

PBOT

PORTLAND BUREAU OF TRANSPORTATION

1120 SW Fifth Ave, Suite 1331, Portland OR 97204

Main: 503-823-5185 TTY: 503-823-6868 Fax: 503-823-7576 Portland.gov/Transportation

Jo Ann Hardesty Commissioner **Chris Warner** Director

NW Parking SAC Meeting

Wednesday, January 20, 2021
(Third Wednesday of Every Month)
4:30-6:00 p.m.
Virtual Zoom Meeting

Please see attachment for virtual meeting information

Meeting Agenda

Task	SAC Action	Presenter	Time
Welcome	N/A	Rick Michaelson, Chair	4:30 p.m.
January Meter District Snapshot	N/A	Colleen Mossor, PBOT	4:35 p.m.
Event Restricted District – What we Heard	Discussion	Rae-Leigh Stark, PBOT	4:50 p.m.
New Online Permit System	Discussion	Kristan Alldrin, PBOT	5:05 p.m.
Public Input	N/A	Rick Michaelson, Chair	5:40 p.m.
23 rd Avenue Planning Project	Discussion	Rae-Leigh Stark, PBOT	5:45 p.m.
New Business	N/A	Rick Michaelson, Chair	5:55 p.m.
Adjourn	N/A	Rick Michaelson, Chair	6:00 p.m.

A note to members of the public: Welcome and thank you for joining! The committee is happy to hear from you. For your convenience, public comment is in the middle of the agenda. In an effort to keep the committee's work on schedule, the committee may ask for comments to be brief depending on how many people would like to speak. You may always provide the committee written comments as well, please email Rae-Leigh Stark at rae-leigh.stark@portlandoregon.gov to submit comments or questions. For project updates and meeting announcements, feel free reach out with your email address.



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NW Parking SAC Update January 2021

Zone M Permits Update

As of December 31, 2020

Total permits: 4,835

- Business: 1,868
- Residential: 2,966
 - 57% of resident permits are income based
- This time last year we had sold 5,314 permits. So, we are down ~9% compared to this time last year.

Meter District Update

Below are the number of meter transactions from January 1 through November 30 in 2019 and 2020. At the January meeting there will be a presentation with more information regarding meter transactions and the revenue forecast.

Meter District	2019 Transactions	2020 Transactions	Change
Central Eastside	495,744	253,366	-49%
Downtown	9,448,578	4,397,333	-53%
Lloyd	719,691	257,013	-64%
Marquam Hill	56,930	18,171	-68%
Northwest	1,509,180	825,419	-45%
Grand Total	12,230,123	5,751,302	-53%

Project & Program Updates

Transportation Wallet

The 2020 Transportation Wallet has wrapped up. The 2021 Transportation Wallet will begin distribution in February.



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- 196 Resident Wallets purchased
 - 43 Business Wallets purchased
 - 44 New Mover Wallets
 - 108 Golden Wallets
 - 18 Resident Wallet opt-outs
 - 149 Business Wallet opt-outs
- Total: 558 Wallets in Circulation**

NW Occupancy and Utilization Study

The 2020 Occupancy and Utilization study is underway. I will be sending it out to everyone sometime the week of January 11. RWC will be presenting their findings at the February meeting.

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Chloe Eudaly Commissioner Chris Warner Director

NW Parking SAC Virtual Meeting Information

Welcome to the NW SAC meeting!

Attend the meeting here using one of two options:

1. If you'd like to call in and follow along using the November NW SAC Meeting Materials Packet, please dial in using this information: Phone:1-888-788-0099, Meeting ID: 980 3308 2125, Password: 038693
2. If you'd like to attend via your computer and follow along virtually, please follow this link:
<https://zoom.us/j/98033082125?pwd=c2ozTXRUeU5MNIEzMnhEdllaUUVVQT09>

Are you a member of the public?

Thank you for joining! You will have the opportunity to introduce yourself and provide comment during the meeting. If you'd prefer to submit your comment before the meeting, please email or call Rae-Leigh Stark at Rae-Leigh.Stark@portlandoregon.gov or 503-823-7211.

We are all navigating this virtual way of public participation, so don't hesitate to contact Rae-Leigh if you have any questions or have any accessibility needs.

Virtual Meetings Best Practices

1. Arrive to the meeting 10-15 minutes early to test your technology.
2. If you are able, put your phone or computer on mute when you're not talking.
3. When you speak, state your name first so everyone, including those on the phone know who is speaking.
4. If you are addressing someone or the group, state their name or say you're addressing the group.

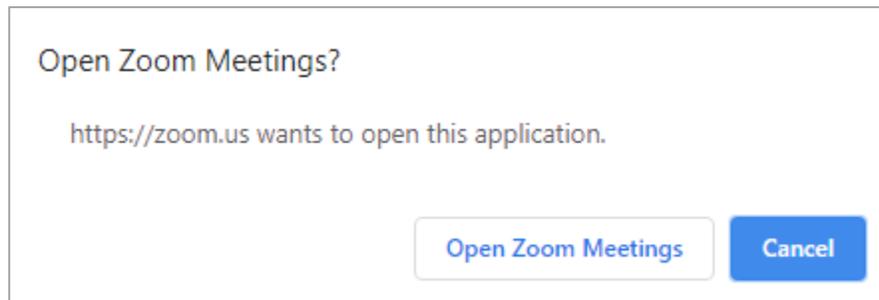
How to Use Zoom



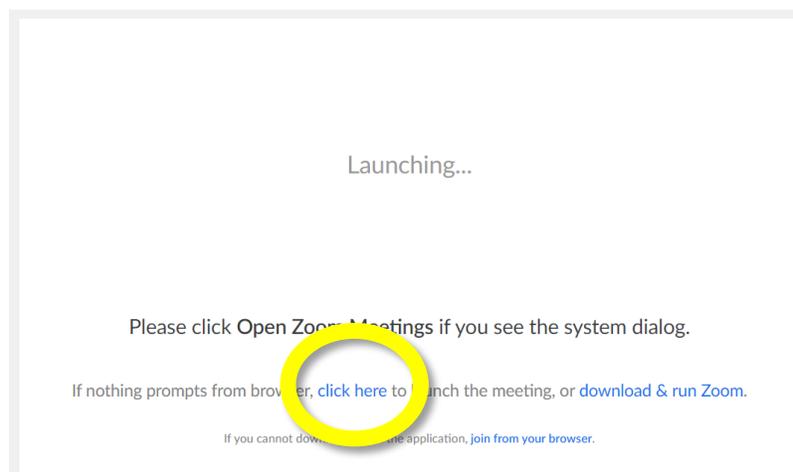
The Portland Bureau of Transportation fully complies with Title VI of the Civil Rights Act of 1964, the ADA Title II, and related statutes and regulations in all programs and activities. For accommodations, complaints and information, call (503) 823-5185, City TTY (503) 823-6868, or use Oregon Relay Service: 711.

If you are joining virtually via your computer to launch Zoom, follow these steps:

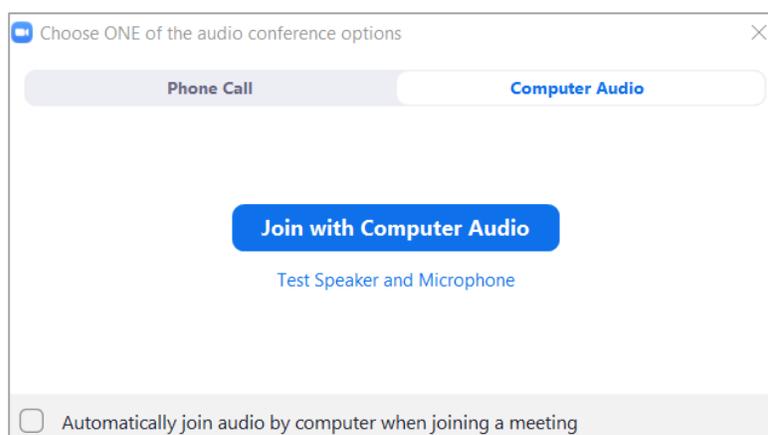
1. Click **Open Zoom Meetings** if the dialogue box appears.



If Zoom doesn't automatically launch, click "click here" below:

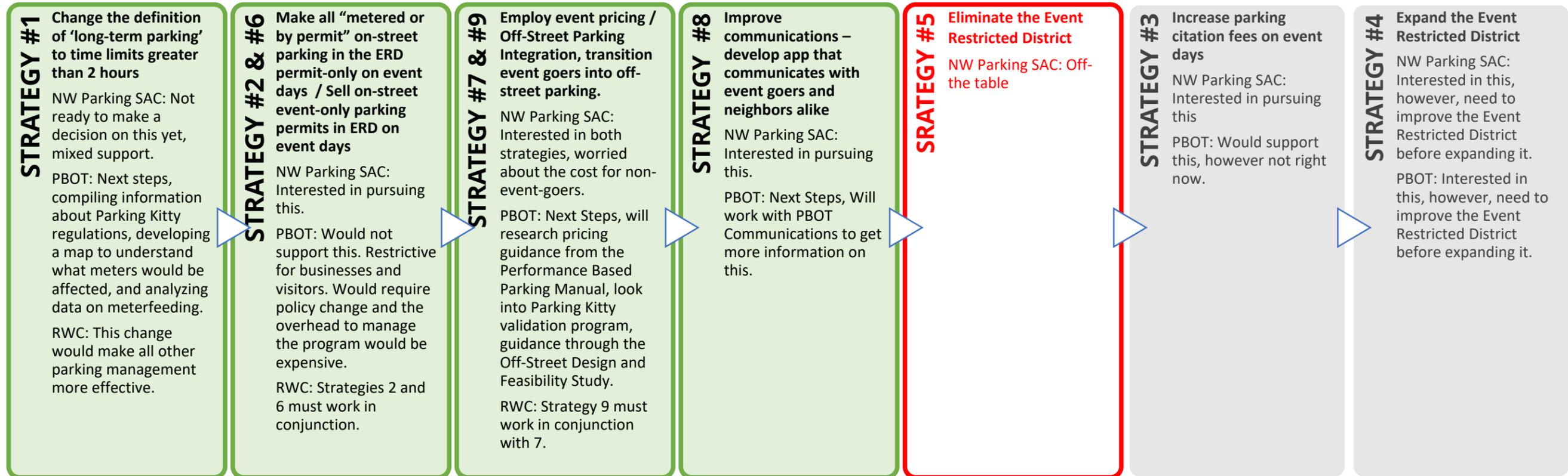


2. You can allow Zoom to access your microphone. After you do that, click **Join with Computer Audio**. If you'd like to join via video, allow that too.



Event Restricted District Strategy Chart

- : Interested, PBOT & RWC to provide more info
- : Not interested, off the table
- : Interested, not the right time, tabled to "Phase 2"



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To: NW Parking SAC

From: Rae-Leigh Stark, NW Parking District Liaison

Subject: Parking Operations Online Permitting System

Date: January 8, 2021

The Area Parking Permit Team has been working on transferring the current permit system over to an online system. On November 16 they launched the program with the first permit districts F, H, I, and R. On January 4 the program launched in Zone A, Goose Hollow, for their renewal cycle.

The Area Parking Permit Team started with some of the easier, smaller districts to test the program and ensure that it is as user-friendly as possible. The goal is to get all districts online within the next two years. Zone M is a more complicated parking district and will have some challenges going online.

At the January NW Parking SAC meeting, the Area Parking Permit Team will present about this program and I will present on our implementation and communication plan to guide us through to Zone M's 2021 Renewal.

To prep for the presentation, here are some resources available online to learn about this program:

1. START HERE: <https://www.portland.gov/transportation/parking/app-info/online-application>. This website will guide you through the background and step-by-step instructions.
2. BACKGROUND: <https://www.portland.gov/transportation/parking/app-info/online-application#toc-background> Here is where you'll find the major changes between paper-based system and online system
3. WATCH TUTORIALS: <https://www.portland.gov/transportation/parking/app-info/online-application#toc-watch-video-tutorials-of-the-online-system> The Permit Team put together tutorials for the public to help them understand the process to apply for residential, business, and daily permits.
4. WHY ARE WE DOING THIS? There are many benefits to switching to an online based program: more efficient, quicker turn-around, no need for temporary permits, less reliance on staff to be in office (COVID, smoke, protests), requested by the community, better enforcement, and better customer service.
5. COMMUNITY ENGAGEMENT: On the next page, Zena Rockowitz wrote an article in PBOT's staff newsletter discussing the community engagement work that has gone into the program thus far for Zones F, H, I, and R. There is more to come, and I'll be working with you all over the next several months to finetune the process for Zone M.



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Online Zone Parking Permits Public Involvement

By: Zena Rockowitz

Adapted from PBOT's Employee Newsletter, StreetCred

Parking Operations issues over 30,000 parking permits to about 10,000 residents and businesses every year. Some Portlanders have been applying for zone parking permits since the program started in 1981. We have 18 zones, and each has their own rules designed around the needs of their neighborhood. Customers are used to submitting applications, paying, and sending documentation by mail or in person. They then receive paper permits to display in their vehicles and get renewal notices in the mail.

We are ushering in a major shift by moving customers to an online system. This is a shift for the public and for PBOT! In this new world of digital permits, customers apply for permits, submit verification documents, pay, and manage their permits online. Permit holders enter license plate numbers online for themselves, their guests, or their employees. The license plate number serves as a virtual permit for Parking Enforcement. The days of putting a paper permit in the car are over (with the exception of daily scratch off permits until 2022).

We do extensive outreach to residents and businesses as each zone comes up for renewal. This means that instead of alerting and educating 10,000 permit holders and future permit applicants at once, we are hitting each zone, one at a time, over the next two years. This method is ideal for customers who receive customized, timely information. It's dialed in. There are also challenges to this staggered outreach approach. This means multiple batches of postcards going out, multiple Zoom webinars, and so on. We try to keep our outreach as uniform as possible, but there is no one-size-fits all approach because of elements of the program and the characteristics of each zone. Each neighborhood and zone is unique

Explaining parking permits sounds simple, but as it turns out, it can be a bit complicated! We spend a lot of time thinking through the best way to present clear, concise, friendly, actionable information, but it's worth it, so that people "get it" and we don't overwhelm or confuse them. Sometimes it feels like we are translators of policies, codes, and acronyms. We are not only providing education but presenting the benefits of this new system. We want happy customers! Many are used to the old way, uncomfortable with the new way, or will not be able to adapt to the new way (we created accommodations for the latter group). We ask ourselves questions like: what do we truly need people to know, what are the nuts and bolts, and what is miscellaneous? We are deep in this subject matter all the time, but will an outsider understand it? Is this the best medium to explain? We weigh what we convey!



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Our project has multiple touch-points. Likely the most powerful outreach is the postcards and doorhangers (our data analyst Colleen Mosser helps make this happen). This is our big chance to spread the word. The goal is to pack a punch and economize the little bit of space provided. There is a graphic with a visual overview of what is important to know about the online system and a brief description of next steps and dates. We also post on Nextdoor, send out press releases to local newspapers, communicate with key groups, and send emails to past permit holders (unfortunately, we don't have all of the emails). We worked with PBOT's videographer Ariane Kunze to produce YouTube tutorials that walk people through navigating the online system. We provide Zoom webinars to give the public an outlet to ask questions. This is replacing the traditional permit night, a pre-Covid activity that was held in the community, where customers could meet with permit staff in person.

All outreach ultimately directs people to www.portland.gov/zoneparking, which is the one-stop-shop, information hub, aimed at meeting people at all levels: those who are ready to read the instructions and click the link to apply in the parking permit portal and those that need more help. Video tutorials, Zoom webinars, and contact information all live on our website.

This public involvement project has resulted in so many great team brainstorming and conversations, which I believe has a positive spillover effect to the program. By putting yourself in the shoes of the public, you expand your existing framework, you dig in. I see how essential it is to budget in time and energy for the unknown, things we can't predict. We have to be proactive and comfortable with change. When customers were having a problem with how to upload documents, we made a video. When customers weren't applying at the rate we expected, we sent another postcard.

We are not only interacting with the public but with graphic designers, contractors, Parking Enforcement, web developers, the broader team processing permits in this new system, the Communications & Public Involvement team, especially our Public Involvement Coordinator Vanessa Micale who gave highly valuable guidance! All of this creates a feedback loop that alters outreach in real time. As people apply, and we get community input, we are monitoring concerns and questions. Our outreach evolves, it's not static. This is a pilot, so by nature, we are meant to learn from our experience. I'm sure by the time we launch in the last zone next fall, it will be a breeze!