## Wrap-up & Next Steps

*Emma Sagor thanked participants for their participation and gave an overview of the next phase of Task Force work.*

Next meeting:

- August 10, 6 – 8 p.m.
- Meeting objectives: Recap parking, review Task Force feedback, identify priority strategies for further technical analysis