



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

NW Parking Stakeholder Advisory Committee (SAC)	Virtual Meeting
January 20, 2021	Zoom
4:30 p.m. – 6:00 p.m.	Portland, Oregon

Northwest Parking District Stakeholder Advisory Committee (SAC) Meetings Notes

Members in Attendance

Rick Michaelson (Chair, At-large)
Nick Fenster (Vice Chair, Northwest Business Association, NWBA)
Daniel Anderson (At-Large)
Peter Rose (At-Large)
Alexandra Zimmerman (At-Large)
Karen Karlsson (Northwest District Association, NWDA)
Ron Walters (Northwest District Association, NWDA)
Jeanne Harrison (Northwest District Association, NWDA)
Parker McNulty (Northwest District Association, NWDA)
Amy Spreadborough (Northwest Business Association, NWBA)

Members Absent

Mark Stromme (At-Large)
Thomas Ranieri (Northwest Business Association, NWBA)
Don Singer (Northwest Business Association, NWBA)

Portland Bureau of Transportation (PBOT) Staff

Rae-Leigh Stark (Northwest Parking District Liaison)
Zena Rockowitz (Parking Program Specialist)
Nicole Powell (Coordinator)
Chris Armes (Division Manger)
Kristan Alldrin (Program Manager)

Public in Attendance

Allen Classen

Lewellyn Robinson
Joel Nunez
Damien Erlund
Zach Winterspring
Antoinette Winterspring
Al Niknabard

January Meter District Snapshot

Rae-Leigh gives snapshot of meter district transactions, comparing 2019 and 2020. Northwest transactions are down 46% from 2019, but this is less than what we are seeing in other meter districts. Did not calculate revenue because a lot of operation costs go into it. Rick says, this will be taken into account when doing budgeting for next year.

Rae-Leigh shows snapshot of 2019 and 2020 permits. We are down about 9% compared to last year. Business is down 12%, residential is down 6%, and low income down 15%. Did not have any changes last year. Rick thinks maybe the low-income residents aren't buying permits because they can't afford them. Rae-Leigh says, low-income is based on 80% or lower of median household income. Nick notes that the primary reduction in residential permits is just due to the low-income. Rae-Leigh will look further. Rick wants to look at lowering the threshold and price. Alex agrees and wants to know if prior permit holders can be surveyed and asked why they didn't renew. Rae-Leigh says they have email address for those that pay credit card and could do some outreach. Alex wants to see if the people that gave up the permit could be related to the Golden Wallet. Rick says if it is appropriate for committee members to look at the raw data, they could do that.

Rae-Leigh shows permit surcharge funds with estimated revenue at \$500,000 and actual revenue to date is \$472,000.

New Online Permit System

Kristan presents on transitioning from paper based to online based parking permit system. The area parking permit program launched in 1981 in response to commuter parking neighborhoods were experiencing, have always had paper process. Have 18 different zones. Service 10,000 business and residents. Issue about 30,000 permits city-wide annually.

Zones F, H, I, R, and A were launched. Customers will apply, submit verification, pay, and manage permits digitally. The system uses license plate numbers as virtual permits. You do not have a paper permit in your vehicle. Kristan shows changes in a graphic. We do not take cash through the system. Can change vehicle license plate numbers as guests and employees come and go.

Customers want to use an online system, provides flexibility. Can apply anytime and anywhere. This is more efficient and faster turnaround time. The last permit cycle took four months to get

through all paper applications due to fires, protests, restrictions, COVID, and postal service issues.

Eliminates renewal cycle for residents. Creates opportunities for the future. After the first year hope to be able to sell for 3 months at a time, so people don't need to commit to a full year. More efficient enforcement who are purchasing license plate recognition technology, can scan license plates while driving down the street. Right now can scan the license plate number or type it in. Will have better data and not rely on Parks and Recreation who take payment.

Jeanne wants to know how daily permits work, what does someone do without a smartphone or computer, and how scratch offs work.

Kristan says we can walk people through the process on the hotline, using Teams to share screen, can also set someone up if they need help. There won't be paper temporary permits anymore. Working on giving an allowance for PBOT staff to give people temporary grace period in the online system. Kristan says daily scratch offs will be valid through 2021. People can exchange them in the spring. People can buy daily permits through the online system up to the limit. Will need to go through the system to put in the plate number.

Peter clarifies that there will just be annual permits for now and if residents move out of the district they can't get their money back. Kristan says residents will run on annual year with the earliest start date on September 1. Kristan says they don't give refunds now if you move out. Peter likes this change but wants to have a 3 month and 6 month permit option.

Rae-Leigh presents plan by month on Zone M. It is more complicated than other zones and PBOT has been brainstorming. January to March looking at issues that are unique Zone M and providing monthly memos and presentations. April is cut off to see if we are ready to launch and can have it online for next renewal. Starting in May doing outreach. Will present to business association, neighborhood association, NW Examiner, send direct mailings, email notifications, Next Door post, how-to webinar (two of them that are business and residential permit specific), door hangers. Rae-Leigh asks for input from SAC on all of this.

Rick says, what if it isn't appropriate for Zone M, lose more than we gain? Rae-Leigh says there are a lot of regulations, need to ensure the spirit of the regulations can be accommodated. Kristan explains the launched zones are very simple, not multiple layers. Thinks it can still be worked out. Nick says he wants assurance that if things don't get worked out, it doesn't just get adopted come hell or high water.

Rick says, this will require significant changes to the way Zone M system works and has questions about whether it is enforceable. Residents and businesses can now share permits. The expectation they will be able to do this by putting their license plate numbers in everyday, is an unreasonable expectation, which means we will need to issue more permits, whether they use it everyday or not, which changes metrics and philosophy. We do a lot of walking up and down the street and when something is out of whack talk to PBOT staff. That level of observation is

lost on this. Enforcement would need to be picked up. He likes the online system but doesn't like being able to see the paper to go away.

Alex wonders why we would want folks to share permits and how we can reconcile that without looking at parking as a tool you can price to manage the outcomes you want to see. Maybe there is a compromise for the administrative burden for employers changing the plate. Doesn't see why folks should be sharing them. Wants to see how this is advancing equity and reducing greenhouse gasses. She is concerned the bicycle enforcement would go away. Agrees more permit enforcement is great, but doesn't know if it's the SAC's job to maintain the roadway, there are other ways we could provide feedback. Other cities allow people to submit photos.

Nick says businesses sharing permits is obvious, you don't want to purchase a permit for every employee. Don't want a shift worker to have an independent permit and be able to park wherever they want to. Hard cap on each household, trade-off is how we make this work for folks and not be draconian. There is a legitimate reason that you need to swap cars and allow them to transfer the permit from one car to the other. He loves digitizing things for data collection but for the people that it doesn't make things smoother and more efficient, those fringe cases are an issue.

Ron agrees with Rick that the online application process makes sense but digital operation is fought with problems.

Zach wants to be able to recognize who is parked on the street, especially near the stadium on game days.

Kristan says they are working on creating an online lookup table for looking up who has a permit on the street.

Karen agrees with Nick about why permit sharing is important. Says they have worked really hard to create the complex rules. Doesn't want their district to have to change rules to accommodate this new program if some of those rules are not acceptable to them. Seeing where people don't have permits is beneficial. Seems to be lots of people with no permits and never any tickets. Doesn't think we are getting enough enforcement.

Alex is concerned that as the neighborhood changes, what we decided a long time ago may not always serve it. Maybe we do want to move the structure of things in a different direction or consider what that may look like. Alex agrees the neighborhood needs unique solutions but doesn't see it as the city telling the Northwest what to do and that we need to fight against them to preserve things. Wants to have a thought exercise and work through this stuff. Doesn't want to put herself in the camp of deciding, wants to hear how we could make it appropriate rather than reject it outright.

Rick is concerned about the policy being driven by technology rather than if it is better for community.

Alex wants to look at what it means to price parking. Rick says there is no political will, will talk about that later as a group.

Ron wants to talk about Timbers and Thorns game days and how this makes things easier or more difficult. There could be good upsides that make it easier. Off the top of his head he sees it becoming complex.

Rick wants to hear from consultants on the impact of the annual occupancy and permit data methodology on this change.

Public Comments

Antoinette and Zach say they have issues with Zone L turning to Zone M. Permit cost went way up, seems exorbitant. Without warning, she didn't find out until she went to apply for the permit that she can't get a permit. Issues with Parking Kitty taking up space and making the parking situation worse and service is getting worse. They don't have off-street parking in their building. Feels like there is a lot of catering to Timbers parking not really toward the community and the neighborhood. Concerns about people not having smartphone or computer to do online system.

23rd Avenue Planning Project

Rae-Leigh discusses 23rd Avenue Planning Project. PBOT has set aside staff time for 2021/2022. Wants SAC to get ideas for attendance at the February meeting. Talking about interest from SAC to fund project, could be \$150,000. Now is the right time and there is a momentum and have staff available.

Jeanne says, once streetcar decided 23rd might be the right route, all the sudden there is interest in doing this planning and feels streetcar should be funding this study.

Ron has concerns about committing funds and wants more clarity on how this dovetails with Streetcar repaving, noting that \$150,000 could be enough to realize that not everyone is on the same page. Wants to see more PBOT funding staff time and commitment. The staff is a fixed cost. All they are saying is if you put money in we pay attention to you.

Rae-Leigh adds, this would be a July project. Don't need to make a decision on it, would go through budgeting conversation.

Nick thinks this project got the highest marks when they ranked projects. Wants to know how they get a sense the city is really committed and wants to know how they know they aren't going to hit that wall.

Alex wants to know if this satisfies federal projects, historically 23rd Avenue hasn't scored well for Build America Grants. Is this a next step for creating a stronger case for federal project?

Rick says if Streetcar is pursuing, will need to look into that.

Event Restricted District

Rae-Leigh presents on the event restricted district strategies.

Strategy 1: Change the definition of long-term parking for time limits greater than 2 hours, to match the city. Rae-leigh will compile information on regulations around Parking Kitty and data on meter feeding. Looking at 2 hours just on game days, developing a map to show what meters would be affected and what wouldn't. Rick Williams thinks the change would make all other parking management more effective.

Strategy 7 and 9: Employ event pricing and integrating off-street parking. Strategies must work together. On-street pricing is priced too low for people to park off-street. There is interest from the SAC but worry about cost of on-street parking for non-event goers. Will look at performance based parking manual, outlining guidance for events and look at Parking Kitty validation program. In the process of contracting for off-street demand and feasibility study, which will help guide them.

Strategy 8: Develop an app or text message service to get more information to visitors. Next step is to work with PBOT communications.

Strategy 2 and 6: Make all parking in event restricted district metered or by permit and sell on-street event-only parking permits in event restricted on event days. PBOT is not in support of this but Rae-Leigh is going to look further into it.

Strategy 5: This is off the table. There is not support for eliminating event restricted district.

Strategy 3 and 4: PBOT would support increasing citation fees but now isn't the right time. Expanding the event restricted district has interest from SAC and would be supported by PBOT in the future, but first need to improve the event restricted district before expanding it.

Ron says he isn't "we" and doesn't agree with a lot of this stuff, needs to get Timbers and stadium oversight committee involved. Should also talk to NWIM committee, Goodsam, other groups.

Rae-Leigh says it's not time to go to the public yet because 9 strategies are on the table and need to whittle it down to the top options and then start doing further outreach. Rae-Leigh says outreach is part of her plan.

Nick doesn't believe there is unanimous support for strategy #4. Business Association is opposed to expanding the event district, need to see a lot more benefit from it.

Ron says he doesn't want to harp around we versus us and is trying to get his arms around the roles. Wants to know who they advise, who they are accountable to. Feels they are told what to think. If everyone is on board it's not a problem, but if it's being led by PBOT and PBOT staff he wants to understand that. Doesn't feel like PBOT is summarizing what SAC is saying. Nick says the City isn't advisory to the SAC.

Jeanne says number 1 strategy for dealing with games is more enforcement, so these are strategies that are for down the road.

Rick: Our role is to be creative and come up with new ways that are suited to the neighborhood and pushing to make them happen, doesn't want to be passive responders and continue to be active.

New Business

Jeanne notes Flanders bridge is being installed this weekend, which means the freeway will be closed.

Meeting Adjourns.