

Moving to Our Future:

Pricing Options for **Equitable Mobility**



PBOT
PORTLAND BUREAU OF TRANSPORTATION



POEM Community Task Force:

Parking seed idea feedback summary

From July and August Meetings

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Bolded statements were echoed or added in Task Force meeting #7.

Seed idea: Increase public parking base rates to further manage demand

Opportunities	<ul style="list-style-type: none">• <i>Moving People and Goods:</i> Could reduce demand for driving, improving efficiency and connectivity<ul style="list-style-type: none">• 2nd parking meeting added: Hours of enforcement should go beyond 7pm to better manage evening demand, encouraging afternoon and evening parkers to use alternate modes.• 2nd parking meeting added: regarding <i>affordability</i> it is most economical to walk, bike, or take transit, and it is comparatively more expensive to drive – suggesting that high and middle income individuals are the ones parking so raising rates further will not target low income Portlanders.• <i>Sustainability and Health:</i> Less driving can improve air quality and reduce greenhouse gas emissions• <i>Safety:</i> Less driving can make roads safer• <i>Economic opportunity:</i> Higher turnover can benefit merchants; could help non-Central City biz districts• <i>Reinvestment priorities:</i> Discounts for low-income, BIPOC drivers; fund alternatives to driving (e.g. transit),<ul style="list-style-type: none">• 2nd parking meeting added: provide driving alternatives (a free Transportation Wallet) to low income employees in a metered area will increase equity.
Concerns	<ul style="list-style-type: none">• Doesn't target commuters; could negatively impact people who need to drive and park on the street/public garages (shoppers, delivery people, service workers)• Affordability concerns for low-income drivers• Burden of means-testing for discounts/exemptions• Risk of increasing car traffic in places with cheap/free parking• Concern we're focusing on the wrong thing (charging for parking v. charging for moving around)• Charging more without a good policy on how to spend revenue to benefit BIPOC communities could increase costs without delivering benefits• 2nd Meeting Added: Concerns for employees in a meter area that switch jobs or job locations often• 2nd Meeting Added: raising the rates too slowly will lead to poor equitable outcomes – a strong price signal from implementation will send a clear message for behavior change that will save individuals money as they switch away from driving sooner rather than later.
Questions raised	<ul style="list-style-type: none">• What do we know about the demographics of people who park today (income, race)?• Does parking enforcement disproportionately impact BIPOC Portlanders?• What is the perspective of BIPOC Portlanders on this issue?• Does raising the price of parking actually change behavior?
Possible design parameters	<p>Could we provide discounts/exemptions for:</p> <ul style="list-style-type: none">• Low-income (using existing means-testing information to reduce burden)• Persons with disabilities• Organizations/events serving people who have been gentrified out of the area• High-occupancy vehicles (HOVs) or electric vehicles (EVs) <p>Could we prioritize reinvestment/complementary strategies in:</p>

- Transit, bike and pedestrian infrastructure
- Incentives and subsidies to use non car mobility options (bikeshare, bus, scooters, etc.)
- **2nd meeting added:** Raise parking rates quickly to achieve benefits sooner rather than later
- **2nd meeting added:** Provide subsidized driving alternatives (e.g. Transportation Wallet) to low income employees in a meter district.
- **2nd meeting added:** Increase parking enforcement hours beyond 7pm (e.g. to 12am to cover evening activities).
- **2nd meeting added:** Implement changes to meter districts as a pilot, evaluate, and adjust.

Seed idea: Adjust SmartPark rate schedule to discourage commuter parking

Opportunities	<ul style="list-style-type: none">• Moving People and Goods: Could help free up space for those who need short/medium-term parking, while discouraging driving for frequent, long-term trips; reduced drive-alone commuting helps improve system efficiency• Sustainability and health: Reducing commuter driving is essential to meeting climate goals• Safety: Could reduce circling/cruising for short/medium-term trips• Economic opportunity: Helps prioritize public parking for retail and service economy, not office jobs• Reinvestment priorities: Discounts for low-income, BIPOC drivers
Concerns	<ul style="list-style-type: none">• Concerns about affordability (particularly on low-income commuters who aren't provided subsidized parking by their employers) and regressive nature of flat fees• Could impact downtown service/retail workers, in conflict with SmartPark mission to support downtown business• Might cause more overnight, on-street parking, potentially hurting retail and restaurants• May not have a significant impact in terms of mode shift, and instead lead to other issues on-street
Questions raised	<ul style="list-style-type: none">• How full are the garages currently?• How many commuters are using SmartParks today versus short/medium-term parkers? How many commuters get free/subsidized parking from their employers?• Could we consider giving preferences for carpoolers? (e.g. encouraging models like SCOOP in San Francisco?)• Would this really have an impact? What rates are private lots charging?
Possible design parameters	<p>Could we provide discounts/exemptions for:</p> <ul style="list-style-type: none">• Low-income (using existing means-testing information to reduce burden)<ul style="list-style-type: none">• Expand low-income swing shift and/or provide cheaper overnight rate to mitigate late-night parking concerns• Persons with disabilities• Organizations/events serving people who have been gentrified out of the area• High-occupancy vehicles (HOVs) or electric vehicles (EVs) <p>Could we prioritize reinvestment/complementary strategies in:</p> <ul style="list-style-type: none">• Transit, bike and pedestrian infrastructure• Incentives and subsidies to use non car mobility options (bikeshare, bus, scooters, etc.)• 2nd meeting added: Remove monthly passes if currently offered.

Seed idea: Move towards more variable or truly dynamic parking

Opportunities	<ul style="list-style-type: none">• <i>Moving People and Goods:</i> Helps manage demand, making the system work more efficiently; can reduce trip time for those who still need to drive if congestion decreases, also benefits buses/transit and biking and walking if congestion decreases• <i>Sustainability and health:</i> Could reduce circling, helping cut emissions; could reduce VMT overall and encourage transit/biking/walking, could offer discounts for EVs and further cut emissions• <i>Safety:</i> Could reduce circling, making streets safer, reduced VMT is correlated with safer streets for all modes• <i>Economic opportunity:</i> Makes parking more efficient, helping retail, saves businesses time lost in traffic and vehicle costs due to more driving; Could help direct people to less-popular retail areas, spreading around business benefits• <i>Reinvestment priorities:</i> Discounts for low-income, BIPOC drivers; use revenue to make system smarter, gather more information
Concerns	<ul style="list-style-type: none">• Enforcement may need to increase for the system to work; could that disproportionately impact BIPOC community members?• Affordability concerns for low-income drivers• Burden of means-testing for discounts/exemptions• Digital divide (if app/web access needed to see parking rates) and safety risks of people checking phones for parking rates while driving• Unpredictable prices disproportionately burdens low-income drivers (hard to budget, takes more time to find an affordable parking spot)• 2nd parking meeting: concerns that finding a truly dynamic parking system will take a long time to source and implement, efforts should be directed to pursuing more dynamic pricing with current systems as intermediate steps for the short term.• 2nd parking meeting: more dynamic pricing could increase cost at some points, and decrease costs at other points but overall be revenue neutral therefore not advance equity - lack of revenue generation for equity moves and impact on reducing overall vehicle miles travelled is also questionable if it simple moves trip to off peak times.

Questions raised	<ul style="list-style-type: none"> • Which types of trips should we focus on—commuters? Commercial services? Why? • What are the equity implications of inaction (the status quo)? • What technological improvements would we need to do this? Should we use new technology just because it exists? Can we utilize Parking Kitty more? • Does San Francisco have data on effects of dynamic parking on BIPOC individuals? • Would this increase or reduce revenue? • Could parking time limits also be dynamic?
Possible design parameters	<p>Could we provide discounts/exemptions for:</p> <ul style="list-style-type: none"> • Low-income (using existing means-testing information to reduce burden) <ul style="list-style-type: none"> ◦ Expand low-income swing shift and/or provide cheaper overnight rate to mitigate late-night parking concerns • Persons with disabilities • Organizations/events serving people who have been gentrified out of the area • High-occupancy vehicles (HOVs) or electric vehicles (EVs) <p>Could we prioritize reinvestment/complementary strategies in:</p> <ul style="list-style-type: none"> • Transit, bike and pedestrian infrastructure • Incentives and subsidies to use non car mobility options (bikeshare, bus, scooters, etc.)

Seed idea: Implement new fees on private off-street parking

Opportunities	<ul style="list-style-type: none">• <i>Moving People and Goods</i>: Longer-term, could reduce parking supply and reduce VMT; potential to generate significant funding to support other mobility initiatives• <i>Sustainability and health</i>: Could help capture costs of pollution from driving; could reduce car commuting, helping climate goals• <i>Safety</i>: Could discourage peak-hour drive alone trips, making streets safer• <i>Economic opportunity</i>: Could encourage development of underutilized lots into housing, commercial space• <i>Reinvestment priorities</i>: Discounts/rebates for low-income, BIPOC drivers; transit
Concerns	<ul style="list-style-type: none">• Concerns about the fee being passed on to users, hurting those least able to pay• Could push more cars into on-street parking;• 2nd parking meeting: Will residential off-street parking be impacted with increased fees to tenants and then encourage them to park on the street?• Possible unfair advantage for city-owned parking structures• 2nd parking meeting: itemized fees on bills could be seen as negative and would impact support for program
Questions raised	<ul style="list-style-type: none">• Would this have any impact on behavior?• How much revenue could this generate?• Who is primarily using private lots?• What percentage of downtown commuter parking is bundled in office leases v. procured independently?• 2nd parking meeting: What kind of lots are centered in this fee – residential, retail, office buildings.
Possible design parameters	<ul style="list-style-type: none">• Design fee so it does not disproportionately impact displaced communities• Design fee to only apply at certain hours, providing off-peak options for those who have to drive and park• Include exemptions or incentives for electric vehicle parking• Decide what kind of off-street lots would be subject to the fee• 2nd parking meeting: fee must be bundled into parking price – not itemized.

Seed idea: Require employers to provide a parking cash-out option

Opportunities	<ul style="list-style-type: none">• <i>Moving People and Goods</i>: Helps reduce driving and encourage more efficient modes of travel; helps put money into the pocket of transit-reliant commuters; empowers people to make their own decisions• <i>Sustainability and Health</i>: Disincentivizes car commuting, reducing emissions and pollution; could encourage active transportation (biking, walking, etc.)• <i>Safety</i>: less driving trips makes for safer streets• <i>Economic Opportunity</i>: Puts money back in people's pockets; Could wind up being cheaper for businesses who provide parking today; Could help support bike shops
Concerns	<ul style="list-style-type: none">• Concerns about the primary beneficiaries being white Portlanders with existing access to many options• Concerns about impacts on BIPOC business owners, entrepreneurs• Some employers might give up parking, harming employees that have to drive (and now must pay more to park elsewhere)
Questions raised	<ul style="list-style-type: none">• Who would this primarily benefit?• How many businesses would be impacted and what kind of economic impact would this have on them?• Which types of employers would be subject to the requirement?• What have other cities with similar requirements experienced in terms of impacts?• Would this have any benefit for people who rely on on-street parking today?
Possible design parameters	<ul style="list-style-type: none">• Design program to be as cost-neutral for businesses as possible• Design the requirement to be flexible and not an either/or choice (e.g., allow rewards for driving less or carpooling, not just those who give up their parking spot entirely)• Consider a “donation in-lieu of cash out” program to support low-income, BIPOC Portlanders; consider making cash out tax deductible

Seed idea: Unbundle parking from development

Opportunities	<ul style="list-style-type: none">• <i>Moving People and Goods</i>: Overtime, could reduce parking supply, encouraging fewer drive-alone trips and more efficient modes; helps externalize the cost of parking• <i>Sustainability and health</i>: Could reduce driving and increase density of development, helping cut transportation emissions; could encourage more active transportation (i.e., biking, walking, access to transit, etc.)• <i>Economic opportunity</i>: Could make housing and commercial space more affordable to build, rent or buy; could encourage more dense land use development and infill; could make it easier for small businesses to get loans, office space
Concerns	<ul style="list-style-type: none">• Could have limited near-term impact on behavior• Could increase profits for developers while having limited benefit for individuals• Need to make sure this does not spur on gentrification• Could over time make parking more expensive, burdening businesses that require it (e.g., service industries) and residents who need to have a car• Puts pressure on on-street parking in neighborhoods (e.g., apartments built with limited or no parking)• Might lead to people hoarding parking• 2nd parking meeting: Concern for rising rent - Cap rent – adding a new charge for a parking space that is already included should result in a decrease in rent.
Questions raised	<ul style="list-style-type: none">• Would unbundling apply to commercial property, residential property or both?• What implications could this have for neighborhood streets?• How do we evaluate? What can we learn from other places? Does this actually reduce VMT?• How are these requirements enforced and regulated?• How easy would this be to implement? What do developers think?
Possible design parameters	<ul style="list-style-type: none">• Design so unbundling requirements only apply in parts of the city where accessible and plentiful alternatives exist• Consider exemptions for certain types of development (e.g., affordable housing outside the central city)• Design to prioritize electric vehicle parking, carpool or car shares, bike parking, etc.• Design to promote certain uses for surplus parking area and avoid gentrification pressures:<ul style="list-style-type: none">○ Could look at creating a marketplace for trading/swapping parking spaces or allowing use of parking spaces for other purposes (e.g., storage, commerce, etc.)• 2nd parking meeting: Cap rent for unbundling

Full comments from Mural board - Links to high quality PDF where you can zoom in.

Pricing Options for Equitable Mobility Task Force Meeting 7/13/2020

- 1. Introduction
- 2. Add your thoughts
- 3. Feedback and Tips

PRICING IDEA: Increase parking base rates to further manage demand

Key Questions for Feedback

	How could this idea help manage mobility in this category for equity, engagement, and participation?	What are the potential impacts on equity, engagement, and participation?	What additional information would help us understand equity, engagement, and participation impacts in this category?	Could revenue from this idea help to impact equity, engagement, and participation in other areas?
Moving People & Goods Accessibility Equity Engagement Participation Quality				
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Economic Opportunity Job Creation Business Growth Local Economy				

PRICING IDEA: Adjust SmartPark rate schedule to discourage commuter parking

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PRICING IDEA: Move towards more variable or truly dynamic pricing

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PRICING IDEA: Implement new fees on private off-street parking

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