

Central Eastside PARKING MANAGEMENT PLAN

JUNE 2012



CITY OF
PORTLAND
BUREAU OF
TRANSPORTATION

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Central Eastside Parking Management Plan

OVERVIEW

The Central Eastside Industrial District (CEID) is an important area for employment, educational institutions and destination retail uses. The area is complementary to Downtown, South Waterfront and the Lloyd District and benefits from the close proximity of strong residential neighborhoods to the south, east and north. The district benefits from the close proximity of a productive, well-educated workforce. Due to rising land values, increased energy costs and the desire for a central city location, industrial uses in the district are evolving from warehousing to distribution with strong retail expression and from heavy manufacturing to specialty and advance technology manufacturing. Other emerging uses include regional retail, non-profit offices and educational facilities.

The City benefits economically and socially from the continuing intensification of the CEID. The public is investing millions of dollars into the area's infrastructure including the Eastside Streetcar Loop, Morrison Bridge improvements, Burnside/Couch couplet, 99E viaduct replacement and the Portland-Milwaukie light rail.

To support and encourage this economic vitality, the City, with the help and guidance of the Stakeholder Advisory Committee (SAC), undertook the Central Eastside Parking Management Plan to ensure that access and parking will keep pace with the district's expanding needs.

The Central Eastside Parking Management Plan is a comprehensive look at the CEID's parking facilities, how they are currently used, and how those facilities can help expand access to businesses. The purpose of the plan is to put each and every parking spot to its best use and to ensure that CEID employers and employees – as well as customers, suppliers and delivery services providers – can rely on convenient parking to conduct business.

To accomplish this purpose the project team extensively researched and analyzed parking within the CEID and used this research and analysis to develop the actions identified in this plan. Research included a full inventory of every parking space in the CEID, both on and off street; a representative sampling of the parking utilization, both on and off street; and a detailed look at the current and future land uses. The research and analysis revealed that there are 14,605 parking stalls in the district (6,324 on street and 8,281 off street). Generally, the total parking supply in the district is adequate to meet the present parking needs but the CEID is growing, with more growth forecasted, and the current parking supply will not meet future demands. In addition, much of the current supply of parking is in private off-street lots not available for general use. Finally, the confusing nature of the current system often makes it difficult for customers and employees to park appropriately and is causing parking to spill into surrounding neighborhoods.

This plan is divided into three main sections:

- The Plan
- Plan Details
- Plan Background

The Plan section defines the problems being addressed and describes the Plan Actions that solve those problems. In essence, this section is the vision for the future of parking in CEID. The Plan Details section is the policy that implements the plan. It provides a step-by-step method for the City and a future Central Eastside Transportation and Parking Management Association (TPMA) to implement the plan. The Plan Background provides the justification for the plan and describes the research and analysis that helped to create the Plan Actions.

THE PLAN

GOALS, OBJECTIVES AND VALUES

The following goals, objectives and values were developed by the project's stakeholders through the planning process:

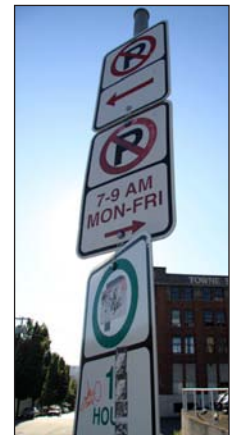
- Support the CEID vision of a uniquely vibrant and diverse environment with distinct and well-connected places.
- Keep parking solutions flexible to address changing activities as the district evolves.
- Balance parking needs with freight mobility, access and loading/unloading.
- Support parking strategies that address adjacent neighborhood impacts.

PROBLEM STATEMENTS

This plan is focused on solving the recognized parking problems in the CEID. As part of an extensive stakeholder and public outreach effort, the project team and the SAC formulated a series of problem statements to describe the parking issues in the CEID. These problem statements are solved by the Plan Actions, though the timeframe in which they are solved varies.

Parking within the district is inefficiently managed.

Parking signage, how long visitors and employees can park and organization of the on-street system is confusing. This has created an inefficient parking system and leads to conflicts between employees and customers throughout the district and provides opportunities for non-district-based parkers to "poach" district parking.



Existing parking policies do not support the needs of customers and visitors using the MLK/Grand, Burnside/Couch, Morrison/Belmont, Hawthorne/Madison corridors.

Currently, on-street parking along commercial corridors in the district with street-level retail and entertainment businesses is parked with employees. As a result, customer access to businesses is limited and restricted.



Out-of-district parkers are using up the parking spaces.

Nearly half of all on-street parking in the district is unregulated, “No Limit” parking; resulting in a significant number of employees from downtown and the Lloyd District who park their vehicles in the Central Eastside during the day to avoid parking costs in downtown and the Lloyd District.



OMSI/Southern Triangle redevelopment has unique near-term parking needs that are not met by existing practices.

The area around OMSI in the “southern triangle” is experiencing different patterns of activity and growth than the rest of the district, including longer time-stay durations by non-permit holders, OMSI’s growth and expansion plans, and construction activity associated with both streetcar and the future Portland-Milwaukee light rail project.

Future parking management policies in the CEID may negatively impact adjacent neighborhoods.

Discussions with neighborhood representatives indicate that spillover of commuter parking from the CEID is already a problem in neighborhoods adjacent to the CEID. Implementation of more aggressive parking strategies in the industrial district may increase adverse impacts in the neighborhoods.



The district does not have a program to reduce parking demand by reducing employee car trips.

There is no coordinated or strategic program within the district to support or provide for transit, bike, walking and/or rideshare services to district businesses and employees.

Future demand will not be met with current parking supply.

Continued reliance on the on-street system of parking to accommodate large percentages of employee demand will become difficult as the district evolves and employment grows.



Future development will be hampered by free on-street parking.

As development occurs in the district, it will be more likely that new parking supply will need to be constructed in parking garages. The cost of constructing of such facilities is high. Parking garages

will be cost prohibitive without market-based rate systems for on-street parking in the district.

Off-street parking supply will decrease as surface lots are developed.

Given that nearly 95% off all off-street parking is in surface lots, future development will likely result in a reduction of this parking supply.

Much of the private off-street parking within the district is underused.

The majority of off-street parking in the district is operated as accessory parking, which limits use only to parkers visiting a specific business or site.



KEY PLAN ACTIONS

Key Plan Actions are visually represented in **Figure 1** and are summarized in this section. The Plan Details section includes all the supporting material, including the implementation steps for the Plan Actions.

- **Simplify the parking system.**

Parking in the CEID is controlled by a confusing mix of regulations. There are a wide variety of time limits for on-street parking stalls, areas where permits are required and some areas where there are no parking regulations. The plan simplifies the parking requirements in the CEID by applying two main base zones; 2-hour and 3-hour as shown on Figure 1.

- **Establish a new permit and meter district.**

A new permit and meter district allows parking permits to be issued throughout the district and provides for the future implementation of paid parking.

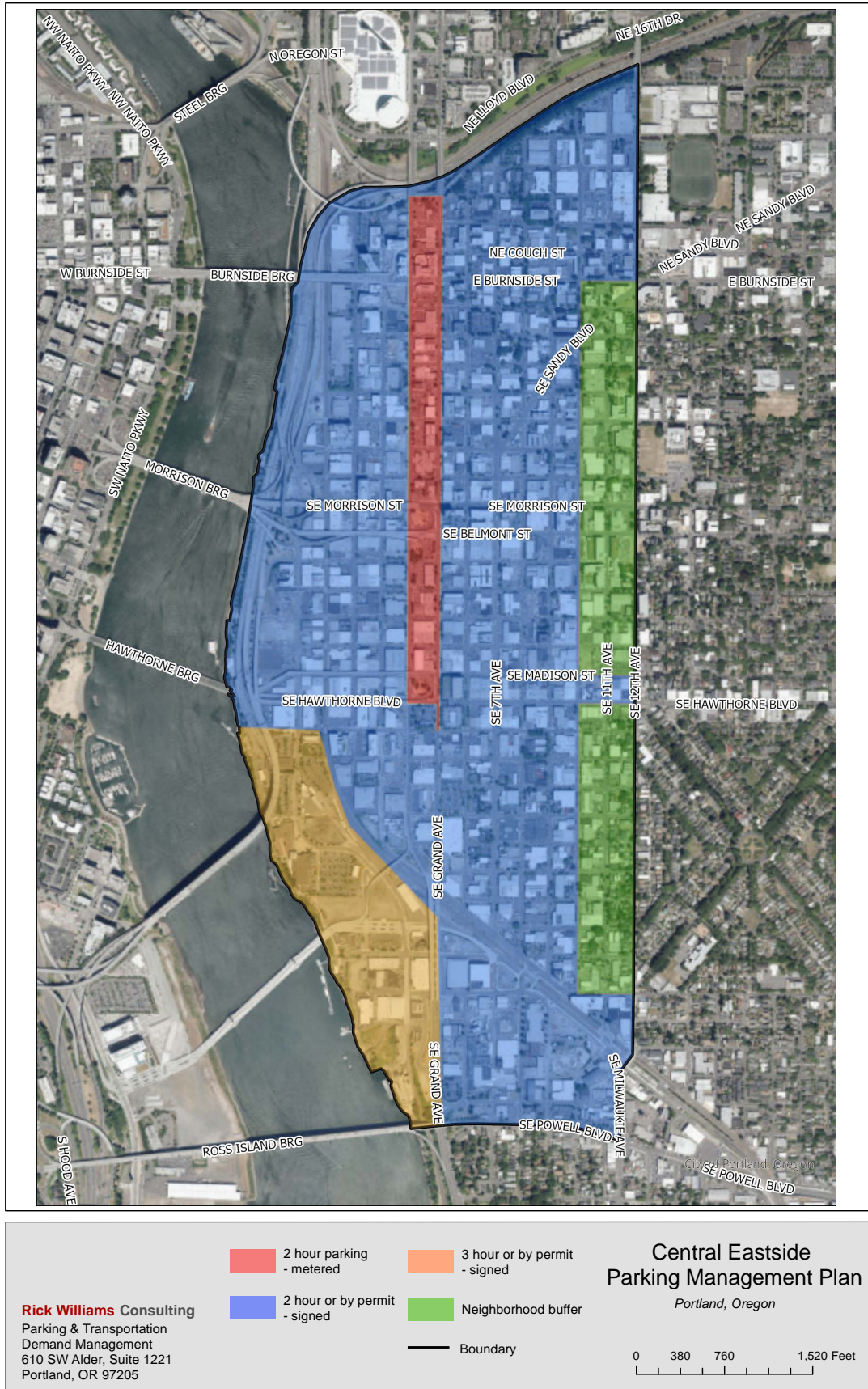
- **Expand the permit program.**

An expanded permit program will increase on-street parking for employees of district businesses and their patrons by making more spaces 2-hour or by permit time stay. As shown on Figure 1, the majority of the CEID is now permit parking with either 2-hour (blue area) or 3-hour (orange area) visitor time limits.

- **Create a customer priority area.**

The customer priority area (shown in red on Figure 1) is a pay-to-park program that will encourage appropriate turnover in the commercial

Figure 1. Plan Recommendations



center of the district (primarily MLK Jr. Blvd. and Grand Avenue) and ensure dedicated customer parking in this emerging corridor. A by-product of this strategy is the creation of revenue to maintain the TPMA and fund other parking and transportation solutions in the district. The customer priority area will begin as an area signed for 2-hour parking only (no permits allowed) and will transition to a pay-to-park area after the Eastside Streetcar is operational. Detailed operations and expansion of this area are discussed in the Plan Details section.

- **Create a fair exceptions process.**

The purpose of the base time standards (2-hour or 3-hour for those visiting the district) is to simplify the on-street parking system for all users. However, the base standard may not always be the right time standard for certain businesses, particularly those that rely on high customer turnover. A draft framework for exceptions is included in the Plan Details section of this plan and ongoing refinements to this framework will occur in a collaborative manner between the Portland Bureau of Transportation and the TPMA.

- **Streamline the residential permit process and protect the adjacent neighborhoods.**

Residential areas east of 12th Avenue are where residential parking is likely now impacted and may be impacted in the future by CEID and downtown employees. The green area on Figure 1 is a buffer zone to help with transition to the new employee parking permit program. The buffer zone maintains the current parking standards. In addition to the buffer area, a streamlined residential permit process will improve access, availability and administration of a Residential Area Parking Permit Program for neighborhoods adversely impacted by spillover commuter parking from the CEID. The Plan Details section of this report describes the new neighborhood permit process for when a neighborhood permit program is established.

- **Form a Transportation and Parking Management Association.**

Creating a TPMA for the district will provide a system of parking self-governance for stakeholders in the district to support continued growth in jobs and customers in the district. A TPMA can serve as a forum for action, planning and program implementation and monitoring of the parking regulations to meet evolving growth in the district. A TPMA can also bring more balance to the district with additional focus and services directed at parking, transit, bike/walk, ridesharing and business and employee assistance. Without a TPMA, it will be very difficult to coordinate and implement all of the Plan Actions found in the Central Eastside Parking Management Plan.

PLAN DETAILS

This section describes the various tools and ordinances necessary for the City to implement the plan. This section includes both policy changes as well as incremental steps to move the Central Eastside towards a parking management system that meets the needs of the businesses, property owners and residents of the area. This section includes the following:

- Program Elements
 - a. Establishment of Parking Management Plan and Meter District
 - b. Parking format details, time stays and permit eligibility
 - c. Pay-to-park details, including expansion and rates
 - d. Meter revenue
 - e. Hours of operation
 - f. Exceptions process details
- Neighborhood Permit Program
- Transportation and Parking Management Association Formation
- Program Implementation

A. PROGRAM ELEMENTS

This section describes the detailed steps necessary to implement the plan. The adoption of the Central Eastside Parking Management Plan provides the Bureau of Transportation with the direction to carry out the actions described below.

1. Establish a Central Eastside Parking Management Plan and Meter District

The Central Eastside Parking Management Plan establishes the area identified in **Figure 2** as the Central Eastside Parking Management Plan and Meter District. The District encompasses the entire Central Eastside Industrial Area as defined in the City of Portland's Central City Plan, and is bounded by I-84 (on the north), SE Powell Blvd. (on the south), Willamette River (on the west) and both sides of 12th Avenue (on the east).

Formal establishment of this boundary as the management plan and meter district allows near-term implementation of the strategies recommended in this document, as well as processes and decision-making benchmarks that inform future revisions, expansions and refinements to occur as a collaborative effort between the City and district stakeholders. Formally establishing the District streamlines future decision making and provides for district oversight as outlined in this plan.

Figure 2. Central Eastside Parking Management Plan and Meter District



2. Simplify the Format of the Parking Supply

The Central Eastside Parking Management Plan simplifies how parking time stays are provided on street. Currently, there are numerous time-stay types throughout the District that are not calibrated to actual customer need. This has led to a confusing mix of on-street parking types.

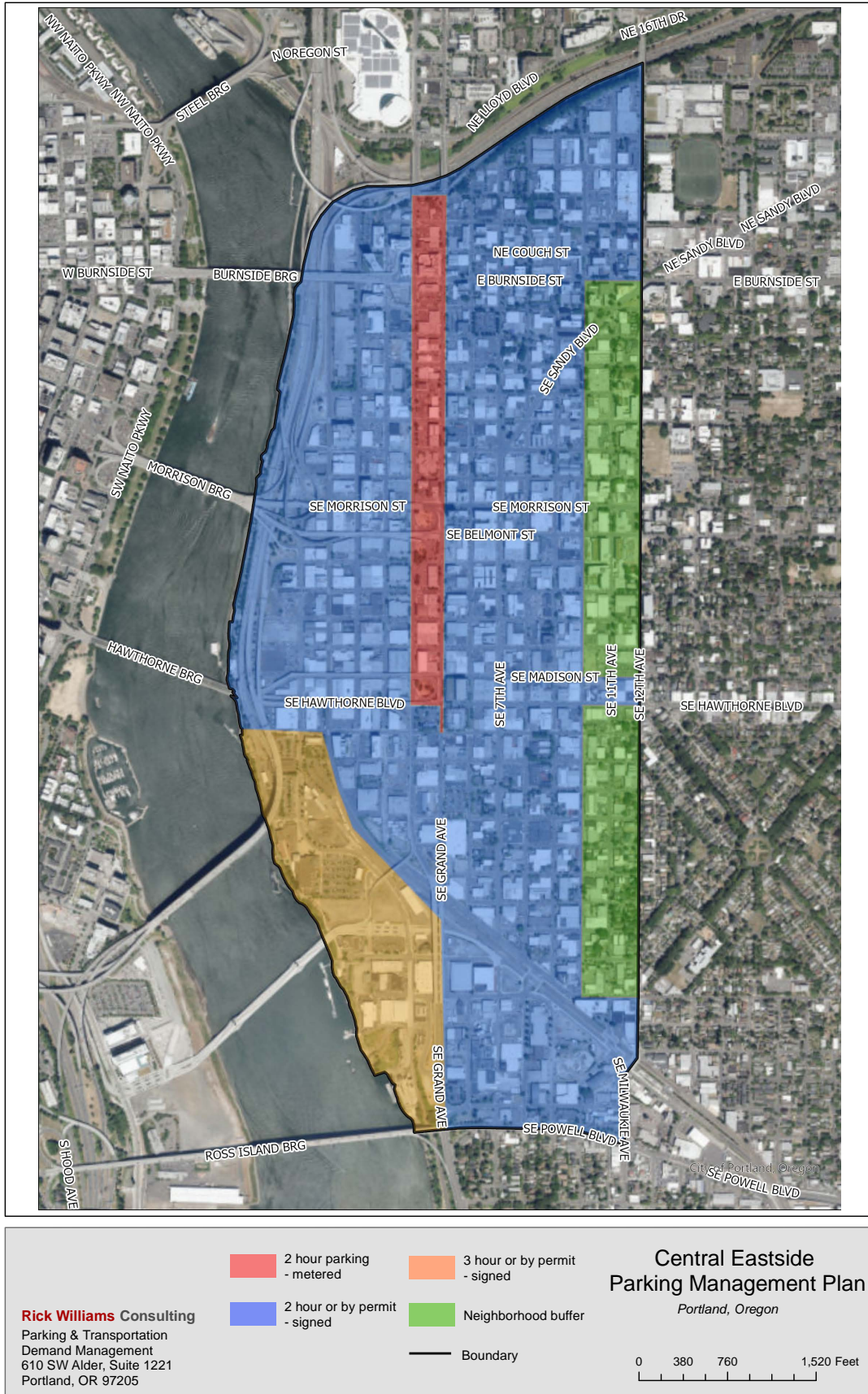
Central Eastside Parking Management Plan establishes the following:

- The City establishes two base time-stay standards for parking in the District. The two standards for on-street parking are 2 Hour (shown as the red and blue areas on **Figure 3**) and 3 Hour (the orange area on Figure 3).

On-street parking in the Customer Priority Area (the red area on Figure 3) of the District will be limited to 2 hours.¹ Parking in the blue area will be 2 hours or by permit (signed), and parking in the orange area will be limited to 3-hour or by permit (signed). The green area will remain as currently configured for parking (which is a combination of time stays and unlimited parking). Existing loading areas will remain. Employees and residents of the Central Eastside Parking Management and Meter District will be eligible to receive permits that will allow all-day parking in the signed time spaces within the District. The issuance of a permit does not guarantee a place to park in the District. Any requests for changes to the base zone time-stay standards will be processed through an exceptions process.

¹ Use of permits would not be allowed in Customer Priority Area during regular enforcement hours.

Figure 3. Base Parking Zones



3. Hours of Operation – Enforcement

The Central Eastside Parking Management Plan establishes enforcement hours in the District between the hours of 8:00 AM and 6:00 PM, Monday through Saturday. There will be no enforcement on Sundays. These are the current enforcement hours in the District.

4. Exceptions Process

The purpose for base time standards described above is to simplify the on-street parking system for customers and visitors, providing a consistent message for how long they can park in the District. However, the base standard may not always be the right time standard for certain types of businesses, particularly those that rely on high customer turnover. For these businesses, such as coffee shops, dry cleaners and courier services, a shorter time stay may be necessary.

The Central Eastside Parking Management Plan establishes the framework for criteria, described below, for granting exceptions to the base standard. These criteria will be finalized and implemented by PBOT Parking Services and may be adjusted through a collaborative process that involves PBOT Parking Services staff and the Central Eastside TPMA staff. Changes to the criteria must be mutually agreed upon by both PBOT Parking Services and the Central Eastside TPMA.

CRITERIA FOR HIGH TURNOVER SPACES (AS EXCEPTIONS TO BASE STANDARD TIME LIMITS)

- **An automatic exception will be granted to any business or property owner requesting a removal of permit parking from the base standard** but no change to the time limit length of either 2-hour or 3-hour.
- **High turnover exception spaces will be located at ends of blocks (next to intersections) to simplify signage** and provide easy access (via convenient crosswalks) to all surrounding businesses.
- **High turnover exception spaces are limited to 30 minutes and 60 minutes in the 2 Hour Zone and 30 minutes and 2 hours in the 3 Hour Zone.** It is important to limit the number of exceptions to the base standard. A high variety of stall types is not encouraged.
- **High turnover exception spaces will be used for specific types of business.** Business type must have a documented high percentage of short transactions. Examples are dry cleaners, banks, bakeries, and ticket agents. A more detailed list of businesses that have such high turnover needs should be established through a collaborative process between PBOT Parking Services and the Central Eastside TPMA and be reflective of business types found in the CEID.
- **High turnover exception spaces are not encouraged where private parking spaces are available.** High turnover spaces will be limited

or not approved for businesses that have adjacent off-street private parking lots or private garage spaces for short-term customers.

- **High turnover exception spaces will be used where on-street parking occupancy exceeds 85%.** Utilization data show that occupancy exceeds 85% during the peak hour on block faces adjacent to business, justifying a reduced base time-stay standard.
- **High turnover exception spaces will be converted to the base standard where citation data indicate these spaces are not used for short stays.** If citations increase at the location of an exception space, the space is needed for longer-term stays and may be better served at the base standard.

METHODOLOGY FOR REVIEWING REQUESTS

The following methodology is a framework for use by PBOT Parking Services (or the Central Eastside TPMA when applicable) when reviewing requests for exceptions to base standards. This framework requires more work by PBOT Parking Services staff prior to implementation. This same process will be used when a removal of a base standard exception is requested or deemed as necessary by PBOT Parking Services or the Central Eastside TPMA.

1. Document location of existing exception space.
2. Identify all vicinity businesses that require exception space and the nature of transactions that require short stays.
3. Document availability of private parking spaces to meet need.
4. Review and/or update utilization data to document current use of space.
5. Review and/or update citation data to document current use of space.
6. Apply all appropriate criteria.
7. Prepare a short report summarizing findings.
8. Notify requestor and adjacent businesses of decision to implement exception space or to continue with the base standard. Include information about the appeals process.

PROCESS TO ADDRESS EXCEPTION SPACE REQUESTS

The following framework describes the process by which a business in the District can apply for an exception to the base standard. This framework requires more work by PBOT Parking Services staff prior to implementation.

1. An application for an exception space will be prepared by a business and will contain:
 - a. Name and address of requesting business and primary contact
 - b. Nature of business
 - c. Justification for exception based on criteria outlined above

2. Applications will be submitted to PBOT Parking Services who will review the request based on adopted criteria and methodology and issue a decision within 60 days of receipt of a completed application.

Once the Central Eastside TPMA is formed, the request process will be coordinated through the TPMA. The TPMA will receive the application and make a recommended decision based on the above criteria. The TPMA will communicate their recommendation to PBOT Parking Services. PBOT Parking Services will make the final decision and make the necessary sign changes.

ONGOING MONITORING

PBOT Parking Services or the Central Eastside TPMA will survey the inventory of exception spaces and adjacent businesses no less than every 2 years to determine if conditions supporting their use have changed. If business uses have changed, Parking Services or the TPMA will initiate the removal process as described above under Methodology for Reviewing Requests.

5. Customer Priority Area

Data findings indicate the need for more consistent and calibrated customer parking along the MLK Jr. Blvd./Grand Avenue corridor (see the Plan Background section for more details). Currently the corridor is comprised of numerous time-stay types (e.g., 5 Minutes, 30 Minutes, 1 Hour, and 2 Hour or by Permit) which do not provide adequate time for customer parking (which is about 2 hours) and causes conflicts between customers seeking access and employees. The initial Customer Priority Area is zoned commercial and should be prioritized and managed differently than areas zoned Industrial that comprise other sub-areas of the district. Establishing a well-managed commercial corridor supports the zoning and vision for the corridor. Simplifying time stays also creates an identified and understandable area within the district for customer and visitor access.

The Central Eastside Parking Management Plan establishes the following initial customer priority area:

- The MLK Jr. Blvd./Grand Avenue corridor from I-84 (north) to SE Clay (south) is a Customer Priority Area that allows for 2-hour parking only.
- All east/west cross streets between MLK Jr. Blvd. and Grand Avenue are included in the Customer Priority Area.
- Installation of parking pay stations (meters) will take place no earlier than the opening of the Eastside Central City Streetcar and no later than November 2013.
- The 2-hour visitor time limit will be in place during all enforcement hours (see *Enforcement Hours*).

Figure 4 shows the Customer Priority Area.

Figure 4. Customer Priority Area



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2 hour parking
 - metered

Boundary

Central Eastside Parking Management Plan Portland, Oregon

0 380 760 1,520 Feet

ADDITIONAL OPERATIONAL DETAILS NECESSARY TO IMPLEMENT THE CUSTOMER PRIORITY AREA

PAY STATIONS

- Pay stations will be used to implement the pay-to-park area.
- The mode of operation will be Pay-and-Display, which is the format now used in downtown and the Lloyd District.
- Pay stations will be located to provide for a maximum distance of 100 feet between the pay station and the parking location, with few exceptions. This provides for consistency between Central Eastside Parking Management and Meter District, downtown and Lloyd District pay-to-park districts.

VISITOR RATE

- Where paid parking is in place, the hourly parking rate will be priced consistently throughout the pay-to-park district at the initial rate of \$1.25 per hour.
- Future adjustments to the rate will be the result of collaboration between the City and the Central Eastside TPMA where both the City and the TPMA agree to the change based on criteria that include (but are not limited to):
 - Occupancy and utilization data collected in the District
 - Cost of operating the pay stations in the District

METER REVENUE

- Revenue from the pay stations will be used to pay for debt service and normal operating costs associated with the program.
- If the program generates net revenue, 51% of the net revenue will be dedicated to transportation and parking projects/programs that benefit the District.
- City staff will work cooperatively with the Central Eastside TPMA to identify and prioritize projects and programs for funding.
- Efforts to support formation of a successful TPMA and efficient parking management and transportation demand management services will be given the highest priority for funding in the near term.

6. Expanded Employee Permit Parking Area

An employee Area Parking Permit Program is currently in place in the CEID. The existing program provides businesses access to permits in 1,816 stalls *signed* as 2 Hours or by Permit. These stalls are found primarily along the western edge of the district (between the Willamette River and 7th Avenue), and in the southern sectors of the district, south of Clay. Data have demonstrated that (a) these stalls

are well used by district employees and (b) ensure that only employees of the district can park on street, as opposed to non-district employees.

Existing No Limit stalls are generally in the eastern portion of the district, east of 7th Avenue and south of I-84 to Clay Street.

These stalls represent about 2,899 spaces and, according to survey data, are highly occupied (84.8% peak hour). However, there is no way to identify whether the users are actually district employees or poachers from downtown or the Lloyd District.

The Central Eastside Parking Management Plan establishes an expanded Employee Permit District as shown in **Figure 5**. Existing No Limit parking stalls in this area will be re-signed as 2 Hour or by Permit.

ADDITIONAL OPERATIONAL DETAILS NECESSARY TO IMPLEMENT THE EMPLOYEE PERMIT PARKING AREA

PERMIT ELIGIBILITY

- With expansion of the Employee Permit Area, the allocation for business parking permits will be increased to 100% of on-site employees within the District.²
- Permits will be made available to residents living within the District.
- Permits will be valid in all stalls signed 2 Hour or by Permit (blue area on Figure 5) or 3-Hour or by Permit (orange area on Figure 6).
- With creation of the Central Eastside TPMA, the process for allocating and distributing permits may transition from the City to the TPMA.

Currently, there are 1,816 stalls in the district signed for permit use (e.g., 2 Hour or by Permit). With expansion of the Employee Permit Area, the number of stalls allowing use of authorized permits will increase to 4,715.

PERMIT FEES

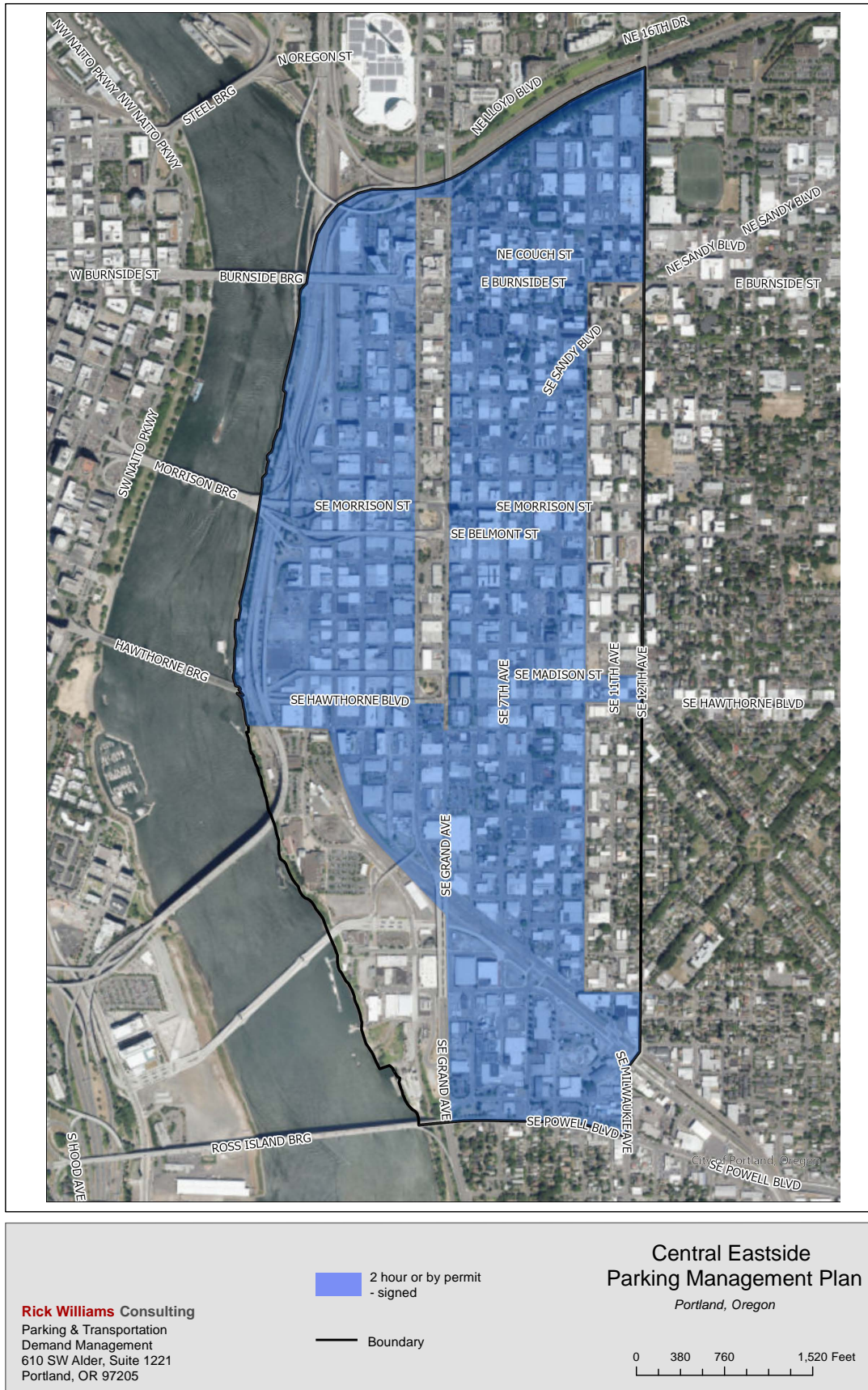
Permit fees are established at the current City rate of \$60.00 per permit per year. Current City policy for pricing permits for Area Parking Permit Programs (APPP) provides that permits will be sold at a rate that covers the City's cost of providing and administering the permits. Future permit fee increases will be tied to the City's rate charged in all APPP districts.

PERMIT SURCHARGES

The Central Eastside TPMA is allowed to impose an additional surcharge to the base cost of the APPP permit for the sole purpose of raising revenue to support TPMA services and programs. The amount of the surcharge will be agreed upon by the City and the Central Eastside TPMA.

² The current CEID business permit allocation is 75%.

Figure 5. Expanded Employee Permit Area



USE OF PERMITS

Vehicles displaying a valid permit will be exempt from visitor time limits within the District during normal enforcement hours.

PERMIT RENEWALS

The City permit program schedule is May 1 through April 30. On or near April 1 each year the City prints a renewal application for each permit holder. The application provides businesses and residents with the number of permits they currently have and, for residents, the license plate numbers assigned to their permit.

The permit holders have the next month to submit the renewal application and any documentation required. All permit holders must provide proof of residency in the form of a copy of a bank statement or credit card statement (account numbers and private information can be removed). If a resident is replacing a vehicle they must also provide a copy of the registration showing the new license number. Once the application is received and verified, the record is updated and the new permit is issued and mailed to the permit holder.

7. Southern Triangle

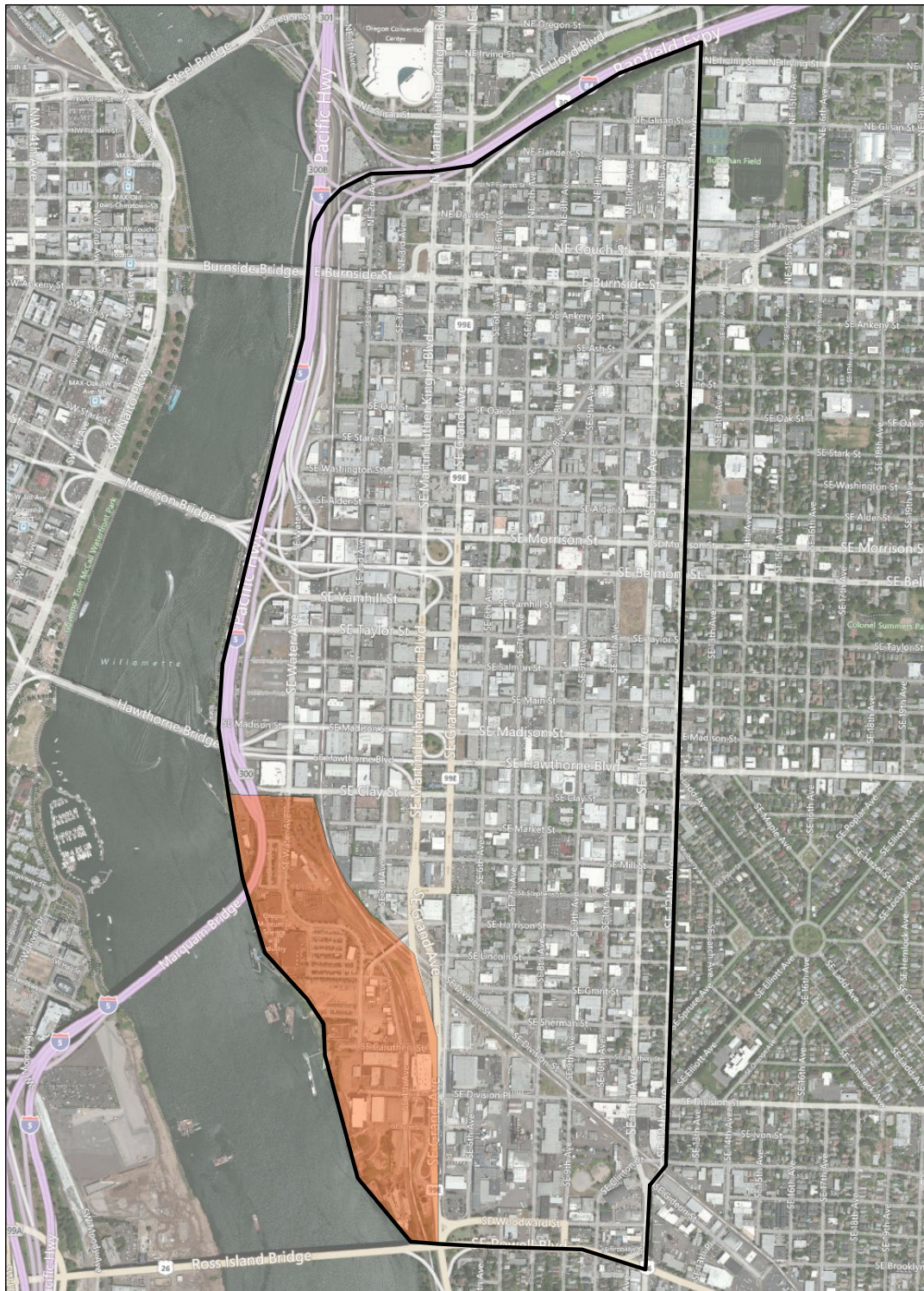
The southern triangle in the CEID is the area generally located south of Clay Street and west of Division and Grand. **Figure 6** provides a graphic illustration of this area (the Orange Zone).

Data collected in 2010 as part of this planning effort indicate that the southern triangle area of the district operates differently than the rest of the district. The average duration of stay is 35 minutes longer than the rest of the District. This means non-permit users in the southern triangle generally park in excess of 2 hours, whereas the remainder of the District's non-permit users park for about 2 hours. The longer time stay requirement in this area is likely due to the fact that OMSI is the primary tenant of the sub-area. (See the Plan Background section for more details.)

The Central Eastside Parking Management Plan establishes the following:

- The base time stay for the southern triangle is 3 hours or by permit.

Figure 6. Southern Triangle



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3 hour or by permit
 - signed

Boundary

Central Eastside Parking Management Plan

Portland, Oregon

0 380 760 1,520 Feet

8. Neighborhood Buffer

As work on the Central Eastside Parking Management Plan evolved, neighborhood representatives participating in the process expressed concerns about the adverse impacts of commercial parking spillover into residential areas that could result from more aggressive parking management within the District. The expansion of the Employee Permit Program, in particular, elevated neighborhood concerns, as commuters who regularly park for free in the CEID may continue to seek free and unrestricted parking options within the adjacent neighborhoods.

The Central Eastside Parking Management Plan establishes the following:

- A neighborhood buffer will be maintained between 10th and 12th Avenues along the north/south border of the district. The buffer is inclusive of 10th and 12th Avenues. The buffer is bounded by Burnside on the north end and Division Street on the south. Parking in this band is currently comprised of a mix of no-limit (unregulated) stalls. The neighborhood buffer continues this mix of parking.

The neighborhood buffer area is graphically represented in **Figure 7**.

The development of a neighborhood parking permit program is discussed in Section B, below.

9. Long-Term Actions

In addition to the above actions, there are longer-term actions that are necessary to solve the parking problems identified in the CEID. These actions will be initiated by the TPMA and completed in conjunction with the City and other partners.

Long-term actions include:

- Expansion of the customer priority area and paid parking
- Strategic acquisition of off-street parking lots to serve as:
 - Permit lots for employees
 - Visitor parking for area customers and visitors
- Create shared use agreements for private lots and work with the City to make any necessary code changes

EXPANSION OF THE CUSTOMER PRIORITY AREA AND PAID PARKING

Consideration of future expansions of the Customer Priority Area or parking pay stations into other areas of the District will be made through a collaborative process between the Central Eastside TPMA and the City of Portland, where each side will agree to the expansion of the Customer Priority Area.

Figure 7. Neighborhood Buffer



Triggers that would compel expansion of the Customer Priority Area include:

- Parking constraints as measured against current occupancy. When occupancies routinely near the available supply in the peak hour, more intensive parking management strategies are necessary to make parking available for customers and visitors.
- New development in the District that constrains available on-street parking for customer and visitor access.
- Requests by businesses that want metered parking.
- Street level land use – block faces with more than a 50% retail, restaurant, or entertainment use can be used as a trigger for inclusion in the Customer Priority Area.

STRATEGIC ACQUISITION OF OFF-STREET PARKING LOTS

In partnership with the Central Eastside TPMA, the City should identify areas within the parking district that would serve as strategic off-street parking areas to support the broader parking objectives of the CEID. Currently there are no public or private parking structures or off-street parking lots for general use in the CEID. The process for determining the location of future public off-street parking should include careful consideration of the need for convenient and efficient parking opportunities for patrons and employees of the CEID. Strategically identifying future parking sites allows the City and TPMA to work with stakeholders and the public and private sectors to effectively coordinate future parking supply.

SHARED USE AGREEMENTS

The City and TPMA should negotiate shared use and/or lease agreements with owners of existing private surface lots to provide for a more flexible and available supply of parking for visitors and employees. In developing the Central Eastside Parking Management Plan, the project team analyzed a significant sample of existing privately owned off-street parking lots located throughout the study area. The general finding was that most are significantly underutilized, even during peak times (i.e., less than 65% percent occupied). These lots comprise approximately 8,000 stalls and are generally without signage or have signage that is inconsistent and confusing to customers and visitors. The ability of the district to “capture” as many privately owned stalls as are available for more active management will provide a relatively low-cost near- to mid-term strategy for mitigating potential parking constraints that result from growth and redevelopment.

B. NEIGHBORHOOD PERMIT PROGRAM

One of the problems identified as part of the Central Eastside Parking Management Plan is the impact on adjacent neighborhoods from new parking management practices in the CEID. Solving this problem includes the creation of the neighborhood buffer described earlier and the refinement of the overall city neighborhood permit program. Currently, City policy makes it difficult for any neighborhood to establish a neighborhood permit program. Without changes to current City policy, neighborhoods adjacent to the CEID do not have the tools to prohibit employees from the CEID or downtown from taking up large portions of neighborhood parking.

The Central Eastside Parking Management Plan establishes the following neighborhood parking permit process:

1. The request to create a neighborhood permit program will be made by the neighborhood association board representing the requested area.
2. Upon receiving a formal request from the neighborhood association, ballots will be mailed to all addresses within the proposed neighborhood permit area. A successful vote will require a minimum of 40% of the ballots returned and a majority of support (minimum of 50+1%) in favor of establishing the neighborhood permit area.
3. The minimum area for establishing a permit program is two square blocks or the equivalent area for the neighborhoods directly adjacent to the CEID.

C. TRANSPORTATION AND PARKING MANAGEMENT ASSOCIATION FORMATION

With approximately 17,000 employees and only 14,600 parking spaces in the District today (public and private, on and off-street), it is evident that proactively managing access and parking supply in the CEID is essential for accommodating future job growth in the District.

Given this, it is important to consider demand management programs and policies that will ensure the infrastructure and parking supply in the district is used efficiently by employees, visitors and residents. Demand management programs can be implemented by cities, employers or business associations and can be implemented in a number of ways. In the CEID, the City and stakeholders recommend the creation of a TPMA, a commonly used public-private partnership model.

A TPMA is a non-profit entity that works within a district to promote the allocation and use of transportation options for its members. A TPMA

can provide a unified voice as an advocate on behalf of the district for transportation-related issues including parking, signage, and business promotion, as well as provide a venue for distributing transit (including streetcar) passes to residents and businesses.

A TPMA can serve a valuable function by working directly with a city, neighborhoods, and employers to monitor and actively manage scarce parking capacity and encourage growth in a district by ensuring an efficient use of all transportation resources.

Upon adoption of the Central Eastside Parking Management Plan, the City, Central Eastside Industrial Council (CEIC), neighborhood representatives and other stakeholders will begin the process of forming a TPMA to serve the businesses, residents and visitors of the CEID. The TPMA may operate under the non-profit status of the CEIC. At the outset of the program, the primary funding source for the TPMA will be a surcharge on area parking permits sold to employees of the District; this contribution will be equally matched by support from the CEIC in the form of cash, office space or other in-kind contributions. As the District moves to metered parking, the TPMA will be eligible to receive a portion of the net meter revenue that is generated in the district (currently set at 51%). Future allocation of the District's share of net meter revenue will be determined by a Meter Revenue Allocation Committee (MRAC) comprised of district stakeholders.

DRAFT MISSION

The Central Eastside TPMA works with employers, employees and residents of Portland's Central Eastside to promote and manage the efficient use of transportation resources in the District.

TPMA FUNDING

Recent transportation management associations startup efforts in Vancouver and Tacoma, Washington, indicate that first-year costs associated with organizational development average approximately \$135,000, assuming 1 full-time employee for a program director. The Appendix provides a detailed TPMA budget based on the Vancouver and Tacoma models.

A review of transportation management associations locally and on the West Coast indicates that the most successful organizations were those that were supported with multiple funding sources. Multiple sources were inclusive of funds contributed from the private sector, the sponsoring jurisdiction (usually a city) and the local transit agency. The greater the diversity of funding and participation from the three private and public sector partners, the more it appears that the affected transportation management association was

both financially stable and effective in delivery of services and results. The following list describes the types of funding used for various transportation management associations around the Northwest.

PRIVATE SECTOR BASED

- Dues from individual participating businesses
- BID (assessment on property)
- BIA (assessment on business)
- Grants
- Fees for service

CITY BASED

- General fund contribution
- Surcharge on commuter parking
- Percentage of metered parking revenue
- Transportation fees on new development
- Grants

TRANSIT BASED

- General fund contribution
- Commissions on downtown transit pass sales
- Grants

The Central Eastside Parking Management Plan establishes that a Central Eastside TPMA be formed to serve as:

- An oversight entity for District parking and transportation management
- An administrator of District program delivery
- A forum to gather District parking data and measure and monitor utilization of the supply and plan success
- An entity to interact with the City and collaborate on refinements to the Central Eastside Parking Management Plan over time

D. PROGRAM IMPLEMENTATION

The Central Eastside Parking Management Plan will be implemented over time. A number of the Plan Actions can begin immediately after adoption,

while other Plan Actions are dependent on the formation of the Central Eastside TPMA. **Figure 8** provides a general timeline for when the Plan Actions can begin and when they are likely to be complete.

Figure 8. Program Implementation

Central Eastside Parking Management Plan Action Items

	2012				2013				2014			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
REFORMATTING • Change all the signs												
EXCEPTIONS • Initial • Ongoing												
PERMITS • Employee • Neighborhood												
METERS • Phase 1												
TPMA • Formation and ongoing												

NOTE: Implementation schedule to be refined with TPMA once established.

PLAN BACKGROUND

The Plan Background section of the Central Eastside Parking Management Plan describes the process, research and analysis that were used to develop the Plan Actions described in the previous sections. A significant amount of time and effort was expended to develop this plan, including a full inventory of parking in the CEID and a comprehensive community involvement program. This section describes the following:

- Stakeholder and Public Involvement
- Parking Inventory
- Parking Utilization
- Land Use Inventory and Analysis

A. STAKEHOLDER AND PUBLIC INVOLVEMENT

The goal of this project has been to work collaboratively with stakeholders and the public to develop a comprehensive parking management plan for the CEID. The primary objectives for this project were as follows:

1. *Information-based decision making.* Although there are many beliefs about the parking problems in the CEID and possible solutions, the parking plan and implementation strategy should be based on real data and defensible analysis.
2. *Value driven solutions.* How parking is provided for and managed within the District is inextricably linked to the stakeholders' values related to District land use, growth and character. The parking plan and implementation strategy should reflect those values.
3. *Meaningful collaboration.* The planning process must be collaborative and fully engage stakeholders at each phase of the planning process and provide meaningful improvements to their parking needs in the District.

Stakeholder and public involvement was a significant component of the Central Eastside Parking Management Plan. The cornerstone of the involvement program was the SAC. The plan represents the recommendations of the SAC.

STAKEHOLDER ADVISORY COMMITTEE

The SAC (full list of members is found in the Acknowledgements) was a diverse group of property owners, business owners, representatives of the CEIC and representatives from adjacent neighborhoods. The SAC met 12 times during the course of the planning process between August 2010 and September 2011. The meetings were held at the Architectural Heritage

Center at 701 SE Grand Ave., from 4 to 6 PM on the third Tuesday of the month. The meetings typically included a presentation by the project team and then a facilitated discussion. Full meeting summaries of each SAC meeting are included in the Appendix.

PUBLIC WORKSHOPS

Two public workshops were held on February 22 and June 28, 2011, to allow broader input into the process and plan. The meetings were held within the CEID and included a wide variety of ways to provide input, from informal discussions with the project team to written comments.

The first workshop began with an open house which was followed by a presentation on the parking inventory and land use analysis and the findings from that analysis. After the presentation, breakout groups discussed the key issues in smaller groups, providing feedback that was recorded. The second workshop focused on the Plan Actions and also started with an open house and was followed by a question and answer period.

Full summaries of the public workshops are included in the Appendix.

AD HOC NEIGHBORHOOD MEETINGS

City staff met numerous times with neighborhood representatives to work out neighborhood parking options. These meetings focused on how to best mitigate the potentially negative consequences of changes to parking regulations in the CEID.

CENTRAL EASTSIDE INDUSTRIAL COUNCIL MEETINGS

A presentation was given to the CEIC quarterly board and membership meeting on June 29, 2011. The presentation was followed by a question and answer period. Many of the questions were on the pay-to-park recommendations. In addition to this meeting, the project team met numerous times with representatives from the CEIC to discuss key issues.

PUBLIC INFORMATION

The project team established a Web site for the project that included the project background, the inventory and analysis work, meeting summaries and other information. The Web site was updated on a monthly basis.

B. PARKING INVENTORY – COMPOSITION OF THE SUPPLY

This section describes the existing amount of parking in the CEID and how it is formatted. The inventory was collected during the summer of 2010 through a systematic method that ensured that every stall was counted and the format (how the stall was signed or not) was recorded.

The format of the parking is a key factor in understanding the nature of the parking supply. The format of parking is the total mix of parking in a supply, the type of stall (long-term/short-term), the allowed duration of stay (e.g., 30 Minutes, 2 Hour, Loading Zone, etc.) and the number of stalls. With an accurate inventory, one can begin to assess whether the types of stalls are appropriate to the land uses they serve and how the number of stalls correlates to actual demand. A parking inventory can also reveal how the supply is segmented between publicly owned stalls and those stalls that are in private ownership/control. Generally, public stalls are accessible to all users of a district, and private stalls are more limited and controlled. Finally, a good inventory of parking supply can be coupled with occupancy, turnover and duration-of-stay data to generate information on the true dynamics of parking within a specific supply.

This plan developed a complete and comprehensive inventory of all parking within the study area. **Figures 9 and 10** summarize the CEID inventory and provide a complete breakout of stalls by type and percentage of supply. Detailed maps that show where every stall is located and its format are included in the Appendix.

Figure 9. 2010 Parking Study Area On-Street Inventory

Central Eastside On-Street Parking Stall Breakout		
Stalls by Type	Number of Stalls	% of Total Stalls
5 minutes	15	<1%
10 minutes	61	1.0%
15 minutes	93	1.5%
20 minutes	47	<1%
30 minutes	205	3.2%
1 hour	919	14.5%
2 hours	267	4.2%
2 hours or By Permit	1,816	28.7%
No Limit	2,899	45.8%
Permit only	2	<1%
<i>Total On-Street Parking Stalls</i>	6,324	100%

As **Figure 9** indicates, the District currently maintains a significant number of time-stay designations, ranging from 5 Minutes to No Limit. A significant portion of on-street parking (45.8%) is comprised of 2,899 No Limit parking stalls, which are unregulated and available to any and all parkers, whether Central Eastside-based or not. An additional 1,816 stalls (28.7%) are stalls that are signed “2 Hours or By Permit.” These stalls are prioritized for use by District employees that display valid employee/business parking permits. The District also maintains a high concentration of 1-hour stalls (919 in total).

Overall, the District on-street parking format is heavily weighted to long-term parking, which is reflective of the industrial nature of the district. However, the high concentration of unregulated parking (No Limit) is likely contributing to the high levels of poaching by non-district-based commuters that was described and identified in the 2009 *Central Eastside Parking and Travel Choices Scoping Report*.

As **Figure 10** illustrates, there are 459 off-street parking sites in the 500-block District. Of these facilities, only two are in structures, meaning the vast majority of off-street parking in the District is in surface lots. As the District develops, the loss of parking currently on surface lots to new development may create constraints in the supply. Also, 91.6% of all off-street parking in the district is managed as restricted access accessory parking, which means the lots do not allow general access for visitor use. Stated differently, only 13 sites and 665 stalls are generally available to the visiting public, which may cause inefficiencies in the system and work against growing visitor demand.³

Figure 10. 2010 Parking Study Area Off-Street Inventory

Central Eastside Off-Street Parking Stall Breakout		
Stalls by Type	Number of Stalls	% of Total Stalls
Public <u>Structured</u> Off-Street Stalls (2 sites)	325	4.1%
Public <u>Surface</u> Off-Street Stalls (11 sites)	340	4.3%
Private <u>Structured</u> Off-Street Stalls (5 sites)	127	1.6%
Private <u>Surface</u> Off-Street Stalls (441 sites)	7,489	90.0%
<i>Total Off-Street Parking Stalls</i>	8,281	100%
Total Supply Inventoried	14,605	

³ There are strategies and programs for shared parking and better coordination of existing off-street parking that could be pursued. It is anticipated that such programs would be a key strategy employed by the TPMA as a means of maximizing current parking supplies over time.

C. PARKING UTILIZATION

Parking utilization provides information on how the supply actually performs during typical operating periods. Information on how long cars park in a stall, for instance, allows for an assessment of whether enforcement is efficient and/or if the stall allows sufficient time to match customer need. Turnover data provide an evaluation of whether there is sufficient volume of vehicle traffic to support retail (high turnover) versus industrial (low turnover) need. Occupancy data help in identifying constraints and surpluses of space in the system, which can be used to direct patrons to available supply or trigger actions in constrained areas to mitigate parking deficits. Overall, when combined with parking inventory data, utilization data is central to the development of parking strategies that will be unique to the needs of the Central Eastside.

ON-STREET SUPPLY – METHODOLOGY

The project team conducted the capacity/utilization and turnover inventory for the on-street supply on Wednesday, September 15, 2010. The survey day was selected in consultation with the City of Portland and was reflective of the initial scoping process.

The project team's methodological approach to gathering parking utilization/capacity/turnover data began with a physical compilation of all public parking assets (on and off street) within the study area (described above). This physical assessment was conducted in advance of the survey day and documented all parking by location and type. The inventory was used to create a data template necessary to conduct the utilization assessment. In total, 6,324 on-street parking stalls are located within the study zone.

Given the size of the District, it was determined that a representative sample of on-street stalls be employed. To this end, five data zones were selected for the survey. The data zones were selected to ensure (a) representation of diverse land use areas (b) geographic distribution and (c) statistical validity. Also, data from two previous 2007 parking studies were utilized (and validated through additional sampling) to augment the overall data collection effort. **Figure 11** identifies the data collection zones.

In total, 3,660 on-street stalls were surveyed, which represents a 58% sample.

The September 2010 survey involved an hourly count of each occupied on-street parking stall in the study area using the first four digits of the parked vehicle's license plate. Surveyors collected license plate data at each on-street parking stall located in the study area every hour over a 9-hour period (9:00 AM – 6:00 PM).

Figure 11. Parking Study Data Zones

Central Eastside Parking Management Plan

Portland, Oregon

Data Collection Dates:

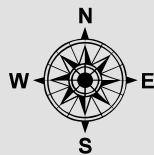
Zone A - 2010

Zone B - 2010

Zone C - 2010

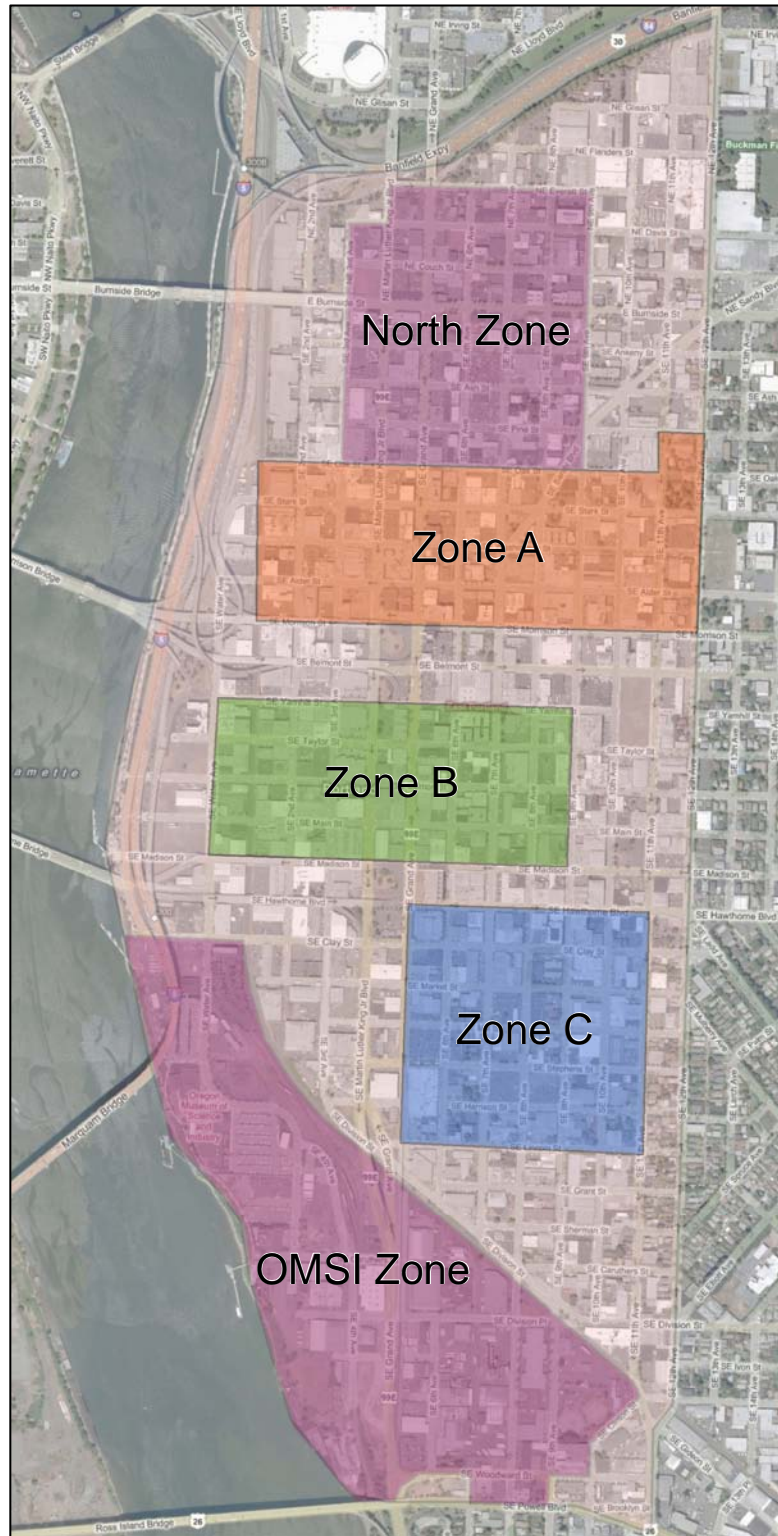
North Zone - 2007

OMSI Zone - 2007



Rick Williams Consulting

Parking & Transportation
Demand Management
610 SW Alder, Suite 1221
Portland, OR 97205



ON-STREET SUPPLY – KEY FINDINGS

Figure 12 provides a summary of the data collection effort. For purposes of this discussion, the table combines data from the five study zones into a single summary used for describing the district in totality. Information for each of the individual data zones is included in the Appendix.

Figure 12. Central Eastside On-Street Parking Summary – Combined Study Area (5 Zones)

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
All Stalls	3,660	Noon – 1PM	76.5%	842	3 hr/ 28 min	28.3%
Usage by Time Stay						
10 minutes	60	10:00 – 11:00 AM	45.0%	33	N/A	32.7%
15 minutes	50	3:00 – 4:00 PM	46.7%	8	N/A	23.5%
20 minutes	43	11:00 AM – 12:00 PM	48.8%	22	N/A	24.3%
30 minutes	159	12:00 – 1:00 PM	48.7%	84	N/A	27.3%
1 hour	661	12:00 – 1:00 PM	63.0%	241	2 hr/ 8 min	40.1%
2 hours	235	10:00 – 11:00 AM 1:00 – 2:00 PM	65.4%	79	2 hr/ 37 min	33.0%
2 hour or By Permit	918	12:00 – 1:00 PM	89.0%	97	4 hr/ 17 min 2 hr/ 35 min*	22.8%
No Limit	1,529	11:00 AM – 12:00 PM	84.8%	230	4 hr/ 37 min 2 hr/ 7 min**	N/A

* Average time stay for non-permit holders

** Excludes stays of 5 hours or more

Key findings from the on-street data survey include:

- Combined peak hour occupancy across the District (on-street) is 76.5%; this varies approximately +/- 5.0% across all zones. In other words, there was very little variability between the five zones as to duration of stay by timed stall or occupancy by time of day. This is unusual for a district so large and with the diverse mixture of land uses in the district.
- Average duration of stay is 3 hours and 28 minutes (includes permits and No Limit).
- There is a very high rate of violation in posted time stay stalls, indicating (a) low enforcement and/or (b) customers need more than 1 hour.
- 1-hour stalls have the highest rate of violation (40%) and an average duration of stay of over 2 hours. These stalls provide a time limit that does not meet customer need.

- 2 Hour or By Permit stalls have the highest occupancies (89%) and lowest violation rate.
- There is not a high correlation between parking occupancy/duration of stay and area of district or type of land use. For instance, 2 Hour stalls performed the same in industrial zones as they do in retail areas. Permit stalls had similar occupancies regardless of where in the District they are located.
- The permit system seems to work well, with 62% of designated stalls in use with valid displayed permit.
- There is a high use of No Limit stalls with no ability to identify who is using the stall. About 2,100 cars a day are parking 5+ hours in the District, and it is not possible to know how many of these vehicles are employees of business outside the district (i.e., downtown, Lloyd District).
- A high proportion of the on-street system is being used for long-term vehicle storage.

OFF-STREET SUPPLY – METHODOLOGY

While the combined on-street system operates at approximately 77% peak occupancy, it is important to evaluate how the off-street system operates in relation to the on-street system. This is particularly important because potential access constraints to on-street parking (now or in the future) will need to be absorbed by off-street parking. Therefore, understanding available capacity for absorption of on-street demand growth is important.

To conduct the off-street survey process, the project team collected a comprehensive catalog of all parking lots and their individual stall totals. In anticipation of the survey effort, the number of lots was narrowed to a smaller field to provide a statistically valid sample of the larger system. The creation of the sample was done partly for budget efficiencies, but also for physical practicality and data collection management purposes. Special attention was paid when choosing the off-street parking sample to ensure geographical distribution (representative of the number of lots and their physical locations within the subzones) and lot size to assure that the sample was reflective of the individual lot capacities within the larger system. In total, 3,565 off-street parking stalls were sampled, which represents a 43% sample.

Off-street utilization data was collected on Wednesday, September 15, 2010, along with the on-street data. Hourly capacity counts were taken between 9:00 AM and 6:00 PM.

OFF-STREET SUPPLY – KEY FINDINGS

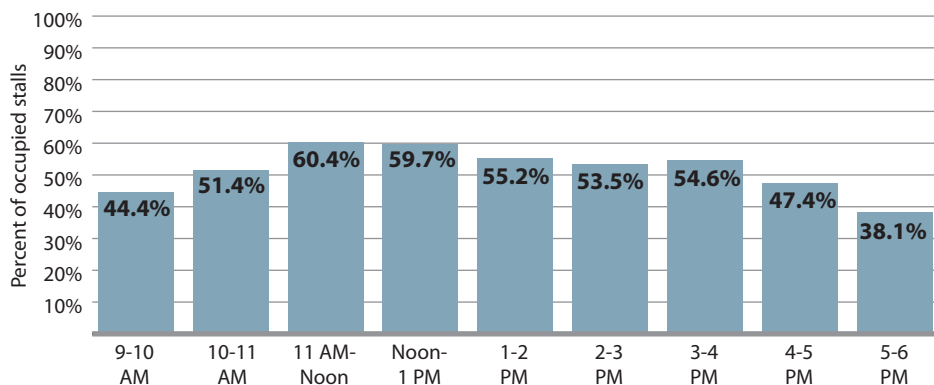
Key findings from the off-street data survey include:

Combined peak occupancy of 60.4% (11AM – Noon) which is considered low and, therefore, underutilized.

- With the exception of the south district, occupancies are equally distributed throughout most of the district (+/- 5% variation)
- Highest occupancies were found in the south district – OMSI
- Low occupancies are not surprising given (a) majority of private lots are managed as restricted accessory lots and (b) free on-street parking is generally available
- There are 3,279 empty off-street stalls at peak hour, if extrapolated to entire District.

Figure 13 provides a summary of the off-street data collection effort.

Figure 13. Central Eastside On-Street Parking Occupancies – Combined Study Area (5 Zones)



In summary, the off-street supply is underutilized, with over 3,200 stalls empty during the peak hour of the operating day. It is also clear from the data that these empty stalls are uniformly distributed throughout the District. In the near term, in particular, these stalls present an opportunity for accommodating demand growth. The challenge will be to coordinate access into these facilities, which are under private ownership and, for the most part, conditioned or operated as accessory facilities. Capturing this underutilized parking supply for the benefit of the entire District will require outreach to affected owners/operators, coordination of potential “shared use” opportunities and monitoring. This type of coordination could be a key function of the Central Eastside TPMA.

D. LAND USE INVENTORY AND ANALYSIS

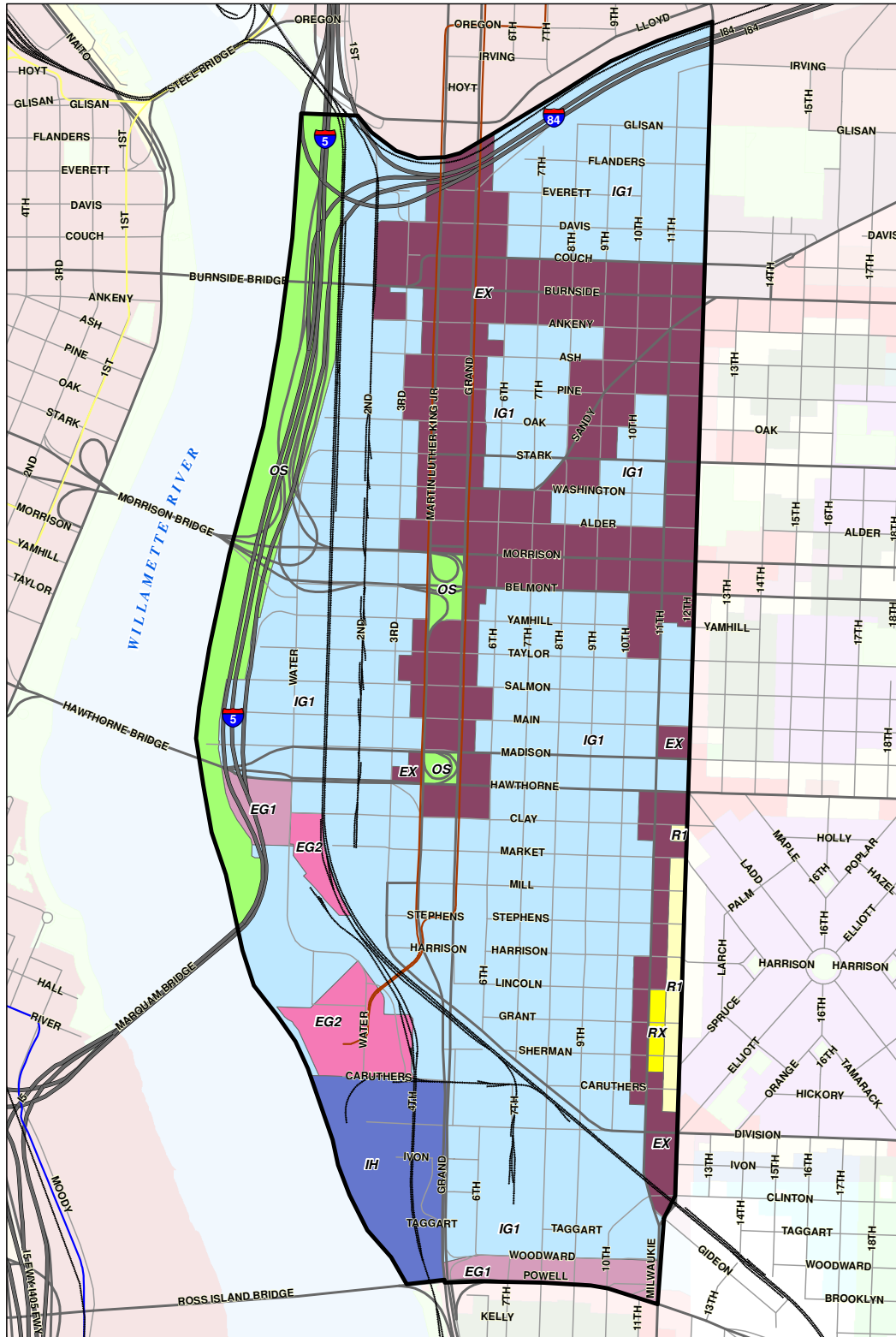
Current and future land uses are a key component of the Central Eastside Parking Management Plan. The type and intensity of land uses drives the demand for parking and impacts the type of parking needed. This section describes both the current land uses as well as the planned future land uses. The planned future land uses are important to understand since changes to the District impacts both the demand for parking as well as potentially decreases the supply when new development occurs on vacant lots currently being used for parking.

CURRENT LAND USES AND EMPLOYMENT

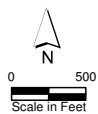
A majority of the CEID is designated an Industrial Sanctuary by the City of Portland and serves as incubator for a diversity of new businesses as well as the home to many long established industrial businesses. The district is currently zoned mainly for industrial use with 65% of the area zoned General Industrial (IG1). This zone aims to preserve land for industry. About 22% of the district is zoned Central Employment (EX) which is a relatively flexible zone allowing a mix of uses including industrial, commercial and residential. In addition, the District includes an Employment Opportunity Subarea (EOS) that allows for greater flexibility for employment uses to accommodate a wider variety of uses while preserving the industrial fabric of the area. See **Figures 14 and 15** for a complete depiction of zoning in the CEID.

Currently the CEID is home to about 16,600 jobs spread fairly evenly across the district. Large employers include Multnomah County, Franz Bakery, Goodwill Industries and Wentworth Chevrolet and Subaru, among others. Some employers, such as Franz, work in shifts which tends to spread out the demand for parking. Other employers such as restaurants and bars, have later hours of operation and busier times on the weekends.

Figure 14. CEID Zoning Map



Parametrix DATE: August 9, 2011 FILE: CentralEastsideParking_Zoning.mxd

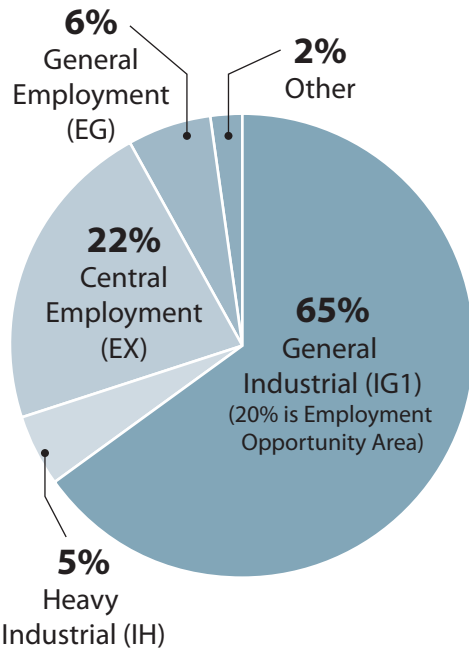


- | | |
|----------------------------|----------------------------|
| CG - General Commercial | IG1 - General Industrial 1 |
| CS - Storefront Commercial | IH - Heavy Industrial |
| CX - Central Commercial | OS - Open Space |
| EG1 - General Employment 1 | R1 - Residential 1,000 |
| EG2 - General Employment 2 | RX - Central Residential |
| EX - Central Employment | |

Central Eastside Parking Study Zoning Map

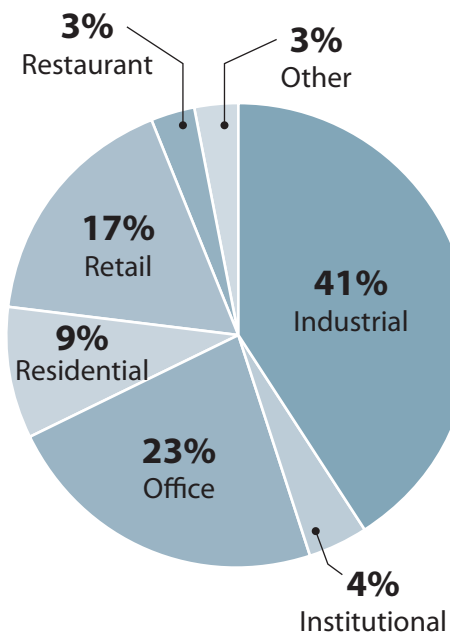
Portland, Oregon

Figure 15. CEID Zoning Mix



Source: BPS Central City 2035 Subdistrict Profiles

Figure 16. CEID Land Use Mix



Source: BPS Central City 2035 Subdistrict Profiles

While the zoning provides a picture of what is possible in the CEID, the actual land uses tell a somewhat different story. A City of Portland inventory in 2008 found that about 41% of the uses were industrial at that time and about 23% were office. The third largest use was retail at 17%. While this survey is now a number of years old, a quick scan of the CEID shows that more retail and office uses are showing up (BSide 6 and Olympic Mills Commerce Center) while the industrial uses appear to be holding steady. **Figure 16** shows the mix of land uses within the CEID.

FUTURE LAND USES AND EMPLOYMENT

The project team analyzed future land uses and the actions that might trigger future land uses to better understand the future demand for parking in the CEID. The CEID includes numerous vacant lots and underutilized parcels, including many surface parking lots, which could develop into new uses in the next 20 years. This new development would lead to more employees in the CEID and therefore to greater parking demand, while in some cases reducing the surface parking available. According to the Bureau of Planning and Sustainability's *Central City 2035 Subdistrict Profile* there is as much as 47 acres that are either vacant or underutilized. While it is unlikely that all of those acres would develop into new employment uses in the next 20 years, some percentage certainly will. The likelihood of new development is influenced by public and private investment in the CEID. There are three large projects that are either under construction or in the planning stages that will help spur further development:

- Eastside Streetcar (complete September 2012)
- Portland-Milwaukie Light Rail (complete 2015)
- OMSI Development Plan (master plan complete)

Metro has forecast that employment in the CEID will grow by about 8,000 jobs over the next 25 years, bringing the total employment to about

24,600. The Metro forecast is part of a regional allocation of population and employment that the City of Portland agrees to and uses for planning purposes. In addition to the new employment, Metro also forecast that the CEID will grow by almost 2,000 new housing units, a significant increase from the 1,100 units currently found in the district (2005).

EXTRAPOLATED PARKING DEMAND

The project team used the projected growth in district employees and the parking utilization data described above to extrapolate future parking demand in the CEID. The extrapolated parking demand is an input into the Plan Actions found in this plan and serves as background for future parking management.

The following step by step process was used by the project team to extrapolate parking demand:

Step 1: Determine current employment and estimate future employment.

Current employment in the CEID is 16,687 according to 2009 Census Longitudinal-Employer Household dynamics (LEHD) program. Metro's forecast of employment for 2035 is 24,268.

Step 2: Calculate the Parking Demand Factor.

The Parking Demand Factor represents the peak demand for parking in the CEID currently and is a ratio of number of vehicles parked at the peak (as discussed in the Parking Utilization section above) and the current number of jobs in the district. This ratio takes into account how parking is currently being used in the district and implicitly includes the mode share in the district (amount of people who bike, walk, bus or carpool).

The CEID Parking Demand Factor is calculated as follows:

Number of vehicles parked at peak	9,878
Number of jobs in the district	÷16,687
Parking Demand Factor	.59

Step 3: Calculate projected parking demand.

The third step is to use the Parking Demand Factor and the projected population to determine the projected future demand for parking.

The projected parking demand is calculated as follows:

Projected future employment	24,268
Parking Demand Factor	×.59
Projected parking demand	14,318

Step 4: Calculate projected peak hour parking demand.

The final step is to compare the projected parking demand with the current supply to determine projected peak hour demand. This calculation helps form conclusions about where parking demand is headed and how parking policies can help mitigate any future issues. While there are many variables at play in this calculation, including increased supply of parking through new off-street lots, improved mode splits, general economic conditions and changes in land uses, the calculation of peak hour demand is useful in managing parking supply to the 85% rule. The 85% rule is a common standard used in the parking industry that states that if parking occupancy routinely exceeds 85% in the peak hours the supply is considered constrained.

Peak hour parking demand is calculated as follows:

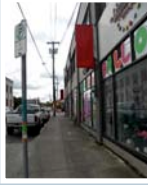
Projected parking demand	14,318
Total current stalls in district	÷14,605
Peak hour demand	98%

As shown in the calculation above, at some point in the future and with no intervention, the parking in the CEID will become fully subscribed in the peak hour, resulting in a true lack of parking for customers and employees. While it cannot be projected when this point will be reached due to the factors mentioned above, it is clear that interventions are needed in the District to better manage parking supply and demand.

KEY FINDINGS

The following are the key findings from the land use inventory and analysis.

- The land uses within the CEID are changing in response to market conditions and the flexible zoning in the Employment Opportunity Area.
- New large infrastructure projects will have an impact on land uses within the CEID, likely speeding growth in retail and creative sector services and therefore impacting the demand for parking.
- New development is likely to occur on parcels that are now surface parking lots; impacting both parking demand and supply.
- Future parking demand will exceed supply without any parking management interventions.



Central Eastside

PARKING MANAGEMENT PLAN

APPENDIX

THIS SECTION INCLUDES:

- A. Glossary of Terms
- B. Open House Summaries
- C. Meeting Summaries
- D. Data Inventory and Maps
- E. Meter Revenue Hour Analysis
- F. Estimated TPMA Program Budget

JUNE 2012



A. GLOSSARY OF TERMS

There are many terms and concepts associated with the Central Eastside Parking Management Plan that are unique. The following glossary of terms is intended to assist readers and provide clarity to the plan.

Accessory Parking – Accessory parking is defined as parking regulated and/or managed to restrict access to specific users. For instance, many parking facilities in the CEID are required by conditional use to limit access only to users of the specific land use that a parking lot serves. As such, use of the lots by the general public to visit the District and patronize multiple venues is not allowed. This can create significant inefficiencies in the parking supply as unused parking spaces cannot be shared with other buildings or businesses.

Area Parking Permit Program (on-street) – In areas where parking is time limited, but where District-based employees and residents are allowed accesses to on-street parking, permit programs allow authorized parkers unlimited parking in time limited zones. Parking enforcement identifies authorized parkers by a visibly displayed permit that distinguishes the permitted vehicle from unpermitted vehicles that are required to honor the posted time stay maximum. An area business permit program can be separate from or integrated into an area residential parking permit program (see below).

Area Residential Parking Permit Program (on-street) – In areas where parking is time limited, but where residents are prioritized for access to on-street parking, permit programs allow authorized residents unlimited parking in time limited zones. Parking enforcement identifies residents by a visibly displayed permit that distinguishes the residents' vehicle from non-resident vehicles. An area residential parking permit program can be separate from or integrated in to an area business parking permit program (see above).

Central Eastside Industrial District (CEID) – For purposes of this study and plan, the CEID includes all land uses, businesses and parking supply that falls within the boundaries of the study area illustrated in Figure 2.

Duration of Stay – This represents the average length of time a vehicle parks in a study area. Duration of stay is calculated by dividing the total number of vehicle hours parked by the total number unique vehicles observed in a study zone.

85% Rule – Within the parking industry, if a supply of parking routinely exceeds 85% occupancy in the peak hours, the supply is considered to be "constrained." This standard of parking capacity is particularly important in the management of visitor supplies of parking. For commuter parking and residential parking, the measure of constraint may be higher (e.g., 90%+) given that the user group is more familiar with the supply/area as opposed to a less frequent, transient user. Many parking managers use target occupancy standards (i.e., 85%) as benchmarks to trigger more aggressive parking

management strategies. Strategies implemented are intended to mitigate constraints within a given supply of parking (e.g., rates, time stay adjustments, enhanced enforcement, etc.).

Format of Parking Supply – This generally refers to on-street parking. The parking format is defined as the unique mix of parking stalls by type, which includes timed stalls (e.g., 30 minute, 2 Hours) and specialty stalls (e.g., loading zones, disabled stalls, taxi zones). When distributed across a system, the combination of different stall types represents the parking format for that supply.

Hours of Operation – The time period by day and day of week during which parking time limits and permit systems are enforced. Hours of operation can vary by day of week and area (for instance, areas of the Lloyd District are enforced until 10 PM, while other areas of the same business district are only enforced until 6 PM).

Parking Inventory – A parking inventory generally involves a physical catalogue of all parking in a specific area by location and type. For instance, a block face “inventory” would include all on-street parking on a specific block face. This would include: number of stalls, type of stall (e.g., 2 Hour, Loading Zone) and curb cuts. A parking inventory of off-street parking would include location of facility, type of facility (surface or structure), number of stalls, type of use (e.g., open to public, accessory) and ownership (e.g., public or private).

Parking Pay Station – Parking pay stations are generically called multi-space meters (as opposed to single space meters) and control multiple spaces per block (typically 8-12) or lot (unlimited). Multi-space meters incorporate more customer-friendly features such as on-screen instructions and acceptance of credit cards for payment. They also have many performance benefits. Most of these meters are wireless and can report problems immediately to maintenance staff, who can then repair the meters so that they are not out of service for extended periods.

Parking Peak Hour – That point in the operating day when the highest numbers of vehicles are parked in a given supply of parking. Peak hour can be calculated for a combined supply of parking (e.g., on and off-street parking) or for individual units of parking (e.g., single facilities or nodes/zones in a downtown).

Parking Survey – A parking survey is the collection of data within a parking supply to measure and assess activity within a supply. A parking survey would measure occupancy, identify peak hours, assess turnover, duration of stay, number of unique vehicles parked and/or rates of violation. Surveys can involve data collection within an entire supply (100% coverage) or a statistically representative sample of a larger supply.

Poaching Parking – Poaching is generally associated with parkers who will use one parking district to park their vehicles, then use another means of

transportation (transit, bike, walk) to complete their trip to their intended destination (generally another business district). In the CEID, many downtown and Lloyd District employees park their vehicles in free parking areas of the CEID to avoid parking costs in downtown and the Lloyd District.

Unique Vehicle – When conducting occupancy counts, surveyors record license plate information for vehicles parked on street. This allows for a count of the number of individual cars that enter an area over the course of a survey day. Having unique vehicle data allows for calculation of turnover and average duration of stay.

Time Stay versus Time Zone – A time zoned parking stall prioritizes customer visits and establishes a fixed time stay allowance (whether signed or metered). Customers can move from time zone to time zone (as long as posted time stay is not exceeded). A time zone is associated with permit parking and prioritizes residents or employees and allows a fixed time stay for non-permit holders. During designated time zone hours, a non-permitted vehicle may not:

- Re-park within the same area beyond the maximum visitor time limit or,
- Return to the same APMP area for a period of 12 hours after parking for any time period.

Transportation & Parking Management Association (TPMA) – A Transportation & Parking Management Association (TPMA) is a non-profit, member-controlled organization that provides transportation services in a particular area, such as a commercial business district. A TPMA's particular focus is on more efficient use of transportation and parking resources to support economic development. It is generally a public-private partnership, consisting primarily of area businesses with local government support.

Turnover – In most cities, the primary time limit will allow for calculation of an intended turnover rate. For example, if the intended use for a stall is two hours, then the stall should be expected to turn a minimum of 5.0 times over a ten-hour period. As such, if turnover were demonstrated to be at a rate of less than 5.0, the system would be deemed inefficient. A rate in excess of 5.00 would indicate a system that is operating efficiently.

Use Mix Targets – Many parking managers establish targets for the mix of user types for a specific supply of parking. For instance, in visitor supplies, targets may be set to limit the percentage of stalls/transactions that allow long-term or all day parking (e.g., 85% short-term/15% long-term). Management systems (rates, stall location, pass sales, etc.) are then implemented to ensure that use mix targets are maintained.

Visitor Time Limits – Visitor time limits are designed to assist visitors and discourage non-district based parking and downtown commuters from parking in the neighborhood. In addition, time limits need to provide visitors ample time to park and complete their visit.

B. OPEN HOUSE SUMMARIES

Central Eastside Parking Management Plan Public Workshop #1 Summary

The first public workshop of the Central Eastside Parking Management Plan (Plan) was held on February 22 from 5:30 to 8:00 PM at the business At Large Studios located at NE Couch and 8th Ave. Forty-five people attended the workshop. The workshop included one half hour of open house time before a presentation by the project team. After the presentation by the project team the workshop participants broke into three small groups to discuss the issues presented. Participants were also given the opportunity to provide comments on an exit questionnaire. The following is a summary of the key issues discussed during the small group sessions and comments provided on the questionnaires.

KEY ISSUES

Different areas of the district create different parking issues. For example, Franz’s Bakery employs about 500 people who work in multiple shifts. Franz can accommodate about 100 employees in off-street parking, the rest park on the street in unlimited parking areas. Franz has seen parking demand in their area grow as there are more activities at Benson High School and more and more employees from the Lloyd District park in the area and walk to work. In the southern end of the district, OMSI creates its own set of parking issues, particularly during events.

Expanding the permit system could help manage parking. There appeared to be general support for expanding the permit system though there were certainly some reservations. Some participants thought that it made sense to expand the permit system to the entire district as long as there were accommodations made for customer access. Others were concerned about the impact of an expanded permit system on the residents to the east.

Sharing existing off-street parking could improve the overall parking situation. There are numerous off-street lots that are controlled by existing businesses that might have excess capacity for use by other businesses. Some business owners at the workshop that don’t have off-street lots indicated a willingness to pay for the right to use these existing lots.

Enforcement is spotty throughout the district. Many participants thought that better enforcement of the current parking regulations would improve the overall parking situation. Enforcement was described as “spotty” and dependent on where construction is occurring. When construction is occurring the enforcement is usually very strict. At other times it seems to be non-existent in many parts of the district.

Different time restrictions may be appropriate. Currently most of the district is signed for two-hour parking (including the areas where permits are required). Some of the workshop participants believe that two hours may not be enough time for visitors to the district and that allowing three hours might be a better solution.

Residents are concerned that the parking problem will shift to the neighborhood. There were a few residents in attendance at the workshop and they were concerned that an increase in parking management in the District will result in more people parking in the adjacent neighborhoods. There also appears to be confusion over the difference between residential parking permits and business district permits.

There is much uncertainty about meters in the District. Most of the workshop participants voiced uncertainty about meters in the district, both as a strategy and how meters would impact parking patterns. Most participants appeared to think meters along retail streets would be OK, but they need to be part of a larger strategy.

The District is evolving and changing the parking issues. In addition to street projects such as Burnside/Couch, which have reduced available parking, new restaurants and bars are changing the parking patterns. There now seems to be more late night parking demand in the district and in some areas of the district it is difficult to find parking during most of the day.

The City's role vs. property owners' role in managing parking is not well understood. Some participants in the workshop believe that private property owners should plan for and provide their own parking while others thought the City should construct parking garages to encourage development within the District. In addition, some participants were uncertain why the City should charge for parking permits and that the City is just looking for revenue by increasing the permit spaces or installing meters.

Land use and parking issues are not easy to separate. Some of the workshop participants thought that a parking plan was part of changing the land uses within the District and were concerned that industrial uses were no longer a priority in the Central Eastside.

Central Eastside Parking Management Plan Public Workshop #2 Summary

The second public workshop of the Central Eastside Parking Management Plan (Plan) was held on June 28 from 5:30 to 8:00 PM at Refuge PDX located at 116 SE Yamhill. Public workshop notifications were sent to 1,840 addresses within the Central Eastside. 33 people attended the workshop. The workshop included one half hour of open house time before a presentation by the project team. After the presentation by the project team the workshop participants had the opportunity to break into three small groups to discuss parking permits, mitigating neighborhood impacts, and/ or the Transportation Parking Management Association (TPMA). Since questions were asked and answered after the project team presentation and during the open house portion of the workshop, no workshop attendees participated in the small group discussions. Attendees were also given the opportunity to provide comments on an exit questionnaire. The following is a summary of the key issues discussed during the question and answer period and comments provided on the questionnaires.

KEY ISSUES

Change is Difficult. A number of the questions and comments - at the open house and after the presentation - recognized changes need to be made, but the idea of meters and changes to employee parking patterns would be difficult to adjust to, especially with all of the other changes in the District (streetcar, expanding non-industrial uses).

How the TPMA works is important to the success of the District. People at the workshop were supportive of the TPMA but had some reservations about the overall role of the TPMA. For example the idea that the TPMA would decide who would, or would not, receive an exception to the time stays was questioned by some people. A role that some people noted would be good for the TPMA is facilitating the sharing of off-street parking. Another commenter indicated that it is very important to have neighborhood representation at all levels in the TPMA.

Distribution of permits may need some adjustment. There were a number of comments about the distribution of permits to 100% of the employees in the District. Some people thought this would make it more difficult for customers to find a place to park in the District and others thought that it would lead to more parking in the neighborhoods adjacent to the District.

There is still uncertainty about meters in the District. Some of the workshop participants voiced uncertainty about meters in the District, both as a strategy and how meters would impact parking patterns. Most participants appeared to think meters along MLK/Grand would be OK.

Education is important. There was some confusion at the workshop about how the 2-hour or by permit area would work, with some attendees thinking that this area only allowed 2-hour parking for everyone, not understanding that those with permits can park there for any length of time. In addition, the process for obtaining an exception will need to be explained very clearly. This may be a role for the TPMA in the future, but also speaks to the need to continue to reach out to business and property owners in the District.

C. STAKEHOLDER ADVISORY COMMITTEE MEETING SUMMARIES

Central Eastside Parking Management Plan Stakeholder Advisory Committee (SAC) Meeting SUMMARY

Meeting date: Tuesday, Oct. 19, 2010

SAC Members in Attendance: Mike Bolliger (Bolliger & Sons Insurance), Emerald Bogue (Multnomah County), Matt Butts (Group Mackenzie), Cathy Galbraith (Bosco Milligan), Deek Heykamp and Mike Turner (Next Adventure), Steve Iwata (BPS), Lance Lindahl (Brooklyn neighborhood), Susan Lindsay (Buckman neighborhood), Juliana Lukasik (@Large Films-CEIC), Lance Marrs (Bside 6), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design-CEIC), Ellis McCoy (PBOT), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Paul Carlson (OMSI), Peter Collins (Goodwill), John Garner (PCC), Bert Geiger (BG Marketing-CEIC), Jonathan Malsin (Beam Development), Trang Lam (PDC).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinecke (PBOT), Sumner Sharpe (Parametrix), Peter Finley Fry (Columbia Pacific Planning), Rick Williams (Rick Williams Consulting), Rick Michaelson (Inner City Properties, Inc.), John Cole (BPS), Liz Malliris (Words by Malliris).

Other Attendees: Matt Milletto (Water Avenue Coffee), Nick Wood (Bunk Sandwiches & Bar).

Handouts:

- Agenda
- Project Schedule
- Central Eastside Parking and Travel Choices Scoping Report, Nov. 13, 2009

1. Welcome & Introductions

Bill welcomed the committee to the meeting and the beginning of “a meaningful process to address parking in the CEID.” Members introduced themselves, their affiliations and length of time associated with the district.

2. CEID Parking Opportunities and Needs

• **Scoping Report and Major Findings**

Bill discussed the scoping study conducted as part of the project in 2009. Stakeholders from throughout the CEID were interviewed about parking and transportation issues; findings are summarized in the Central Eastside Parking and Travel Choices Scoping Report, Nov. 13, 2009 Those findings provided valuable information on district dynamics and how parking needs are changing, and will help guide the SAC as it evaluates potential solutions.

Rick M. summarized the scoping study and report. (A copy of the Powerpoint presentation can be obtained at

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.) Interviews were conducted with nearly two dozen stakeholders from a diversity of businesses geographically dispersed across the district. The intent of the interviews was to better understand the district's parking problems and district stakeholders' goals/values related to parking and travel choices. The City wants to work closely with stakeholders to ensure a collaborate approach to parking solutions.

The interviews provided insights into how the district's changing business mix is affecting parking needs and transportation choices now and in the future. It is clear that one-size-fits-all solutions won't work, because different subdistricts are emerging (e.g., manufacturing, office space, retail, restaurants) with distinct parking requirements.

Key findings from the scoping study include:

- The parking system works now, but...greater problems are anticipated as the economy recovers and development increases.
- Current parking is used inefficiently.
- Business growth is constrained by parking limitations.
- There is a need for parking data, including a usage study.
- The district needs more off-street parking.
- Parking needs vary over day, by sub-area, by user.
- Solutions should not result in pushing the problem into adjacent neighborhoods.
- District stakeholders are motivated to work together to solve parking issues.

In addition, the scoping study identified a mix of opportunities and constraints affecting the district. Besides the changing mix of businesses and changing commuter patterns, freight traffic serving the district is diversifying, future new development is most likely to supplant and decrease surface parking, and non-districts workers often take up CEID parking spaces because these are lower-priced than nearby areas such as downtown or the Lloyd District.

In response to these findings, an extensive inventory and usage study has been conducted in the CEID. This data will be provided to the SAC to help devise parking management strategies, which will need to address: whole district and subdistrict solutions, short- and long-term solutions, parking supply as well as management (e.g., time limits, permits), and pricing (parking rates).

- ***Discussion of Findings/Observations***

Sumner facilitated a discussion with committee members about each of the study findings.

The Parking System Works Now, But...

- At Next Adventure, 80 percent of employees bike to work, so they have no parking issues. However, customers suffer with lack of turnover and no good options. Sometimes they get tickets while shopping.

- Parking might be working now, but unemployment has reduced parking demand. As the economy recovers, things will get worse.
- Parking works in some places, not others. It depends on the time of day and location. After 6 or 7 p.m., for example, some parking areas clear out, but may not be used if they aren't close enough to an evening venue, such as a restaurant. Due to safety concerns, some motorists want to be able to see their destination from where they park.
- Several district parking areas "fill up with commuters" who park there but walk elsewhere. For example, people park at OMSI and walk over the river to work.
- Where permits are required, it helps some, but enforcement is critical and often businesses themselves have to monitor who is using permitted spaces.
- There is very limited parking in the historic Grand Avenue subdistrict.
- Problems are worse at the moment because of construction vehicles/workers taking up parking spaces along Alder. The city should rent staging/parking areas so they can get their trucks and equipment off the street.
- Surrounding neighborhoods (HAND and Brooklyn) are seeing spillover into their areas. Some park-and-riders are parking there; TriMet service cuts have increased motorists parking there.
- Not sure if streetcar or light rail additions will help or worsen the situation in the long run. Streetcar and light rail infrastructure will remove some on-street parking.
- Wentworth's 100-plus employees must park on the street. The biggest complaint from Wentworth tenants is lack of parking (example: 50 people in one office building sharing 15 parking spots).

Current Parking is Used Inefficiently

- There are not any good pay-for-parking options to send patrons to, even though they are willing to pay.
- Parking lots are definitely used inefficiently, but the issue is often that owners limit who can park there. They don't want the liability of allowing other businesses' customers to park there.
- Pricing affects usage. For example, a lot charging \$50/month competes with "free" street parking for locals, but is a great deal for downtown employees.

Business Growth is Constrained by Parking Issues

- Agree. Around Water Avenue and Taylor Street, for example, there are buildings attracting new tenants – some 100 employees are sharing very few parking spaces. This is bad news for area businesses (*e.g.*, coffee shops) that rely on quick, short-term parking access for customers.
- Agree. Some businesses' customers say they are coming in less often because of parking constraints.
- Some wholesalers have added retail functions on-site, and this attracts customers and creates more parking demand that will constrain others. Similarly, conversion of buildings such as the Ford Building into office/retail

space means a greater number of tenants/employees and more parking demand.

- This is a wider issue of the district's evolution from warehouse/manufacturing to retail uses. Greater employee density...where do they park?
- We need an above-ground parking structure.

Need for Parking Data/Usage Study

- An inventory of property available for parking use would be useful, including spaces that could be converted to parking, such as under the viaduct. Maybe CEID employers could shuttle workers from these locations. (Rick W. noted that an inventory of off-street parking lots has been done, but not all vacant spaces were included in the inventory.)

Parking Needs Vary over Day, by Sub-area, by User

- A business' hours of operation also dictate whether they have parking issues – employees arriving at 4 a.m. have no problems; at 9 a.m., bigger problems.
- There are even different parking perspectives within subdistricts, depending on the business mix. A coffee shop has different needs than an adjacent office building.
- Sometimes companies have longer meetings than clients can legitimately park on the street, but they have no paying options. One ad agency moved from the Pearl to CEID and back to the Pearl because CEID parking was so unreliable.

Solutions Should Not Cause Neighborhood Problems

- Neighborhoods may ask for a parking permit program first because of the number of nonresidents already parking there.
- More permit parking may help solve CEID problems but will create problems for the neighborhoods overnight if permit programs aren't established there too.

Motivated Stakeholders

Bill told the committee that, without exception, project interviewees indicated they want to help work on solutions. District stakeholders realize how important parking issues are to the CEID's current and future viability.

To reach as broad a group of stakeholders as possible, Sumner asked that committee members share information from PAC meetings and the project Web page with their respective groups (*e.g.*, CEIC, neighborhood associations). The Web page can be found at <http://www.portlandonline.com/transportation/index.cfm?c=53032>.

Opportunities/Constraints

- In some areas, parking is more critical for employees than retail/customers. We need to determine where.
- Area zoning dictates surface parking requirements (*e.g.*, setbacks, amenities), which can have big impacts on costs and number of spaces allowed.
- Increased use of alternative modes, particularly bikes and transit, will affect parking requirements over time.

- Office uses need employee parking, but also shorter term spaces for associates coming to meetings in the district.
- CEID industrial interests are feeling pressure to open up what used to be an “industrial sanctuary.” Retail and office interests want parking fixes to embrace their new uses. This has created almost a “war zone” mentality. There seems to be little respect for the survival of businesses already here – for example, some street improvements have made it difficult for large freight trucks to access or make turns in the district. These businesses provide hundreds of jobs, but are being choked off. There needs to be some balance.
- Any parking plan must respect the needs of freight.
- We need to make sure that this project does not conflict with other established plans (e.g., the freight plan) that locals have already agreed to.
- There is a lot of underused Oregon Department of Transportation (ODOT) land in the CEID. Can some be used for parking? Why isn’t ODOT at the table?
- The addition of surface parking should be a requirement of new development in the district.
- District parking will be increasingly attractive to employees working elsewhere, unless we can manage and price it better.

Concluding the comment period, Bill noted that committee members appear to be in agreement over many of the issues identified in the project’s scoping process. Moving forward will require coming to grips with the district’s changing business mix and parking needs. A warehouse and manufacturing district needs limited employee parking, but convenient loading zones and access for large delivery vehicles. An employment district needs long-term parking for employees. A retail/restaurant area needs short-term and nearby parking for customers. The CEID is a combination of all these districts and more.

3. Project Overview

Bill briefly reviewed the project schedule, which involves four phases. During Phase 1 (October-November, 2010), the SAC and project team will establish project goals and values that will lay the foundation for solutions. This will include discussion of City goals, policies, zoning and plans that may already apply in the district, as well as “best practices” in parking management.

During Phase 2 (December-February, 2011), the SAC and project team will look at surveyors’ data – parking inventory and usage information – to determine what story this tells. Current and projected land use will also be discussed.

During Phase 3 (March-May, 2011), the SAC and project team will draft parking management strategies, which will be refined and wrapped into a plan during Phase 4 (June-August, 2011). Community workshops will be held during Phases 2 (February) and 3 (April) to provide the SAC with additional insights and opinions.

4. Wrap-up/Next Steps

Bill noted that, while SAC meetings will normally be held on the third Tuesday of every month, there is one variation in the schedule. To avoid conflicts with the holidays, the December meeting will be held Monday, Dec. 6, 4 to 6 p.m., in Room 635 at Multnomah County headquarters, 501 SE Hawthorne.

Bill encourage committee members to check out the project's Web page for more information, as well as the documents that will be referenced at the next meeting:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>

Next Meeting: Tuesday, Nov. 16, 2010
4-6 p.m.
Architectural Heritage Center
701 SE Grand Ave.
Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Tuesday, Nov. 16, 2010

SAC Members in Attendance: Mike Bolliger (Bolliger & Sons Insurance), Emerald Bogue (Multnomah County), Matt Butts (Group Mackenzie), Paul Carlson (OMSI), John Cole (BPS), Cathy Galbraith (Bosco Milligan), Trang Lam (PDC), Lance Lindahl (Brooklyn neighborhood), Lance Marrs (Bside 6), Matt Milletto (Water Avenue Coffee), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Peter Collins (Goodwill), John Garner (PCC), Bert Geiger (BG Marketing-CEIC), Deek Heykamp (Next Adventure), Susan Lindsay (Buckman neighborhood), Juliana Lukasik (@Large Films-CEIC), Jonathan Malsin (Beam Development), Ellis McCoy (PBOT).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Sumner Sharpe (Parametrix), Peter Finley Fry (Columbia Pacific Planning), Rick Williams (Rick Williams Consulting), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Julie Gustafson (Portland Streetcar); Alice Meyers (BES).

Handouts:

- Agenda
- *CEID Parking Management Plan Framework, Opportunities and Concerns*
- *Key Findings & Proposed Goals for CEID Parking Management Plan*
- *CEID Parking Management Plan Framework, Relevant Adopted Plans, Policies, Objectives, Strategies and Regulations*
- *Portland's CEID Parking Management Plan, Nov. 16, 2010* (Parking 101 presentation)

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Welcome/announcements

Bill H. welcomed the committee to the meeting and briefly described presentations to follow. The first, "District Planning 101," discusses existing plans/policies in the district to provide context for developing the parking management plan. The second presentation, "Parking 101," explores "best practices" and techniques used by parking professionals to create parking management plans.

2. District Planning 101

• ***Existing City Plans and Policies***

Peter F. talked about how Portland land use and transportation policies/plans have evolved, particularly as applied in the CEID and to district street design and parking.

(A copy of the *Relevant Adopted Plans, Policies* document can be found on the project Web site.) Key plans/policies include:

- The City's *Comprehensive Plan*, first adopted in 1980, which identified the importance of industrial sanctuaries. It established transportation goals, street classifications and design standards, but not specifically for an industrial/freight district like the CEID.
- The *Central City Plan* (1988), which amended the Comprehensive Plan, refining transportation goals, zoning codes, and street standards to address specific needs in this area of the City.
- The *Central City Transportation Management Plan* (CCTMP, 1995), which more aggressively addressed circulation, access and parking issues, including off-street parking.

Whereas the CEID began with one zone designation, the Comprehensive Plan and subsequent amendments have diversified zoning in recognition of the growing mix of uses. Currently, there are eight land use zones in the CEID, including industrial, employment (commercial/office/retail) and residential, plus an Employment Opportunity Overlay.

Synergistic land uses tend to locate near each other. The proper role of planning, Peter said, is to reinforce and guide this natural process.

Peter noted that the City is currently working on updating the Central City Plan, making this (parking management plan) project particularly timely. "We can inform that process and recommend amendments to the plan."

- ***CEIC Vision***

Peter S., representing the CEIC, provided highlights of a 2008 CEID Vision and Strategic Plan sponsored by the CEIC. (A link to the *Central Eastside Industrial District Vision and Strategic Plan*, October 2008, can be found on the CEID parking project's Web site.)

- Our focus is on being a business and employment district. We don't want to be another Pearl District. We don't want to "revolutionize" the district; we want to "evolutionize" it...to allow it to become what it naturally wants to be.
- We don't want to compete with neighboring areas; we want to complement them.
- We are unique, with a tapestry of different uses occurring across several subdistricts and eight different zones. We want to tweak this...to create opportunities for new business and employment.

- At the same time, we need to focus on what's here. We don't want to limit the ability of existing businesses to do business. For example, we have businesses that need to move goods in and out of district...we can't forget freight needs. We want to help existing businesses too, and their customers and employees.

Note: The Vision and Strategic Plan offers five specific recommendations regarding parking improvements for the district: build parking structures for district visitors and commuters along the MLK/Grand corridor; research mechanical lift implementation to increase parking supply; protect the industrial area from being used as a parking resource by commercial development in adjacent districts; support developing parking in conjunction with new development up to the determined allowed ratios; and decrease reliance on street parking by promoting alternatives (particularly public transit and alternative modes of transportation).

- ***Key Policy Findings & Proposed Goals***

Sumner S. briefly reviewed a list of parking opportunities and concerns identified during the first SAC meeting in October and by stakeholders interviewed during a 2009 scoping process. (The *Opportunities and Concerns* document can be found on the project Web site.) He then discussed how key findings culled from adopted plans and policies appear to support the committee's task to address these issues. The City's multiple zoning designations in the district provide some flexibility in addressing increasingly diverse needs. Existing plans also recognize and support the need to protect existing uses and structures, tailor parking management to subdistricts (e.g., short-term parking available in retail/restaurant areas and long-term available in employment areas), and promote multi-modal transportation alternatives.

Based on identified issues and applicable plans, policies and zoning, Sumner then proposed several project goals for the committee's consideration. These include district-wide goals such as addressing both parking supply and demand (not merely providing more parking, but encouraging more efficient use), and issue-focused goals such as discouraging the number of spaces used by out-of district users. (The *Key Findings & Proposed Goals* document can be found on the project Web site – comments and suggestions are welcome.)

Committee Comments/Questions

- While agreeing that the committee should look at existing policies while developing the parking management plan, one member asked if the parking plan can suggest alternative ways to implement certain bureau rules. For example, would the City accept a different way to accomplish storm water management (such as placing bioswales in unusable rights-of-way, instead of sacrificing parking stalls)? Bill H. responded that the group should certainly address that

issue, noting that the project is an opportunity to “dust off” some of the previous plans/policies to address current and future needs. Peter S. reiterated that the committee has to opportunity to change policy because of the Central City Plan amendment process currently ongoing.

- It was suggested that “no net loss of on-street parking” be established as a district goal.

3. Parking 101

Rick W. provided an overview of how parking management plans are generally developed. Parking is common sense, he said, yet it can be a very emotional issue, so it is good to have guidelines and understand how objective data can drive appropriate solutions. The goals of any parking management plan should include “getting the right people to park in the right place,” “efficient use of a limited resource,” and “reducing angst,” he said. “We need to find that sweet spot,” e.g., the right balance between short- and long-term parking to best serve adjacent uses. A parking plan can also identify ways to raise revenues (e.g., via parking meters) for future local infrastructure improvements.

The district’s eclectic mix of uses makes a parking management plan more challenging, he said, but not unworkable. “The district is definitely unique.” Current zoning ratios tell part of the story. Within the CEID, 65% of land is zoned general industrial (IG1), 22% central employment (EX), 5.5% general employment (EG1 & 2), 5% heavy industrial, and about 2.3% residential (R1 & RX) or open space (OS). Do these diverse land uses affect adjacent parking behavior? That is being studied as part of the project (to be discussed at the December SAC meeting). The answers will help the committee craft solutions.

Rick presented nine “Rules of Thumb” for developing a parking management plan. (Full details of the Parking 101 presentation can be found on the project Web site.) These include:

1. One parking space can be more than one car, e.g. parking management dictates whether one car (an employee using a long-term space) or multiple cars (customers using 1-hour spots) can use each space.
2. Parking should complement district policy and priorities.
3. Parking and zoning are a priority relationship, e.g., based on zoning, strategies can be developed to ensure priority users get first chance at parking spots.
4. Use the 85% rule, e.g., it is a common standard that once fewer than 15% of parking spots are available, more aggressive parking management is needed. (One or two empty stalls per block face is ideal.)
5. Decisions need to be data-based, or it is easy to overbuild (and overspend on) parking supply. As examples, Rick showed a list of cities where parking supply has been overbuilt.

6. The on-street system drives the off-street system. If we want the district's off-street parking to be used more efficiently, we need to address how on-street parking is used.
7. Parking is elastic. Usage can be variable over the course of a day. This can be quantified and the data used to create appropriate solutions.
8. Parking structures are costly. Despite subsidies, initial construction costs of up to \$35,000 per stall are usually borne by the developer. Costs may then be passed along to businesses/tenants and customers.
9. Access to the district is not all about parking, e.g., other modes of transportation should be encouraged and factored into a parking management plan.

Committee Comments/Questions

- Regarding raising revenues, two committee members asked if that wasn't the impetus behind the parking project – to install parking meters throughout the CEID to raise revenues for the streetcar. Bill H. responded that the parking project was driven by two things: the genuine need to address the district's growing parking issues and PBOT's desire to explore possible revenue generation (meters) for the streetcar. But it must be demonstrated that the meters will benefit the district, not just the streetcar.
- Rather than immediately considering a parking garage, a committee member suggested that interim solutions be explored, such as installing lifts on existing surface parking lots. Others suggested that a different model be considered for a local parking garage – one that caters to commuters willing to park here and walk to neighboring districts or contains leasable mixed-use space on the ground floor.
- Members asked if there are any parking meters currently within the CEID (no), and how successful the existing permitting process is. Rick W. responded that more than 600 permits were observed on the survey day and 62% of stalls designated as "2 Hour or By Permit" were used by permit holders. Based on initial observations, the permit program seems to work well.
- A question was asked about parking rates downtown. Rick said rates range from \$1.50/hour in Smart Park garages and \$1.60 on-street up to \$3-4/hour in some private lots.
- A member noted that the committee needs to keep in mind what competing regions are charging for parking when setting any new parking rates.
- One member expressed concern that current zoning may not accurately reflect current or proposed future uses. Rick W. said that should be discussed as the parking management plan comes together. "If we need to, we can do some micro planning in specific areas." Another member said he was worried that the City wants to force incompatible uses on the district, such as encouraging condominiums. "Does our parking plan have to address this?" Bill H. responded that "we will not create (a parking management plan) that isn't right for the CEID."
- A member asked how stringently parking limits/permits are enforced in the district. One member responded he has excellent enforcement assistance from the City, but

others said enforcement was lax. Bill H. suggested the parking management plan address this, calling for better enforcement.

4. Wrap-up/Next Steps

Bill H. said the intent of the meetings' presentations was to "lay a common foundation to develop a rational parking plan guided by underlying zoning and plans/policies and the CEID vision." During the next two SAC meetings (December and January), parking data from a complete (100%) inventory of spaces and targeted occupancy surveys will be discussed, as well as district land use projections to provide a longer term perspective. During following meetings, the SAC will work with the data to begin developing strategies.

Bill reminded committee members that the December meeting will be held Monday, Dec. 6, at Multnomah County headquarters on southeast Hawthorne. He also asked that members review the e-mailed summaries of each meeting and notify PBOT (Sarah H.) if corrections are needed.

Next Meeting: Monday, Dec. 6, 2010
4-6 p.m.
Multnomah County headquarters
501 SE Hawthorne, Room B-14
Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Monday, Dec. 6, 2010

SAC Members in Attendance: Emerald Bogue (Multnomah County), Paul Carlson (OMSI), John Cole (BPS), Lance Lindahl (Brooklyn neighborhood), Susan Lindsay (Buckman neighborhood), Juliana Lukasik (@Large Films-CEIC), Ellis McCoy (PBOT) Jonathan Malsin (Beam Development) Matt Milletto (Water Avenue Coffee), Bill Crawford (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Mike Bolliger (Bolliger & Sons Insurance), Matt Butts (Group Mackenzie), Peter Collins (Goodwill), Cathy Galbraith (Bosco Milligan), John Garner (PCC), Bert Geiger (BG Marketing-CEIC), Deek Heykamp (Next Adventure), Trang Lam (PDC), Lance Marrs (Bside 6).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Sumner Sharpe (Parametrix), Rick Williams (Rick Williams Consulting), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Julie Gustafson (Portland Streetcar).

Handouts:

- Agenda
- Central Eastside Parking Management Plan Parking Inventory and Survey (print-out of presentation)
- Maps of Study Area, Survey Areas and Parking Inventory areas

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Welcome/Announcements

Bill H. welcomed the committee to the meeting. Up to this point, he said, we have been orienting ourselves to the values and goals of the district, and applicable city policies. Meanwhile, the project consulting team has conducted a full inventory of all on- and off street parking in the district and extensive usage surveys. The presentation at this meeting will provide “a lot of information on the dynamics of parking in the district today – current parking availability and usage patterns,” he said. “At our next meeting, we will discuss the district’s potential future parking needs” based on zoning and growth trends. Then, beginning in February, we will “bring these two together – today’s data and anticipated future needs – to begin discussing parking management strategies.”

Sumner S. noted that meeting summaries are posted on the project Web site and committee members may notify project staff with any comments or corrections.

2. Parking Data Review

• Inventory

Rick W. presented key findings of a comprehensive parking study conducted in summer 2010. (The full presentation may be found on the project Web site.)

Highlights include:

On-Street Inventory

- On-street parking stalls total 6,324 and off-street stalls 8,281, for a total of 14,605.
- Nearly half (46%) of the district's on-street parking supply is designated "no limit." The next highest percentage (29%) of supply is "2 Hour or By Permit" parking (another 4% of stalls are designated "2 Hour" only), followed by 15% designated "1 Hour." The remaining 6-7% of parking stalls are "quick turn" with time limits of 30 minutes or less.
- Judging by maps showing dispersed locations of the different parking "formats" (time limitations), there does not appear to be any strategic allocation.
- A significant percentage of the district's parking supply is in long-term format.
- With 22% in 1 Hour or less format, the message being given to customers is: if you aren't an employee here, don't plan to stay long.

Off-Street Inventory

- There are 8,281 off-street parking stalls located at 459 different sites across the district, of which 452 are surface parking lots.
- More than 90% of district off-street stalls are "accessory" parking, e.g., their use is restricted to customers/employees of specific businesses. Only 665 off-street stalls are considered "generally available to the public."
- A significant amount of district land is devoted to parking, which means future growth in the district is likely to occur on parking sites, potential worsening parking issues if not properly managed.

Committee Comments/Questions

- "Are truck-loading zones included in the data?" Rick W. responded that "we know where they are" and can provide that information later for discussion, but they are not reflected in the parking inventory or surveys.
- "How are time limits determined?" A PBOT staff member responded that Planning designates the format, usually based on requests by business owners on that block face.
- "Is underground parking possible in the district, given proximity to the river?" Peter S. responded that the water table is relatively high, about 25 feet in some areas, which does pose challenges to building underground parking. However,

one member said his company had successfully created some underground parking spaces for employees and another noted that some underground warehouse space in the district has been converted to parking.

- “What about parking available under the freeway? Is that included in the inventory?” Rick W. said some additional lot surveys are being conducted in the next few weeks in the north and south ends to capture more information on off-street facilities.
- One committee member reiterated his concerns about the impact of City codes on property owners when they want to improve a surface lot. Requirements for bioswales and landscaping reduce the number of stalls allowed. “These codes are set up for suburban shopping malls. They don’t take into consideration an urban district.” Rick W. responded that code revisions can be a recommendation by the SAC.

- ***Occupancy (Survey of How On-street Parking is Used)***

Sumner S. noted that 3,660 on-street stalls and 8,281 off-street stalls were surveyed over a 10-hour period (8 a.m. to 6 p.m.) in September, 2010, providing a large, geographically dispersed sample of occupancy rates and usage patterns. Rick W. provided an overview of what was learned from the surveys, noting that his presentation covers aggregated data, but data for individual zones, blocks and block faces exists and can be analyzed further by the committee in the future.

Key findings of the on-street parking survey include:

- Combined peak hour (noon to 1 p.m.) occupancy across the district is 77%, with several pockets of higher occupancy (more than 85%). Highest occupancy rates (89%) occur in 2 Hour/By Permit stalls.
- Average duration of stay is about 3 ½ hours (no limit and permit parking included in average).
- The highest violation rates (parking beyond time limit observed during survey; not actual violations issued by City) occur in 1 Hour stalls. About 40% of 1 Hour users exceed the limit, staying on average a little over 2 hours. Violation rates for remaining stalls are also high, ranging from 23-33%; 5-9% is the industry average.
- The number of unique vehicles parking in the district is relatively low (through data extrapolation, about 11,000 vehicles used some 38,000 available hours of parking). Actual turnover rate (number of cars to use a single stall over a 10-hour period) is also low – 2.6.

Implications of these findings:

- The generally low turnover and low number of unique vehicles indicates many employees are parking on-street (moving their cars only as needed), competing with customers.
- If most parking violations are occurring in 1 Hour stalls and the average stay exceeds 2 hours, are 1 Hour stalls really serving the district? And what does this mean about the relative usefulness of 400 stalls limited to 30 minutes or less?
- How well are the 2,900 No Limit stalls serving the district? If we assume from the data that at least 50% of these users are employees (based on 5-hour stays or longer), we still don't know if they are in-district or downtown employees ("commuters"). But we do know that the market being served by these stalls is the equivalent of one or more 500-slot parking garages.
- However, parking garages are expensive to build and may or may not make sense when as many as 1,500 on-street parking stalls are underutilized in the district.
- Meanwhile, the off-street parking inventory determined that occupancy rates on district lots can be considerably lower than on-street (55% peak-hour occupancy off-street); meaning abundant unused supply exists but is inaccessible unless restrictions can be removed.
- The permit system appears to work well in the district, with 61% of designated stalls in use with valid permits displayed.

Sumner S. concluded that these findings and implications demonstrate the importance of managing existing supply. "We need to fully utilize what's here before exploring expensive additions."

Committee Comments/Questions

- There were several questions and comments about parking enforcement. A PBOT staff member noted that parking limits are enforced in the district at least three days a week. One employer said enforcement (and fines) has cost his employees, who must park on the street, "a lot of money." Other members commented they had never seen or heard of anyone receiving a parking ticket. There was also discussion about whether stricter enforcement, particularly of 1 Hour limits, would solve some issues. Most disagreed, stating that the 1-Hour designation in general is not realistic and enforcement would not help. "It's difficult to complete a lunch or shop in one hour." But once stalls are appropriately formatted, some saw value in stricter enforcement to help the revised system function.
- There were also many comments about how to address the issue of some 1,000+ commuters (downtown employees "poaching" district parking spaces). If those users are displaced (by parking format changes/restrictions), they will have "a tremendous impact on local neighborhoods, particularly Buckman," said one

neighborhood representative. If this requires a neighborhood parking permit program, that could create other problems due to cost. "You would need to work closely with the neighborhoods on this."

- One member asked what parking permits cost (\$45 per year).
- Several members agreed that better use of "unfriendly" (restricted) off-street lots throughout the district is important. Encouraging "shared use" should be a priority. It was generally agreed that this strategy should be pursued through the CEIC. "We need to get property managers involved."

3. Wrap-up/Next Steps

Bill H. said he hoped the committee was able to absorb the considerable amount of information presented at the meeting. At January's meeting, the committee will discuss district land-use projections to get "a longer-term perspective," he said, and to ensure the resulting parking management plan is adaptive and responsive to future needs.

Committee Comments/Questions

- A committee member asked if the streetcar and light rail projects will be included in January's discussion, noting that the potential increase in "park-and-riders" could have a dramatic impact, particularly on the south end of the district. Sumner S. responded that "modal split" will be part of the discussion as the SAC discusses the future parking needs of the district.

Next Meeting: Tuesday, Jan. 18, 2010
 4-6 p.m.
 701 SE Grand Ave., 2nd floor classroom
 Portland, OR

Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY

Meeting date: Tuesday, Jan. 18, 2011

SAC Members in Attendance: Emerald Bogue (Multnomah County), Mike Bolliger (Bolliger & Sons Insurance), Paul Carlson (OMSI), John Cole (BPS), Cathy Galbraith (Bosco Milligan), Trang Lam (PDC), Lance Lindahl (Brooklyn neighborhood), Juliana Lukasik (@Large Films-CEIC), Lance Marrs (Bside 6), Ellis McCoy (PBOT), Matt Milletto (Water Avenue Coffee), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Matt Butts (Group Mackenzie), Peter Collins (Goodwill), John Garner (PCC), Bert Geiger (BG Marketing-CEIC), Deek Heykamp (Next Adventure), Susan Lindsay (Buckman neighborhood), Jonathan Malsin (Beam Development).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Sumner Sharpe (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Julie Gustafson (Portland Streetcar), Alice Meyers (BES).

Handouts:

- Agenda
- Projecting Parking Demand (print-out of presentation)

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Welcome/Announcements

Bill H. welcomed the committee to the meeting, reviewing what has transpired so far and what is to come. Based on presentations and discussions in previous SAC meetings, “we have a sense of what the district looks like today,” he said, “but the plan we create must have the legs to last over time. We now need to look at development and employment trends, and how that translates in terms of future parking demand.” To make projections, the consulting team used available data and plugged those into formulas. The first half of the meeting will “walk you through the process of how we arrived at projections, so the process is transparent.” The second half of the meeting, he said, would be hearing consultants’ observations about the projections, as a springboard for discussion.

2. Presentation

Sumner S. said the consulting team used two equations to project parking demand. First, the team took the number of vehicles parked at peak throughout the CEID and divided that by the number of jobs within the district to arrive at a “parking demand factor.” Then the team took future employment projections and multiplied these by the

parking demand factor to arrive at future parking demand projections. Future employment projections were based on recent (2008) CEID jobs data from the U.S. Census and land use data from Metro and the City of Portland. “We are not predicting the precise demand for future parking,” he said, “but what we feel is a reasonable range.”

Sumner S. and Rick W. then described this process further. A high-level summary of the presentation follows. The full presentation may be found on the project Web site.

- ***Current Land Use***

Sumner S. reviewed the project’s study area (boundaries), zoning and land use. Zoning: 65 percent is General Industrial/IG1 (of which 20 percent is in an Employment Opportunity Area), 22 percent is Central Employment/EX (and the remaining parcels are zoned heavy industrial, general employment or “other.”

Land uses as of March 2010: 41 percent industrial, 23 percent offices and 17 percent retail, 9 percent residential, and the remaining institutional, restaurant, or “other.” A “job density” map shows a fairly even distribution of jobs throughout the district.

Existing buildings appear to be about 95 percent leased, on average, resulting in an estimated 10.8 million square feet of leased space of 11.1 million square feet total, although it is not known if all leased space is fully occupied.

- ***Future Land Use and Projections***

Sumner S. displayed a map of the CEID showing expected future land uses according to the City of Portland’s current Comprehensive Plan. BPS has identified 47 acres as developable, all within the EX and ME areas which, if developed, could double the amount of built space. He then briefly described several known or anticipated developments that would impact future growth in the district – the Portland Streetcar’s extension into the district, OMSI’s Master Plan, and proposed transit-oriented development at the OMSI and Clinton Street Portland-Milwaukie Light Rail stations.

- ***Employment Forecasts and Parking Demand***

Sumner S. said the team has identified three different scenarios based on existing information to project future employment: 1. “Better Use of Space,” which assumed no new development, but increasing employment density from an average of 645 to 550 square feet per job; 2. Metro’s regional model’s 2035 projections, based on TAZ zones, which assumes some redevelopment; and 3. “City Development Potential,” that assumes full redevelopment of the 47 acres of EX and ME parcels. The resulting projections based on the estimated 16,687 employees in 2010 indicate an increase to 19,575 (Better Use), 24,268 (Metro), or 52,300 (BPS) employees. “This provides bookends – a range of projections to discuss,” Sumner said. “Reality is probably somewhere in the middle.”

Committee Comments/Questions

- Several members raised issues about using employment projections to determine future parking demand when visitors, customers and commuters (downtown employees parking in the CEID) also contribute and will continue to, even with expanded public transit. Rick W. referred back to the equations mentioned by Sumner earlier, explaining that employment was only being used as one part of the equation and is a proxy for all parking in the district. The current “parking demand factor” of .59 stalls per employee is based on peak hour parking usage; and usage is based on the inventory of spaces and the occupancy survey conducted last year. It includes all parkers – employees, commuters, visitors, etc. “So really all users are reflected in the formula,” he said. Bill H. assured the group that the City understands the parking management plan must support all users, not just employees.

Rick W. then reviewed results of the recent CEID parking inventory and occupancy studies. (For a more comprehensive look, see the SAC2 meeting summary posted on the project Web site.) Key findings include:

- On-street parking: low rate of turnover across the district; and a significant drop off in use after 4 p.m.
- Off-street parking: Very low occupancies (60 percent peak hour), due to free on-street parking and restrictions on lot usage, which means a significant availability of supply if better managed.

Rick W. explained in detail how gathered data was extrapolated to create district-wide totals for stall usage and then divided into the number of district jobs to arrive at the “parking demand factor.” This was then applied to the three job growth scenarios to project parking needs. The results:

- Better Use of Space, which assumes very modest job growth: peak hour demand rises from .59 to 0.69 stalls per employee.
- Metro projections, which assume a nearly 50 percent increase in CEID jobs: peak hour demand rises from .59 to .98 stalls per employee.
- City Development Potential, which assumes a tripling of the current work force: peak hour demand rises from .59 to 2.11 stalls per employee.

Under the “Better Use” scenario, it is conceivable that existing unused stalls, if better managed, could provide the additional parking needed, Rick W. said. The resulting .69 parking demand factor is also still under the generally accepted .85 ratio. Under the Metro scenario, however, “we max out usage of available spaces.” Under the City Development Potential, there would be a serious parking shortage.

Committee Comments/Questions

- Several members commented that eventual parking strategies, regardless of growth scenario, must first explore management solutions – the best use of existing supply

– before adding parking. Members said this must include more efficient use of off-street lots as well as more appropriate time restrictions (“formatting”) for on-street spaces. One member asked why the district has so many “short-term” spaces (30 minutes or less) when there is clearly a need for more long-term spaces.

- Echoing issues raised at earlier SAC meetings, some members expressed concern about how development of surface parking lots will simultaneously increase parking demand while reducing parking supply, which is not reflected in the formula. (This issue is, however, on the project team’s radar. See Parking Management Observations, below.)
- Two members noted how changing land uses, such as a restaurant or retail store locating in former office or industrial space, can sharply increase parking demand in specific locations. Rick W responded that where there are pockets of “high activity,” there is usually nearby parking available, if not on that block face. “The question is whether parkers feel the proximity is reasonable.”
- One member suggested taking industrial areas out of the mix to determine peak hour parking demand in the areas that are likely to grow faster.

- ***Parking Management Observations***

Sumner S. and Rick W. summarized the consultant team’s observations about current and future parking supply and land uses in the district: Key observations include:

- Total parking supply is adequate to meet present needs, but could be better managed. For example, much on-street parking is not formatted appropriately for actual need and use. On-street parking in permit areas exceeds 85 percent peak usage. No limit parking is used for long-term parking, much like permit area, and may be attractive free parking for non-district employees. District employees in some areas must pay for permits while those in other areas get free parking. And 90 percent of existing off-street parking supply is restricted from general public use.
- Even assuming a “middle-of-the road” scenario for development and job growth, parking supply will not be adequate to meet district needs.
- The district is changing and growing, and these changes will impact parking needs and usage. The parking management plan needs to anticipate how and where.
- Present codes and management tools are not sufficient to ensure the needed increase in supply. This is true for both on- and off-street parking. For example, strategies need to be in place to address expected loss of off-street parking, 95 percent of which is on surface lots where development is most likely to occur.

Committee Comments/Questions

- Two members said they felt the conclusion that parking is currently “adequate” to serve the district is “too optimistic,” especially given on-street formatting issues (spaces allowing too little time for intended users and high violation rates) and the fact that much of the available off-street spaces are not available to the public. One member added that “it’s the Wild West out there.” The question was asked why the restricted off-street parking spaces are even factored into the discussion. Rick W. responded that awareness of those unused spaces is critical. “If we take them off the table and you don’t have the option of encouraging more efficient use of those existing stalls, you’ll be at the point of building expensive parking garages sooner.”
- The role of the permit system as a parking management tool generated several comments. Some members suggested expanding the areas requiring parking permits as a first step, some favored raising permit fees, and some said they’d like to explore both.
- Several members asked the City to contact developers who have recently attempted, but failed, to build in the CEID, to ascertain what the hurdles were. While parking may be one issue, members wanted to know if City development codes have deterred development. If so, “we’re not going to get those 7,500 new jobs (Metro projection),” said one. Bill H. said that, while the SAC’s job was to focus on parking issues, a member of the City’s Planning and Sustainability Bureau agreed to pursue this request.
- A member asked if there was any way to better identify the number of “poachers” (downtown commuters) parking in the district. Rick W. said that is difficult to do, short of asking every parker. License plates can’t help us identify if the drivers are commuters, employees or visitors. We do know about 2,000 people per day parked in the unlimited parking areas, he said, and we’ve conjectured that half of them could be commuters. Whatever the number, said another member, “we need to address the poachers issue very aggressively.”
- Another member asked if the parking management plan can encourage public transit use. Bill H. said it can certainly include such language and perhaps address incentives through a TMA or some other organization. At the same time, another member said, the role of public transit needs to be kept in perspective. “We keep being told the Streetcar will solve all our (parking) problems, but it won’t for a large part of the district.”

3. Wrap-up/Next Steps

Bill H. said the consultants’ and SAC members’ observations have now “set the table for developing parking management strategies and discussing tools to implement them.” This work will begin at the February SAC meeting.

He also reminded members that a public workshop will be held in February, where “we will share project data and findings and get some sense from the larger community if we are on the right track.”

Next Meeting: Tuesday, Feb. 15, 2011
4-6 p.m.
Architectural Heritage Center
701 SE Grand Ave., 2nd floor classroom
Portland, OR

Public Workshop: Tuesday, Feb. 22, 2011
5:30-7 p.m.
@Large Films
807 NE Couch St.
Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Tuesday, Feb. 15, 2011

SAC Members in Attendance: Emerald Bogue (Multnomah County), Matt Butts (Group Mackenzie), Paul Carlson (OMSI), John Cole (BPS), Bill Crawford (Hosford-Abernathy neighborhood [HAND]), Cathy Galbraith (Bosco Milligan), Lance Lindahl (Brooklyn neighborhood), Susan Lindsay (Buckman neighborhood), Lance Marrs (Bside 6), Ellis McCoy (PBOT), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Mike Bolliger (Bolliger & Sons Insurance), Peter Collins (Goodwill), John Garner (PCC), Bert Geiger (BG Marketing-CEIC), Deek Heykamp (Next Adventure), Trang Lam (PDC), Juliana Lukasik (@Large Films-CEIC), Jonathan Malsin (Beam Development), Matt Milletto (Water Avenue Coffee), Steve Russell (Kerns neighborhood).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Sumner Sharpe (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Alice Meyers (BES).

Handouts:

- Agenda
- *Getting to great on-street parking management* (copy of presentation), Feb. 15, 2011

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Welcome/Announcements

Bill H. welcomed the committee. For today's meeting, he said, the project team took the SAC's earlier observations about parking problems and opportunities and reframed them as a series of concise problem statements for the committee to review. This will help the committee begin to explore strategies and tools for solutions, he said, beginning today and continuing through the next several meetings. To assist members, the consulting team also prepared a list of suggested "best practices" and tools for devising a successful parking management plan.

Before embarking on the agenda, John Cole of BPS reported back to the committee about recent permitting efforts at the Taylor Electric Building site. Committee members had requested an update, wondering if City Codes were impeding development. Following a fire in 2006, John C. said, the property owner started looking into restoration of the building in 2008, but chose not to complete the permit process. Soon after, a permit was requested and issued for a much larger 120,000-square-foot building

on the site. There were some conditions specified in the permit, but no major requirements, he said. In the end, the project fell through (possibly due to the economic downturn and/or loss of an anchor tenant). There has not been any subsequent activity.

2. Presentation

Sumner S. read through the set of 16 problem statements describing parking issues throughout the CEID. (See presentation document, first two pages .) SAC members generally agreed with the statements, with only a few comments.

Committee Comments/Questions

- A committee member asked for clarification of Problem Statement N (*Continued operation of off-street parking as accessory use limits the District from benefiting from available supply.*). Rick W. responded that the parking survey found only 665 off-street parking stalls (of 8,821 total) are currently available to the public, with remaining spaces limited by code to patrons of on-site businesses. Yet those “accessory” off-street spaces are inefficiently used (40% are vacant at peak).
- Another member suggested that with City Code requiring off-street parking to be “accessory only” for certain land uses (industrial), a zoning change might be required to get around the parking restriction. Rick W. said rather than change zoning, operating restrictions could be revised.
- Regarding Problem Statement O (*Changes to parking management and increasing demand will exacerbate spillover impacts on surrounding neighborhoods.*), a neighborhood association member asked for stronger language, foreseeing huge problems if commuters are suddenly denied access to all-day, on-street parking on 9th through 12th streets. Another member suggested the term “catastrophic” to describe potential spillover impacts.

Group discussion then moved to strategies and tools for implementing them. The presentation handout identified 13 strategies, each followed by suggested tools (policies or programs) based on industry best practices. (See the presentation document for specific tools recommended under each strategy.) The SAC was able to discuss the first 10 strategies before running out of time. Committee members’ comments/questions about each strategy’s suggested tools are summarized below.

Strategy 1: Reformat the public on-street parking supply.

- “Is there any way the CEIC can be involved in this process (such as reformatting time stays – e.g., less 15/30 minute spaces, more 2 hour spaces – and setting new parking permit prices)?” Rick W. responded “absolutely, and you’ll see a recommendation for that.”
- “What do you mean by ‘expand permit zone’ (the first tool listed)?” Rick W. responded there are several options the SAC could consider. Currently, most of the area between 8th and 12th streets is unregulated, he said, and one option

would be to expand the permit area all the way to 12th. Another would be to create new pockets of permit zones only in certain areas. (A committee member suggested changing the wording from “expand” to “redesign” the permit zone. Another noted firmly that her neighborhood association would not favor expanding the permit zone to 12th.)

- A member asked how two suggested tools related, specifically creating more long-term (2-hour) spaces and exploring parking meter “pilot programs” in select areas. Rick W. said these and other suggested tools may be used in succession or in any combination, as warranted. Some tools (more permit zones, longer term spaces) could be used first and metering could be a later, more aggressive approach as needed to manage on-street parking supply. The benefit of meters, he said, is creating a revenue stream that can eventually pay for parking improvements and possibly encourage construction of a parking structure.
- “Why would you need meters to justify a parking garage?” Rick W. responded that charging for on-street parking creates more demand for off-street parking, which can then eventually begin charging for parking, and this eventually makes building a parking garage financially viable. Without public subsidies, he said, the cost per stall for a new garage is \$230 per month.
- A member said he was uncomfortable with the idea of increasing permit costs or adding meters without creating a District TPMA (transportation and parking management association) to coordinate these options. Rick W. said a TPMA is one of the tools recommended later in the presentation. One already exists in the Lloyd District and five other TPMAs exist in the region, he said. The member added that another advantage of a TPMA is determining how a portion of meter revenues are spent on District improvements, in its role as a Meter Revenue Allocation Committee (MRAC).
- A member expressed concern about maintaining truck loading zones throughout the District. Rick W. said the consulting team is recommending all loading zones remain in the District until the City can complete a more thorough evaluation of their usage.
- A member worried about increasing the cost of parking permits, feeling that would be detrimental. Local employers already have problems obtaining enough local parking spaces for their employees, he said, and this would make the few permit spaces available more expensive and provide more incentive for businesses to move out of the District and into the suburbs. Another member suggested the committee shouldn’t assume the existing permit program would have to remain the same, that the recommendation to City Council could recommend a redesign that would, for example, allow employers to access more permits for their employees. A third member asked if the District TPMA could develop recommendations for permit pricing and policy; City staff said yes.

SAC members were asked their level of comfort with the tools suggested under the first strategy. Using colored cards, they generally showed support for the concepts discussed, with some reservations about moving forward without more details (particularly on the subjects of metering and potential permit change impacts on neighborhoods).

Strategy 2: Develop new policies for management and building parking.

By a show of cards, SAC members demonstrated strong support for establishing a TPMA, but caution about more specific implementation tools suggested under this strategy.

- A member suggested treading cautiously with the suggestion that accessory parking designations be removed from City Code, believing that “it is there for a reason” and repercussions of removal should be studied first.
- A member was uncomfortable with the suggestion to require minimum parking for new developments, saying the issue of underused existing off-street parking should first be addressed. Another member agreed, noting that the requirement would add costs to development at a time when there are other new costs on the horizon. (A transportation system development charge overlay zone is being considered for the CEID.) A third member said the TPMA should address the need and timing for minimum parking requirements.

Bill H. clarified that some of the tool recommendations (e.g., changing permit requirements) would go to BPS, and some (parking space reformatting, metering, establishing a TPMA) would be PBOT responsibilities.

Strategy 3: Modify the environment to support the economics of parking.

- Several members reiterated their preference that a TPMA explore and coordinate the tools suggested for implementing this strategy, saying they felt that would be a more organized process.
- OMSI’s Paul Carlson expressed concern about limiting new surface parking lots. When OMSI has big exhibits, he said, “we run out of parking and have to lease lots down the street.” When OMSI moves forward on its development plans, it will be displacing some surface parking lots; “how will we replace that space initially?” While OMSI will look at structured parking eventually, it would probably not be within the next three years, he said. “So we’re concerned with the implications of this in the near term.”

Bill H. noted that several members’ concerns have related to timing of the suggested tools. He clarified that some, like structured parking, would likely be pursued much later than others. Rick W. was presenting all possible options (short- through long-term) for consideration, but the team is not recommending implementation of all options at once.

Strategy 4: Develop new or modify existing codes related to the off-street parking supply.

- When Rick W. explained the suggestion to “recalibrate parking maximums in the code,” (Unlike Portland, he said, most cities have a “closer relationship between their preferred mode split and how much parking they allow,” to limit vehicle use and encourage transit use.) a member commented that the code needs to reflect that the District attracts bigger vehicles (school buses to OMSI, large trucks to industrial areas) that can take up more than one parking space.
- A member said reviewing City Code and addressing parking maximums should be another task for the TPMA. “I don’t think this group is in any position to support this recommendation without additional study.”

Strategy 5: Manage current and future parking supply to meet adopted mode-split/TDM goals.

- “What does mode split mean?” Rick W. said mode split describes “how you arrive in the District.” Currently, about 80% of CEID workers arrive by car – an 80% motorized mode split. Transit and bike riders make up the rest.
- A member noted that some of the cars parking in the District carry commuters that then bike or walk downtown or to the Lloyd District, “so we have higher car numbers, but we help the other districts have lower numbers (40-50% motorized split).” He also noted that, given the District’s character differences – more industrial, less retail – that the mode split to aspire to may need to be different. Another member said managing parking for mode split might make more sense later. “Let’s put this in the future toolbox.”

Strategy 6: Move the District to paid parking.

- A member said that the suggestion to “correlate permit costs to transit pass costs” is an excellent idea, citing how spiking transit pass prices once moved him back to car commuting to PSU. Rick W. added that PSU now has a policy that its parking prices must exceed transit pass costs. Another member said such a correlation “makes a lot of sense.”
- A member cautioned that the CEID is an industrial/employment district with “horrible transit access” from many areas so “maybe implementation of this strategy should be 10 years out.” It also was noted that bus service to the District will be worse once light rail is in operation. “We don’t want to make it more difficult for people to work here.” Rick W. countered that current permit parking rates are 8 cents per day, which is very low. Another member concurred, saying he felt the District’s permits are priced too low and “archaic.”

Strategy 7: Encourage a greater number of employees to transition to off-street spaces or to alternative modes.

- No comments. (Tools under this strategy were discussed under earlier strategies.)

Strategy 8: Manage/control on-street parking based on the 85% rule.

- A neighborhood association member asked about the suggestion to implement residential permit zones under this strategy, wondering if that would be a paid permit program. Rick W. said that could be one option. In the Lloyd District, he said, the City offered to establish a paid residential permit zone and waive the fee for the first three years, but no neighborhoods opted for it. The member noted that in some neighborhoods, particularly with transient residents, it would likely be difficult to get “buy in” to such a plan. Bill H. concurred, but said it was worth considering the option as one means to curb the “catastrophic spillover” impact to neighborhoods discussed earlier. Another neighborhood association member added his neighbors are interested in a residential permit program. A suggestion was made to consider a pilot residential permit program in a limited area.
- A member expressed caution about the overall strategy, noting the CEID is “not the Lloyd District” and questioning if applying the 85% rule would be appropriate. Rick W. clarified that strategies to more aggressively manage on-street parking would not take place until it was approaching the 85% occupancy rate at peak, so would be phased in over time.

Strategy 9: Establish private/public approaches to fund new parking supply.

- When structured parking was mentioned as one potential public/private solution, a member suggested the City should think smaller, such as using lifts, which can expand supply on smaller lots.
- A member suggested a public/private venture may eventually provide the District with more parking, but most likely in the longer term. Several members agreed.
- There was some discussion about possibly using ODOT’s lot near OMSI as a Park-and-Ride lot.

Strategy 10: Transition parking on off-street surface lots to structured parking.

- A member asked if, at a future meeting, the team could provide an example of a parking structure in the City that was constructed without public subsidy and the financial details of how that worked.
- A member expressed concern that “we initially talked about working toward a parking structure somewhere in the District, but seem to have backed off.” She said she feels strongly the District would benefit from such a structure at some point. When asked if she would support the recommendation to explore a publicly owned off-street parking lot in the CEID, she said yes, as a starting point.
- A member asked that time be set aside at a future meeting for a focused discussion on structured parking. While some members think that option won’t be needed until well into the future, others don’t, he noted. Another member

added that a parking structure may well be a viable, near-term option near OMSI. "It's a big district, and some areas have different needs."

3. Wrap-up/Next Steps

Just before 6 p.m., Bill H. suggested the SAC meeting conclude. To facilitate discussion at the next meeting, he said, the project team will bundle strategies and tools into short-, mid- and long-term categories, and designate what tasks might be appropriate for a TPMA vs. "punted to BPS or other city bureaus." Bill H. also encouraged SAC members to attend the open house on Feb. 22.

Next Meeting: Tuesday, March 15, 2011
4-6 p.m.
Architectural Heritage Center
701 SE Grand Ave., 2nd floor classroom
Portland, OR

Public Workshop: Tuesday, Feb. 22, 2011
5:30-7 p.m.
@Large Films
807 NE Couch St.
Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Tuesday, March 15, 2011

SAC Members in Attendance: Mike Bolliger (Bolliger & Sons Insurance), Matt Butts (Group Mackenzie), Paul Carlson (OMSI), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Cathy Galbraith (Bosco Milligan), Ellis McCoy (PBOT), Matt Milletto (Water Avenue Coffee), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Jonathan Malsin (Beam Development), Emerald Bogue (Multnomah County), John Cole (BPS), Peter Collins (Goodwill), John Garner (PCC), Bert Geiger (BG Marketing-CEIC), Deek Heykamp (Next Adventure), Trang Lam (PDC), Lance Lindahl (Brooklyn neighborhood), Susan Lindsay (Buckman neighborhood), Juliana Lukasik (@Large Films-CEIC), Lance Marrs (Bside 6).

Staff/Consultants Attending: Bill Hoffman (PBOT), Jason Franklin (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.).

Other Attendees: Marshall Proehl (PRC Development), Tom Kerman (Portland Bottling), Jim Kennison (Franz Bakery).

Handouts:

- Agenda
- Problem Statement Matrix
- Public Workshop Summary

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Welcome/Announcements

Bill H. welcomed the committee and discussed the results of the previous meeting. Bill reminded the committee that this is an opportunity for the stakeholders in the district to determine how to best address parking. Bill then described the schedule for the remainder of the project, indicating that there are six more SAC meetings and two more public workshops. This prompted questions from a couple of committee members about why the project was going to take so long and whether or not the project could be accelerated. A couple of committee members also asked if solutions could be proposed and the SAC could then react to those solutions. Bill indicated that if there is agreement this afternoon on the problem statements then the project team could move directly to solutions to those problems and come back with solutions next month.

Bill then described the agenda for the meeting saying that the “Nailing the Problem” exercise would occur first and that the overview of the public workshop would happen

at the end of the meeting. Bill indicated that the committee was divided into three small groups to have a discussion about the parking problem statements. He handed out the Problem Statement Matrix and asked each committee member to read through the problems and score the problem statement as either a high, medium or low priority and whether the problem is an issue in the next two years, in two to five years or five to ten years. After all committee members had an opportunity to score the problems each group facilitator led a discussion about the problem statements.

2. Nailing the Problems

Bill, Rick W. and Jason Franklin each led a small group discussion. Each small group spent about an hour discussing the problem statements and the ranking of the problem statements. They were asked why they ranked problems like they did, where they saw areas of agreement or disagreement and whether any problem statements needed clarification. At the end of an hour each group was asked to report back on their outcomes. Each group reported fairly similar results and agreement on priority of problem statements. Many of the comments highlighted how geographically specific some of the problems are, or how committee members perceive the problems to be geographically specific. It was also clear that Burnside and Belmont should be considered the same as MLK and Grand when it comes to parking policies.

Based on the group discussion and a review of the group, scoring five problem statements rose to the top as high priority, near term issues that need solutions. Those problems are:

- Parking in the district is inefficiently managed
- Existing parking policies do not support the needs of customers and visitors using the MLK and Grand corridor
- Out of district parkers are using up the parking spaces
- OMSI/Southern Triangle redevelopment has unique near-term parking needs that are not met by existing practices
- Future parking management policies in CEID will likely impact adjacent neighborhoods

The attached document shows how each group collectively scored the problem statements.

3. Community Workshop Overview

Jason Franklin provided an overview of the public workshop held on February 22. He indicated that 45 people attended the workshop where they were first provided an overview of the project and research to date and then broke into small groups for discussion. Jason F. said that many of the issues discussed at the workshop are similar to the problem statements discussed by the committee this afternoon. He quickly ran through a couple of examples including:

- Different areas of the district create different parking issues
- Expanding the permit system could help manage parking
- Residents are concerned that the parking problem will shift to the neighborhood
- There is much uncertainty about meters in the district

A full summary of the public workshop is available on the project Web site.

4. Wrap-up/Next Steps

Just before 6 p.m., Bill H. thanked the committee members for their time and indicated that at the next SAC meeting the project team will bring proposed solutions to the parking problems discussed this afternoon.

Next Meeting: Tuesday, April 19, 2011
 4-6 p.m.
 Architectural Heritage Center
 701 SE Grand Ave., 2nd floor classroom
 Portland, OR

Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY

Meeting date: Tuesday, April 19, 2011

SAC Members in Attendance: Mike Bolliger (Bolliger & Sons Insurance), Matt Butts (Group Mackenzie), Paul Carlson (OMSI), John Cole (BPS), Cathy Galbraith (Bosco Milligan), Bill Goman (Goodwill), Juliana Lukasik (@Large Films-CEIC), Susan Lindsay (Buckman neighborhood), Ellis McCoy (PBOT), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC), Lance Lindahl (Brooklyn neighborhood), Warren Fish (Office of the County Chair)

SAC Members Absent: Jonathan Malsin (Beam Development), John Garner (PCC), Bert Geiger (BG Marketing-CEIC), Deek Heykamp (Next Adventure), Trang Lam (PDC), Lance Marrs (Bside 6), Matt Milletto (Water Avenue Coffee).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Jason Franklin (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: , Julie Gustafson (Portland Streetcar), Jim Kennison (Franz Bakery), Susan Rosenthal, Darryl Abe.

Handouts:

- Agenda
- Parking Problem Statements and Solutions, organized by priority (Tier 1 through 3) – hard copy of presentation

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Welcome/Announcements

Bill H. welcomed the committee and recapped the parking plan development process up to this point. During the last meeting, he noted, the SAC met in small groups to prioritize identified parking issues and determine their relative timing (e.g., near-term, mid-term or longer term). Project staff then took this feedback and fleshed out recommended solutions, based on best practices, for discussion at today's meeting.

2. Parking Problems and Strategies

Before Rick W. began the presentation, Bill H. asked him to explain one of the "problem statements" listed in the handout, because there was some confusion about its meaning. The statement was: "3. Future development will be hampered by free on-street parking." Rick explained that this was referring to the district's ability to support a future parking structure, which is very costly to build and requires assurance of

financial feasibility. With free on-street parking, people are less likely to pay for parking in a structure.

Several committee members commented on or questioned this, ultimately agreeing that the problem statement needed clarifying and the issue of free parking hindering a parking structure may be applicable only in certain areas of the district, such as the main commercial corridors.

Rick W. began the presentation by explaining how parking problem statements are now placed into one of three “tiers:” Tier 1 (high priority and immediate term), Tier 2 (priority but two-five years out) and Tier 3 (lower priority and five-10 years out). Jason F. briefly explained how the problem statement “scores” resulting from small group sessions at the March meeting were weighted by assigning points, ultimately determining priority levels. Based on this, Rick said, the team has developed strategies for the SAC’s consideration.

Five problem statements were determined to be Tier 1 (see presentation handout for details). Recommended solutions to these problems fall into four categories:

1. Commercial Corridors – on-street parking management changes, making all spots 2-hours (with individual businesses having the option to request exceptions) that will transition to meters.
2. Permits and Neighborhoods – expanding the employee parking permit program eastward, potential phased implementation of a neighborhood parking permit program, and enhanced enforcement.
3. Southern Triangle – implementation of a pilot program with 3-hour or “by permit” metering (with individual businesses having the option to request exceptions).

Committee Comments/Questions

- Q: Where would meter revenues go? A: (Rick W.) A revenue allocation plan should be recommended by the SAC as part of this process.
- Q: Why aren’t we including a buffer zone between the expanded employee parking permit area and neighborhoods, like the Lloyd District parking plan did? A: (Rick) The SAC can create a buffer zone (one or more blocks that would remain unlimited parking) if it would prefer one. Later in the meeting, there was lengthy discussion among committee members about establishing such a buffer. One member advocated strongly for it between 13th and 16th streets, saying residents in that area are generally young and low-income with many visitors; permit parking would create social or financial issues. Others expressed concerns that the buffer area would fill up with poachers (parkers commuting downtown), affecting not only residents’ abilities to park in front of their homes, but businesses in the area (such as local grocery stores or restaurants). Another member noted that permits are no longer necessary after 7 p.m., diminishing the impact on socially active residents. Another suggested that the SAC recommend that permit times be changed to 8 a.m. to 5 p.m.

- Q: If we've estimated there are some 1,000 people parking in the district and then commuting downtown to work, what are we expecting they will do if we expand the permit area? A: (Rick) They would either have to take a bus downtown from their residence or some other area or pay to park downtown, but would no longer be taking an all-day space away from a district employee or customer.
- Q: When permits were required in the area along the river, where did downtown employees who parked there move to? A: (Rick) They moved further inland, parking primarily along corridors with bus lines but now they park anywhere they could bike from.
- Q: Do meters tend to push parking into unmetered zone? A: (Rick) Yes, it can. That is a parking dynamic change that you have to anticipate and address over time, maybe best through a transportation and parking management association (TPMA).
- A member commented that while there are retail businesses in the commercial corridor and he favors the idea of 2-hour parking spots, it is predominantly an employment area where employees will need access to permit parking, particularly on certain side streets. Another member concurred, noting that the parking plan needs to adjust lines as needed, particularly as the streetcar takes away entire parking areas. Another member cautioned against metering on Couch along IG1-zoned uses, where permits would be more appropriate.
- Q: Do we know how many parking spaces will be lost to the streetcar? A: (Julie G.) Highest estimate is about 40.
- A member said the committee needs to keep in mind that a transportation system development charge (TSDC) overlay district is proposed south of Hawthorne and may make development there more expensive, potentially affecting parking management needs in that area.
- Q: What is the rationale for 2-hour vs. 3-hour designated stays being recommended in the different areas? A: (Rick) That is a result of both occupancy and time-stay (length of time parked) data we gathered in the initial study. In lower-occupancy areas, we figured we could allow slightly longer time-stays, at least until there's an 85 percent occupancy rate. In the higher-occupancy areas, we would give parkers what they seem to want (a minimum 2-hour stay), but will encourage greater turnover. Of course this all depends on enhanced on-street parking enforcement.
- Q: Are permits generally good for the entire district or can they be area-specific? A: (Rick) The SAC can decide if it wants to divide the district into zones and have permits useable only in those subzones.
- Revisiting what hours permits or meters should be in force (and enforced), a member questioned why the district would want meters operating until 7 p.m.

when the data shows parking opens up after 5 p.m. Another member countered that in some areas of the district, such as along Burnside/Couch, there can be considerable activity in the evening and it would make sense to have meters operating at that time.

- A member noted that the current permitting system allows only 75 percent of the employees of a business to get on-street permits, which can pose problems. Project staff said that requirement could be adjusted for the CEID parking plan.
- A member asked if OMSI's available parking is sufficient for its current needs. Paul C. responded that the museum's 550 off-street parking spaces are generally not filled early in the week but have higher occupancy later in the week. He noted that OMSI will probably meter those spaces when the Portland-Milwaukie Light Rail line is completed "to avoid becoming a park-and-ride."

Rick W. then discussed the three problem statements assigned to Tier 2, with a mid-term priority. Since these are primarily parking management oriented, he said, a key solution would be establishment of a TPMA that could manage all elements of the district's parking plan – from allocation of parking permit programs to strategic acquisition of off-street parking lots. A TPMA could also initiate shared use of underused off-street lots throughout the district.

Responding to members' questions, Rick explained that TPMAs are often funded initially by a grant and then by meter revenues or other public (business improvement district fees) or private (membership dues) means. A TPMA can be established as an affiliate of an existing organization or set up as a stand-alone nonprofit. It obtains its authority through negotiated service agreements with the city. Membership on the TPMA board can include permanent and rotating positions composed of district stakeholders, both business people and residents. (A member later asked if TPMAs handle parking enforcement. Rick said that is not generally cost-effective; cities usually continue to provide that service.)

Several members said they thought a TPMA should be established earlier, to address Tier 1 concerns such as permit program changes and metering. Bill H. cautioned that establishing a TPMA is complicated and would likely delay implementation of Tier 1 solutions. He said City staff will take the SAC's recommended Tier 1 solutions to City Council and, if approved, the City will take responsibility for implementing them (permit expansion, enhanced enforcement, etc.). Once created, a TPMA can then take over this responsibility.

Rick W. briefly summarized longer term Tier 3 problem statements and proposed solutions, which include phasing in expanded use of permits and metering as needed, revisions to City code, and investigating the feasibility of structured parking in the district. A member asked if the SAC could first get feedback about whether meters would make "economic sense" where proposed for Tier 1.

Wrap-up/Next Steps

At the meeting's conclusion, Bill summarized adjustments the project team will make to the evolving parking plan before the next (May 10) meeting. Based on members' expressed concerns, the team will fine-tune boundaries of the commercial corridors; explore ways to protect neighborhoods if the employee parking permit zone is expanded east (whether it's with a buffer, residential permit program or something else); and address possible timing of and costs for establishing a TPMA.

Down the road, the committee will need to address details of some of the broader concepts, Bill noted, such as revising the permit program to accommodate various employers' needs (including those whose employees work in shifts).

Next Meeting: Tuesday, May 10, 2011
 4-6 p.m.
 Architectural Heritage Center
 701 SE Grand Ave., 2nd floor classroom
 Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Tuesday, May 10, 2011

SAC Members in Attendance: Mike Bolliger (Bolliger & Sons Insurance), Paul Carlson (OMSI), John Cole (BPS), Warren Fish (Multnomah County, Jeff Cogan's office), Cathy Galbraith (Bosco Milligan), Bill Goman (Goodwill), Lance Lindahl (Brooklyn neighborhood), Susan Lindsay (Buckman neighborhood), Ellis McCoy (PBOT), Matt Milletto (Water Avenue Coffee), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Matt Butts (Group Mackenzie), Juliana Lukasik (@Large Films-CEIC), Jonathan Malsin (Beam Development), John Garner (PCC), Bert Geiger (BG Marketing-CEIC), Deek Heykamp (Next Adventure), Trang Lam (PDC), Lance Marrs (Bside 6).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Jason Franklin (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Julie Gustafson (Portland Streetcar), Alice Meyers (BES).

Handouts:

- Agenda
- Hard copy of May 10 presentation

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Welcome/Review of Last Meeting

Bill H. welcomed the committee and reviewed the parking plan development timeline, noting that the group is currently midway through Phase 3, developing alternative parking management solutions. In response to some members' questions about whether the process can be completed earlier than August or September, he said it may be possible. By the end of the June 21 meeting, he said, "we should have most of the plan elements pulled together." However, if concerns arise during the June 28 public open house, "we may need some of the remaining scheduled meetings to address those."

Bill then reviewed parking "problem statements" and recommended solutions as revised per SAC comments at the April and May meetings. He noted that, as the committee had directed, the project team removed 2-hour parking limits (via signage, initially, and meters eventually) for the commercial corridors north of Couch St., and along Martin Luther King (MLK) Jr. Blvd. and Grand Ave. north of Couch, to allow permit

parking for employees in the area. He then asked for the SAC's guidance on how best to address parking management adjacent to commercial uses in industrial zones.

This prompted a lengthy discussion about how best to apply parking limits, meters and permit parking areas throughout the district. Members' concerns fell into two main categories:

- Installation of meters. Several members felt revised solutions as stated in the May 10 presentation prematurely suggested the installation of meters when the last presentation had indicated changes would first involve 2-hour signage, with meters considered at a later date. "I think we are jumping the gun on meters," said one member. "Let's wait until after the streetcar goes in to see how parking behavior changes and after we have a parking management organization in place." Another emphasized "we should lead by changing signs, not using meters." One member suggested that, if meters are used at all, they be limited to MLK Jr. Blvd. and Grand Ave.
- Application of parking solutions by zoning. Several members thought this approach was too "broad-brush" and did not reflect that there are sometimes commercial or retail uses in industrial zones. "You almost need to go block by block" to determine parking management throughout the district, said one member.

Rick M. reminded the committee that the plan includes a recommended exception process that would allow property owners/managers to request appropriate parking usage on their block face. Bill H. added that the project team will come back with refinements to address these concerns, including how best to balance employee (permit) parking needs within commercial areas. "This is your plan and you must be comfortable with it," he said.

2. Permit Districts

Bill H. reviewed the process for establishing a new (employee) parking permit district to accommodate the expanded boundaries proposed for the new CEID parking plan. Once the SAC agrees on boundaries, fees, allocation methods and enforcement, these will be recommended as part of the plan to City Council. Regarding allocation, two members said they felt strongly that all CEID employees should be eligible for parking permits.

Susan L., representing the Buckman neighborhood, reiterated concerns about how expanding the employee permit district eastward will impact neighborhoods further east. By displacing commuters that now park free in this area, they will move deeper into the neighborhoods, competing for residents' parking in front of their homes, she said. "Since when do public streets (in the expanded permit area) get reserved only for employees?" she asked. "My understanding was we were going to have a buffer zone."

To address that concern, Bill H. said the project team is recommending defining and establishing neighborhood permit programs for Buckman, Hosford-Abernethy and Kerns neighborhoods. This would allow the neighborhoods to more easily implement residential permit programs later, if and when desired.

Susan L. said she was skeptical that this would solve the problem unless the neighborhood permit programs are implemented at the same time. She urged the project team to talk to residents in these areas. She and another member also reiterated their preference for a transitional buffer or “overlap” zone that would allow residents and employees to both park in some areas. Rick W. suggested this could extend from 10th to 12th streets. Several other members suggested that residential permits allow residents to park anywhere in the CEID.

Bill H. noted that since there was concurrence on implementing residential parking permit programs at the same time as the expanded CEID employee parking permit program, boundaries need to be identified. He asked the neighborhood representatives present if they would be willing to meet separately to discuss details and outreach efforts.

3. Revenue Allocation (MRAC and TMA)

Rick W. talked about how the CEID could capture and control a portion of public parking revenues (e.g., from meters) generated in the district in the future. While the SAC has indicated it is strongly in favor of forming a CEID Transportation and Parking Management Association (TPMA, or TMA), such a group can take a long time to establish. In the interim, Rick said, the CEID could consider forming a Meter Revenue Allocation Committee (MRAC), as was done in the Lloyd District, to prioritize projects and allocate revenues within the district. The MRAC can then transition into or become part of a future TMA. Project staff recommends making MRAC formation part of the parking plan submitted to City Council. (Details of MRAC and TMA structure, funding, and roles are detailed in the presentation document.)

Several members asked questions about the MRAC and TMA:

- Q: How does a business improvement district (BID) work? (A BID was cited as one example to provide base funding for a TMA.) A: Usually by levying a business license fee based on square-footage. Several members expressed concern about using this form of funding because of other special taxing districts pending in the area (i.e., a transportation system development charge overlay district proposed for part of the CEID’s southern area). With 500 businesses owners in the CEID, another member said establishing a BID could be “a daunting task.”
- Q: Can a TMA monitor and enforce parking within the district? A: No. The City has previously turned down such requests. Enforcement is most cost effective if provided Citywide.
- Q: Can the MRAC/TMA include neighborhood representatives? A: Yes, they can be included on the governing board.

Committee members indicated they would like an MRAC to be included as part of the parking plan recommendation. It was suggested that the MRAC be formed under the auspices of the CEIC; a CEIC representative said the group would discuss that idea internally. It was also suggested that one or more SAC or CEIC members consider

meeting with PBOT TMA specialists. Rick W. said he will bring examples of how other TMAs are set up, including budgets and staffing, to the June meeting.

Next Meeting: Tuesday, June 21, 2011
4-6 p.m.
Architectural Heritage Center
701 SE Grand Ave., 2nd floor classroom
Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Tuesday, June 21, 2011

SAC Members in Attendance: Mike Bolliger (Bolliger & Sons Insurance), Matt Butts (Group Mackenzie), John Cole (BPS), Cathy Galbraith (Bosco Milligan), Bert Geiger (BG Marketing-CEIC), Lance Lindahl (Brooklyn neighborhood), Susan Lindsay (Buckman neighborhood), Juliana Lukasik (@Large Films-CEIC), Ellis McCoy (PBOT), Matt Milletto (Water Avenue Coffee), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Paul Carlson (OMSI), Warren Fish (Multnomah County, Jeff Cogan's office), Bill Goman (Goodwill), Jonathan Malsin (Beam Development), John Garner (PCC), Deek Heykamp (Next Adventure), Trang Lam (PDC), Lance Marrs (Bside 6), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Bob Wentworth (Wentworth Chevrolet-Subaru).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Jason Franklin (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Julie Gustafson (Portland Streetcar), Mark Friedman and Donald Hunter (PBOT parking enforcement), Jim Kennison (Franz Bakery).

Handouts:

- Agenda
- Hard copy of presentation
- Flyer for June 28 Community Forum

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Welcome/Review Process and Timeline

Bill H. welcomed the committee and reviewed the parking plan development timeline, noting that this meeting would conclude Phase 3. Until now, the SAC has been working on the pieces of the parking plan, he said, "but now it's time to see how the pieces come together." Bill then reviewed the five "problem statements" that the SAC had identified as near-term issues and initial priorities to be addressed by the parking plan (see presentation document). A committee member asked that formation of a Transportation and Parking Management Association (TPMA) be added as a sixth priority, given the SAC's keen interest in creating a TPMA as soon as possible.

2. Review Draft Recommendations

Bill H. said the purpose of the meeting was to review draft plan recommendations refined by the project team based on SAC discussion and guidance in earlier meetings. "Again, we want to be sure you are comfortable with these recommendations before

we take them to the public (a community forum on the proposed CEID parking plan was held June 28) and City Council,” he said. He explained that plan recommendations fall into three major categories: Parking Operations, Formation of a TPMA, and Mitigation of Residential Impacts.

a. Parking Operations

- *Time Zones and Permit Areas*

Before discussing recommendations for time zones and new permit parking areas within the CEID, Rick W. explained how each works. Time zones encourage customer parking (vs. employee parking), allow a fixed “time stay” or length of time in one spot, and give customers who need to stay longer in the district the option of moving to another time zone space. Permit zones, by comparison, provide priority all-day parking for employees (or residents) while also allowing limited time stays for non-permit holders. Non-permitted vehicles cannot re-park within the same permit area for 12 hours. Rick noted that nearly 2000 stalls within the CEID are currently “2 hours or by permit.”

Bill H. then referred committee members to a map showing the location of proposed reformatted parking areas for Phase 1 of the plan. Phase 2 and 3 maps showed potential transition to parking meters along major corridors. “We are trying to strike the proper balance,” Bill said. “We want employees to have opportunities to park in the district as well as customers, but we need your (the SAC’s) help determining what should happen first and how the plan might evolve.”

- *Reformatted Time Limits*

Rick W. discussed the reformatting recommendations (see presentation document), explaining that a defined red area on the map encompassing the MLK/Grand corridor and some east-west major connector corridors would encourage customer parking in what SAC members had identified as a major retail core. While parking along MLK/Grand would have 2-hour time zones geared to customers only, parking along the major connector corridors would be a mix of “2-hour or by permit” parking to allow some employee parking.

Several committee members stated that one or more areas within the “red” zone are not retail-oriented and so should be excluded from the proposed changes. It was agreed that the Phase 1 map should only recommend customer-oriented parking along the MLK/Grand corridor, with the customer parking zone expanding only as needed in the future. The SAC was also reminded that any parking format that does not meet adjacent property or business owners’ needs can be changed through the exceptions process. Currently, PBOT handles exceptions requests, but that task could later be delegated to the CEID TPMA.

Rick W. then discussed the blue area on the Phase 1 map, which would allow either 2-hour or 3-hour time stays for non-permit holders (such as customers) and all-day parking for permit holders (such as employees). Rick asked the SAC for its opinion: should the allowed time stay be boosted to 3 hours in this area, or left at 2 hours like much of it is currently? Data gathered early in the planning process showed that many parkers in 2-hour zones exceeded that time allotment. Some committee members favored remaining with 2-hour time stays, while others were neutral. However, two members of PBOT's parking enforcement team explained that enforcing 3-hour parking limits is more difficult than 2-hour limits, and therefore more likely to be abused. It was agreed to recommend "2 hours or by permit" parking in the designated blue area.

A committee member noted that she did not know about the parking limitations that apply to non-permit holders parking in permit spaces (the fact that re-parking is not allowed in that same permit area for 12 hours) before the meeting, and asked how the general public is supposed to know this. A PBOT representative admitted the City doesn't publicize this rule, but that was something the future TPMA could address.

While the map showing proposed parking area revisions was displayed, a neighborhood representative reiterated her concern about the parking plan's eastern boundary. Susan L. of the Buckman neighborhood said that by expanding the "2-hour or by permit" parking area to 12th Avenue, "we will cause undue hardship in the neighborhood" (potentially limiting parking by residents or guests in front of their dwellings). She advocated for a buffer zone between 10th and 12th avenues, where existing parking conditions could remain.

Several committee members supported the buffer as appropriate for Phase 1 of the plan, but also wanted the flexibility of expanding to 12th in the future. Limiting the boundary to 10th would be "short-sighted," said one member. Bill H. added that PBOT is proactively addressing ways to mitigate the parking plan's impacts on neighborhoods, working with neighborhoods on a plan component that would make establishing a residential permit zone easier.

It was agreed that the recommendation for Phase 1 will include a "status quo" buffer zone between 10th and 12th avenues. That would mean no new time zones or permit zones in the area between Hawthorne and Burnside.

While the recommendations for reformatted parking included subsequent phases (2 and 3), SAC members indicated they would prefer to leave the timing of plan expansion – including installation of parking meters – to the future TPMA. However, the committee did ask that the project team identify some triggers for implementation of next phases. Triggers could include the "Close the Loop" streetcar or Portland-Milwaukie Light Rail Line becoming operational (which will impact parking behavior and future development in the CEID), or

parking constraints (parking space usage exceeding the 85% threshold), or all of the above.

- *Meter Revenue Scenarios*

Responding to a SAC request at the previous meeting, Rick W. looked at three different meter revenue options. This gave the SAC an approximation of how much revenue meters could generate and, consequently, potential operating revenues for a future TPMA. (PBOT would share a portion of the revenues with the TPMA; see the presentation document.)

- *Permit Zone Implementation*

Rick W. discussed several options for implementing the expanded permit zone. While the current parking permit program allows businesses to obtain permits for 75% of their employees, he noted that the SAC had earlier indicated a preference for 100%. The current permit fee of \$45/year could be continued, or the SAC could recommend an increase (such as to add a surcharge for the TPMA when functional). Committee members had mixed views on these topics. When asked, a PBOT representative said that permit fees are expected to remain the same next year. In the end, it was agreed to recommend raising the cap to 100% but to keep fees the same for now.

b. Forming a TPMA

Peter S. reported that the Central Eastside Industrial Council (CEIC) had talked about the role it could play in creating a TPMA. Because the CEIC is a nonprofit, a TPMA can easily be created as a subcommittee of the CEIC. The group will continue exploring that option.

c. Mitigating Residential Impacts and Simplifying Creation of a Residential Permit Zone (RPZ)

Although mentioned earlier in the meeting, neighborhood mitigation efforts were briefly discussed again. Susan L. reported that the three neighborhood representatives on the SAC have met separately to discuss how to make a residential permit program “more doable” (e.g., relaxing petitioning requirements). “We have some recommendations,” she said, “and we will continue to work with PBOT.”

3. Next Steps

Bill H. said the project team will come back at the July meeting with a revised Phase 1 map, additional plan refinements, and a report on feedback from the community forum.

Next Meeting: Tuesday, July 19, 2011
4-6 p.m.
Architectural Heritage Center
701 SE Grand Ave., 2nd floor classroom
Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Tuesday, July 19, 2011

SAC Members in Attendance: Mike Bolliger (Bolliger & Sons Insurance), Matt Butts (Group Mackenzie), Paul Carlson (OMSI), John Cole (BPS), Cathy Galbraith (Bosco Milligan), Bert Geiger (BG Marketing-CEIC), Lance Lindahl (Brooklyn neighborhood), Susan Lindsay (Buckman neighborhood), Juliana Lukasik (@Large Films-CEIC), Ellis McCoy (PBOT), Matt Milletto (Water Avenue Coffee), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru).

SAC Members Absent: Warren Fish (Multnomah County, Jeff Cogan's office), Bill Goman (Goodwill), Jonathan Malsin (Beam Development), John Garner (PCC), Deek Heykamp (Next Adventure), Trang Lam (PDC), Lance Marrs (Bside 6), Dan Yates (Portland Spirit-CEIC).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Jason Franklin (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Julie Gustafson (Portland Streetcar), Jim Kennison (Franz Bakery).

Handouts:

- Agenda
- Hard copy of meeting discussion points
- Summary of Public Workshop #2
- *Framework Criteria for Allowing Exceptions to 2- and 3-hour base parking standards in the Central Eastside*

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>. In addition, a draft TPMA charter was e-mailed to SAC members prior to the meeting; since the document is still preliminary.

1. Report on Public Workshop & CEIC Quarterly Meeting

Bill H. began the meeting by asking if SAC members who were present at the public workshop held June 28 wished to share their observations. The workshop was an opportunity for CEID property owners, business people, and residents to learn about the latest elements of the emerging Central Eastside Parking Management Plan. Several members responded, reporting that workshop attendees appeared to welcome parking improvements, but were worried about how specific policy proposals would impact them. One member pointed out that given the CEID's "schizophrenia" (multiple lands uses with differing parking needs), a proposed solution to help one group was sometimes perceived as harmful to another. Whatever plan is adopted, educating the

public about new parking policies and their intent will be “an important but daunting” task, he said.

Jason F. of the project team then summarized key points gleaned from the public workshop. As noted by the SAC members, he said, attendees recognized that the district needs a new approach to parking, but proposed changes will be “difficult to adjust to” given other changes occurring simultaneously in the district. Specifically, concerns were raised about the installation of parking meters, the proposed change in distribution of employee parking permits and the formation of a local Transportation & Parking Management Association (TPMA). Most participants appeared OK with meters being installed along the MLK/Grand corridor, but questioned their necessity and how they would impact parking patterns. Likewise, most attendees were supportive of a TPMA but differed as to how large a role it should be allowed in making parking decisions. Some participants found certain plan elements confusing which, again, “will make education very important,” Jason said. (For more details, see the workshop summary posted on the project Web site.)

SAC members who are also members of the Central Eastside Industrial Council (CEIC) then reported back on the CEIC’s quarterly meeting held June 29, where the parking plan was discussed. Like the general public, CEIC members expressed “much concern about parking meters,” they said, but were also keenly interested in the proposed parking management process. (The TPMA will likely be formed as a subcommittee of the CEIC.) The CEIC also agrees that an education campaign should be part of the adopted plan.

2. Review Process and Timeline

Bill H. reviewed the project’s timeline, noting that the SAC is “in the last lap of this planning process (in Phase 4),” with two meetings remaining to finalize the parking management plan. He asked committee members whether a public workshop planned Sept. 27 would be “the best way to get word out about the final plan,” or if members would like to suggest an alternative. For example, he suggested mailing informational flyers to all CEID landowners. Some SAC members suggesting instead that PBOT and the project team focus on communicating directly with businesses along the commercial corridor where changes will be most pronounced.

3. Draft Plan Outline

Bill H. discussed the draft plan outline, noting that the project team intends to provide SAC members with a draft report to review before the Aug. 16 meeting. There are nine core issues involved in the plan, he said. The SAC has addressed four of those – changes to the permit parking district, allowed time stays in certain areas, enforcement and a neighborhood buffer zone – during earlier meetings. Today’s meeting would continue discussions on paid parking (meters), the “exceptions” process (how shorter time stays can be requested near certain businesses), status of the neighborhood permit district,

and a draft TPMA charter. In August, the SAC will address an implementation schedule for the parking plan.

4. Refinement of Remaining Plan Elements

- ***Paid Parking***

Rick W. discussed a CEID map showing revised boundaries for a “customer parking priority area,” based on SAC members’ comments at the last meeting. The resulting map looks much like a ladder, he noted, with 2-hour parking zones along MLK and Grand and extending a half-block down each intersecting east/west street.

Several committee members expressed continuing concerns despite the reduction in size of the customer parking area. One was worried about the loss of employee (permit) parking in this area. Bill H. indicated that simultaneous expansion of the permit parking area would have a net effect of increasing employee parking in the CEID, although those spots may be located elsewhere. Several SAC members thought the customer parking area needed to be tweaked further, such as excluding the commercial corridor area south of Taylor St. and perhaps including scattered pockets of retail uses off the corridor (such as along Water Ave.). One member suggested asking each business owner along the corridor if the proposed 2-hour customer parking zone works for them. “We’re trying to build a customer corridor,” the member said, “but there’s disagreement about whether ‘one size fits all.’”

Bill H. then discussed potential “triggers” for moving from 2-hour free parking to paid parking (meters) along the commercial corridor in the future. Because metered parking tends to promote turnover, freeing up parking spaces more often, installation of meters would be appropriate when more customers are attracted to the district and there is more competition for on-street parking. Because completion of the streetcar would likely create this scenario, the project team suggests that could be a logical trigger for metering the corridor, he said.

This prompted a lengthy discussion about the timing of meter installation. One member questioned whether the streetcar was an appropriate trigger. “I think we need to see what the impact of the streetcar actually is,” she said. “We’ll lose some parking spaces, but gain better access to transit. We need to factor this in before talking about meters.”

Some members suggested completion of the Close The Loop streetcar project or meeting the “85% capacity use” threshold (defined during the Nov. 16, 2010, meeting; see posted documents) as alternative triggers. But some members felt it was premature to discuss any triggers for meters. A few felt streetcar completion should trigger just the implementation of the 2-hour customer parking area, with meters triggered by something else in the future. The 2-hour zone “will be a test for meters,” said one. “We should wait to see how that works before establishing a trigger for meters.” Others preferred having the future TPMA determine the timing of meters.

But Bill H. urged the group to define a trigger. “We have worked hard over the past year to collectively devise strategies to address parking issues in the district, both now and in the future,” he said. While diverse uses throughout the CEID make parking problem-solving difficult, “we owe it to ourselves to ensure that implementation of our good ideas is carried out. For that, we need a tangible trigger included in the plan.”

Bill H. asked if the group’s consensus was to explore 85% capacity usage as a trigger. One member disagreed, favoring the installation of meters when the streetcar is completed, but the rest were in general agreement. Pursuing that as a trigger would require conducting a future parking space usage survey along the corridor, at an approximate cost of \$15,000, he noted. “Is it realistic to assume that the TPMA will have that money available to conduct the survey?” he asked. The project team will look at the viability of the Close The Loop and 85% capacity usage triggers and report back at the August meeting.

On the subject of TPMA funding, some members asked PBOT staff about meter and parking permit rates. While Rick W. used meter prices of \$1 per hour for his revenue analysis (discussed during the June 21 meeting), the TPMA could provide input on meter rates, Bill H. said. (The TPMA would share meter revenues with the City.) Ellis M. of PBOT confirmed that annual permit rates will remain \$45 in the district for the next year, but expanding the number of employee spaces in the district could allow PBOT to reduce what it charges per permit. This would make it more palatable for the TPMA to add a surcharge to the cost of the permits.

Rick W. briefly discussed recommendations for parking changes in the Southern Triangle of the district: allowing “metered 3-hour or all day by permit” parking in this area. The OMSI representative on the SAC reiterated that the museum will soon move forward with metering its parking lots to discourage them from becoming “park and ride” lots for commuters when the Portland-Milwaukie Light Rail line and Close The Loop streetcar project are completed. There was minimal committee comment on the Southern Triangle recommendations.

- **Exceptions Process**

Rick W. discussed guidelines for a parking exceptions process that would allow businesses to request parking spaces with shorter time stays on their block face. Such businesses may include coffee shops, drycleaners, banks or one-hour photo shops (among others to be defined) that conduct many short transactions with customers daily, or retail businesses located in primarily parking-permit zones that need one or more spaces freed for customers. There was minimal committee comment on the exceptions process, which had been discussed at earlier meetings. (Recommended criteria and methodology for the exceptions process can be found in the *Framework Criteria for Allowing Exceptions* document posted on the project Web site.)

- ***Neighborhood Permit District***

Bill H. reported that PBOT and CEID neighborhood representatives continue to work on a streamlined residential permit parking program that is intended to mitigate the parking plan's impact on neighborhoods.

- ***TPMA Charter***

Peter S. briefly discussed his emerging draft of a TPMA charter, a copy of which was provided to SAC members before the meeting. The TPMA's top priority is to work closely with PBOT to manage the district's transportation and parking system to foster business and employment growth, he said. A second priority is defining an appropriate trigger for future metering within the district – not only for the commercial corridor, but for any parking subzone – which the draft identifies as 85% capacity usage.

Peter S. noted the charter does not suggest a local taxing district to fund the TPMA. Also, because the TPMA would be formed under the non-profit CEIC, it may need to be a "committee" of the CEIC, which could mean renaming it a Transportation & Parking Management Committee (TPMC).

Bill H. added that formation of the TPMA will be a two-part process. First, the parking management plan must include appropriate language to direct City staff to work with the CEIC to form the TPMA. Second, details as delineated in the draft charter need to be worked out and finalized. The latter will likely occur after the overall parking plan is finalized.

5. Next Steps

Bill H. reiterated that the project team will report back next month on alternative (metering) triggers discussed at the meeting and urged committee members to contact him if they have additional comments or ideas. At the August meeting, the SAC will review a draft report/plan and implementation schedule, with the option of meeting again in September to make additional refinements and discuss how best to communicate the plan.

Next Meeting: Tuesday, August 16, 2011
4-6 p.m.
Architectural Heritage Center
701 SE Grand Ave., 2nd floor classroom
Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Tuesday, August 16, 2011

SAC Members in Attendance: Mike Bolliger (Bolliger & Sons Insurance), Matt Butts (Group Mackenzie), Paul Carlson (OMSI), John Cole (BPS), Cathy Galbraith (Bosco Milligan), Bert Geiger (BG Marketing-CEIC), Lance Lindahl (Brooklyn neighborhood), Juliana Lukasik (@Large Films-CEIC), Matt Milletto (Water Avenue Coffee), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru), Dan Yates (Portland Spirit-CEIC).

SAC Members Absent: Susan Lindsay (Buckman neighborhood), Warren Fish (Multnomah County, Jeff Cogan's office), John Garner (PCC), Bill Goman (Goodwill), Deek Heykamp (Next Adventure), Trang Lam (PDC), Jonathan Malsin (Beam Development), Ellis McCoy (PBOT), Lance Marrs (Bside 6).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Jason Franklin (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Ramon Corona (PBOT Parking Control).

Handouts:

- Agenda
- Draft parking plan

There was also a summary PowerPoint presentation given at the meeting. These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Review Process and Timeline

Bill H. began by noting this is the second to last SAC meeting for this project. "We'd like to discuss and resolve remaining key issues today," he said, "so we can review a final draft of the parking management plan next month." Issues still being discussed include timing and location of meter installation, as well as identifying "triggers" for that action, and details around the formation, responsibilities, and funding of a Transportation & Parking Management Association (TPMA) to represent the CEID.

2. Draft Parking Plan Presentation

Before launching into discussion, Bill presented several slides reviewing the plans goals, proposed solutions and implementation timeline. The project's intent was to develop a plan that would simplify the parking system, establish a new permit and meter district, expand the permit program, create a customer priority parking area, create a fair exceptions process (for business owners needing different parking uses – such as

shorter time-stays – on or adjacent to their block), streamline the residential permit process, protect adjacent neighborhoods from incursions by displaced parkers, and encourage establishment of a TPMA.

To that end, the SAC and project team have produced a draft plan that reduces the confusing mix of on-street parking types to two base zones (two- or three-hour stays) throughout most of the district, with expanded all-day permit parking allowed in those zones except along the identified customer priority corridor (MLK and Grand boulevards and a half block of adjacent east-west streets), he said. In addition, the plan identifies criteria for an exceptions process, establishes a neighborhood buffer zone, and lays the foundation for developing a less cumbersome residential permit process and establishing a TPMA.

The draft plan shows implementation of some parking changes beginning as early as first quarter 2012, with others phased in over the next three years. Signage changes to implement the new time-stays and establishment of the exceptions process would happen the earliest, with issuance of new employee parking permits potentially beginning in the third quarter.

3. Draft Parking Plan Discussion

SAC members then discussed unresolved issues. They are grouped by topic below.

Off-street Parking

- John C. of BPS asked fellow SAC members whether better use of off-street parking throughout the district should be considered as one way to replace on-street parking lost to the streetcar and to postpone the need to install meters. While all new off-street parking must be shared with the public, existing lots are designated “accessory” use, meaning only property/business owners, employees and customers have access. Data gathered for the project showed these lots are inefficiently used. Rick W. noted that the project team discussed and recommended removing accessory designations (via a city code change) from existing properties so they can be shared, although this is not specified in the draft plan. SAC members favored the idea. John C. was asked to provide a paragraph to the project team for inclusion in the plan.

Parking Meters

- A committee member pointed out that the parking usage data used to develop the plan was collected on weekdays, “so why are we talking about enforcing new parking zones or meters on Saturdays?” Other members agreed that this may not be necessary in the primarily industrial, southern area of the CEID, but noted that Saturday enforcement was important on the north end due to Rose Garden events that attract hundreds of visitors. At the end of the meeting SAC members agreed that enforcement would remain Monday through Saturday.

- Peter S., representing the Central Eastside Industrial Council (CEIC), said the CEIC board believes metering “at this particular time” is unnecessary, but agrees that they will likely be needed in the future. The decision to install meters should rest with the TPMA, he said, which ideally could use revenue from a proposed parking permit surcharge to fund a parking usage/needs study when appropriate. “The board wants to be sure we engage CEID business owners in the meter installation decision,” he said.
- Another CEIC member noted that the board strongly supports the north-south retail corridor (the customer parking priority area along MLK and Grand boulevards that would likely be the first district location for meters), but has concerns about the SAC’s “lack of consensus” about extending this area for a half block on east and west streets. It may be left to the TPMA to look “block by block” at whether metering or permit parking spaces are most appropriate along those side streets, he said. A third CEIC member noted that the board did not discuss the district’s Southern Triangle, south of Clay Street, but doubted that it would object to the plan’s proposal to eventually meter some 30 spaces “in what is becoming an entertainment district.” The plan calls for on-street metering in this area (with three-hour time stays) when the streetcar begins operating in September 2012.
- Paul C. from OMSI, located in the Southern Triangle, reiterated the museum’s support of metering on-street parking in the area, as OMSI plans to meter its own lots to discourage off-site users (including Esplanade bikers, rowing enthusiasts, and “park-and-riders”). However, he also advocated that the plan address potential metering along Water Avenue in this area, perhaps as far north at Taylor Street. “If there’s an opportunity for better parking management, Water Avenue is it,” he said.
- A SAC member located on Water Avenue farther north concurred with the idea of metering along the avenue, but advocated meters be considered along the avenue’s entire stretch or at least in selective subareas beyond the Southern Triangle. “Water Avenue is a mess right now,” he said. “It’s a free-for-all.” Several CEIC members expressed support for Water Avenue metering as well. Paul C. said he will host a meeting of Water Avenue business owners to explore interest in metering prior to the final SAC meeting in September, with the intent of adding language to the parking plan that cites this avenue as a candidate for future metering.
- Bill H. asked the CEIC representatives on the committee for clarification on what “trigger” they have identified for conducting a future parking usage study that would, in turn, determine the need for or timing of meter installation. Specifically, he asked if the 85% peak occupancy standard was the intended trigger. Peter S. responded that it could be one trigger among several. Rick W. noted that some cities use the 85% rule along with other triggers, such as efficiency of parking space usage, the need to revenue generation, or the need for better parking enforcement (which meters facilitate).

TPMA

- Peter S. reported that the CEIC fully supports formation of a TPMA, initially as a CEIC committee, with the expectation it would begin as a volunteer organization and then grow into one with a paid, professional director. While the CEIC could provide some start-up support, it would expect that the TPMA would soon have a source of revenue (permit surcharges) and authority to use those funds, he said, to reimburse the CEIC and support future TPMA activities.
- Bill H. said that normally, shared meter revenues provide the first source of funding for a TPMA. Given that the plan now calls for meter installation at a point to be determined in the future, thereby deferring that revenue stream, he was unsure if PBOT authorities would approve a permit surcharge. He also clarified that the plan will recommend formation of a TPMA and perhaps some “revenue processes,” but will not require formation. City staff can assist a non-profit organization setting up the TPMA, but the City has no money to directly fund the effort.
- This concerned several SAC/CEIC members who wanted the plan to include a stronger City endorsement of the TPMA and \$10 permit surcharge. Expected to raise between \$16,000 and \$40,000 annually, surcharge revenues would be vital to the TPMA’s ability to conduct future parking studies, said one member, which would, in turn, determine meter installation. It could be that the TPMA will need to conduct several studies before meters are installed, he said, because the district will be undergoing a series of “shocks” to its transportation system over the next few years: parking changes when the plan is enforced, completion of the eastside streetcar and then completion of the Close-the-Loop streetcar route. “How will these affect parking patterns?” he asked. “We won’t know until we’ve done a study...and those cost money. Maybe this isn’t the norm (using permit surcharges to jump-start a TPMA), but we’ve always done things differently in the CEID.” Another member said that formation and funding of a TPMA are a must-have for the CEIC to support the parking plan.
- Rick W. noted that an interim option exists: a community entity similar to a Meter Revenue Allocation Committee (MRAC, perhaps renamed Transportation Revenue Allocation Committee, or TRAC) could be formed first – with lesser authority than a TPMA – and serve as a placeholder until the TPMA is formed.
- Bill H. suggested that CEIC representatives contact Dan Bowers in PBOT Transportation Management in the next month to discuss the permit surcharge/TPMA funding issue, following up with PBOT Director Tom Miller, as needed.

4. Next Steps

Bill H. identified issues that will be discussed at the final SAC meeting in September: TPMA formation and funding, and potential meter installation along Water Avenue.

He said project staff would look into the economic feasibility of installing meters along Water Avenue and provide those to Paul C. prior to the proposed meeting of Water Avenue business owners.

Next Meeting: Tuesday, Sept. 20, 2011
4-6 p.m.
Architectural Heritage Center
701 SE Grand Ave., 2nd floor classroom
Portland, OR

**Central Eastside Parking Management Plan
Stakeholder Advisory Committee (SAC) Meeting SUMMARY**

Meeting date: Tuesday, September 20, 2011

SAC Members in Attendance: John Cole (BPS), Cathy Galbraith (Bosco Milligan), Bert Geiger (BG Marketing-CEIC), Lance Lindahl (Brooklyn neighborhood), Susan Lindsay (Buckman neighborhood), Juliana Lukasik (@Large Films-CEIC), Jonathan Malsin (Beam Development), Matt Milletto (Water Avenue Coffee), Susan Pearce (Hosford-Abernathy neighborhood [HAND]), Steve Russell (Kerns neighborhood), Peter Stark (Stark Design/Portland Streetcar-CEIC), Bob Wentworth (Wentworth Chevrolet-Subaru).

SAC Members Absent: Mike Bolliger (Bolliger & Sons Insurance), Matt Butts (Group Mackenzie), Paul Carlson (OMSI), Warren Fish (Multnomah County, Jeff Cogan's office), John Garner (PCC), Bill Goman (Goodwill), Deek Heykamp (Next Adventure), Trang Lam (PDC), Lance Marrs (Bside 6), Dan Yates (Portland Spirit-CEIC).

Staff/Consultants Attending: Bill Hoffman and Sarah Heinicke (PBOT), Jason Franklin (Parametrix), Rick Williams (Rick Williams Consulting), Peter Finley Fry (Columbia Pacific Planning), Rick Michaelson (Inner City Properties, Inc.), Liz Malliris (Words by Malliris).

Other Attendees: Julie Gustafson (Portland Streetcar), Jim Kennison (Franz Bakery).

Handouts:

- Agenda
- Summary of draft parking plan changes

These documents are posted on the project Web site:

<http://www.portlandonline.com/transportation/index.cfm?c=53032>.

1. Introduction

Bill H. said the purpose of this final SAC meeting was to review changes made to the draft parking plan since the last meeting. The project team will then finalize all plan details except for one: the timing of meter installation along the commercial corridor (MLK/Grand). "Fundamentally, this committee has completed its work," he said, however PBOT requires a better defined "trigger" for when meters would be installed in the district's newly defined customer parking priority area. To work out those details and complete the plan, project staff will meet with Central Eastside Industrial Council (CEIC) members within the next few months, he said.

A SAC member noted that the committee had not yet come to an agreement on where meters would initially go in the commercial corridor, with some doubting their necessity in the southern end of the district. A SAC/CEIC member responded that location would also be "part of the conversation about defining the trigger."

2. Final Comments on Draft Parking Plan

Rick W. briefly summarized key areas of the parking plan that had been modified per SAC comments at earlier meetings. In the customer priority area along MLK/Grand, 2-hour parking signs will initially be installed, with permit parking not allowed on MLK/Grand but allowed in 2-hour zones on the adjacent half-block of side streets. While the SAC agreed meters will be needed in the future, the plan calls for that decision to be made by the CEID Transportation & Parking Management Association (TPMA), using a trigger to be defined in coming months.

Language added to the parking plan, Rick said, includes a long-term actions section that specifies issues to be addressed in the future by the TPMA, including expansion of the customer priority area and paid parking, acquisition of off-street parking lots and/or development of parking structures to serve visitors and/or employees, and shared-use agreements to more efficiently use private lots. The plan also contains new text establishing a streamlined neighborhood permit process, which will be finalized after more discussion with SAC neighborhood representatives.

Rick referred SAC members to the handout for other new text added to the plan, including clarifying details about the mission of and funding for a TPMA and the parking permit renewal process (per current policy).

A SAC member asked if the TPMA would be handling “fine-tuning” of the plan, such as addressing whether 2-hour customer parking is needed along the commercial corridor south of Taylor Street. Bill H. responded yes, that the plan would include guidelines for addressing these kinds of issues (subareas with differing parking needs).

Another committee member asked that there be good communication between PBOT and the CEID when signage or other parking changes are being made. Bill H. said a PBOT manager is assigned to work with the CEIC/TPMA on these and other issues.

3. Water Avenue and Southern Triangle Update

Bill H. reported back on a meeting held with Water Avenue business and property owners to explore metering. There was not “wild enthusiasm” for the idea, he said. However, a SAC/CEIC member noted that when OMSI meters its parking lots in the near future, that may change parking dynamics and require the TPMA to take another look at Water Avenue needs. For now, the Southern Triangle area will be signed “3 hours or by permit” and businesses can use the parking plan exceptions process to obtain different parking time limits in specific locations, if desired.

4. Review of Next Steps

Bill H. then discussed what will transpire with the plan. Once a meter trigger is negotiated with the CEIC and the plan is finalized, PBOT will mail a plan summary to everyone on the project’s mailing list. The summary will provide a link to the full plan and all supporting documents on the project Web site. PBOT will then set a City Council

hearing and adoption date and also mail those details; he urged SAC members to attend and testify.

Once adopted, PBOT will begin implementation of the plan, beginning with installation of new signs, Bill said. PBOT will also take care of the administrative work to set up and publicize the new permit program, as well as provide information about the signage changes and exceptions process. Parking enforcement will also be “beefed up” to better patrol the CEID, he said.

A SAC member asked if business owners will be notified well in advance of sign changes, in case they want to pursue an exception for one or more adjacent spaces. Rick W. noted that he would recommend PBOT do what Salem does, providing 45-day advance notice. Another SAC member emphasized that such mailings should be sent to business owners and building/property owners in the district, to ensure residents receive notification. (Similarly, a committee member later noted that if a neighborhood begins pursuing a residential permit district, PBOT should be sure to notify businesses in that neighborhood.)

Bill H. said if a group of SAC members would like to meet to discuss implementation, he would be happy to set up a meeting. He also asked SAC neighborhood representatives to remain after the SAC meeting to discuss and finalize the neighborhood permit text in the plan. He asked all SAC members to review the new plan changes and additions and provide comments within one week.

Bill thanked the project team and SAC members for their year-long work addressing complex issues and developing a comprehensive parking plan.

D. DATA INVENTORY AND MAPS

CITY OF PORTLAND, OR

**2011 Assessment of Parking Resources
Central Eastside
FINAL REPORT**

Prepared for:

Portland Bureau of Transportation
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Prepared by:



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August 2011

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2010 – Downtown Parking System Update – Existing Conditions

I. BACKGROUND

A key element of the 2010 Central Eastside Industrial District (CEID) Parking Study scope of work called for a comprehensive inventory of all parking supply in the CEID (on and off-street) as well as a “typical day” assessment of utilization and occupancy.

This report summarizes the inventory and data collection effort associated with this element of the broader parking study and plan.

The findings in this report can be used to accurately evaluate the overall dynamics of parking activity in the CEID. As described below, data can be evaluated at the macro “combined district level” and at the sub-zone level. Overall, the City, and stakeholders in the district, now has an extremely robust data base of information available to them as a mechanism to support decision-making for parking management.

Our goal is to present data for the CEID study area as a precursor to making recommendations for consideration by the City and stakeholders on programs and strategies that should be employed to maximize the parking supply and plan for the future.

II. PURPOSE OF THE PARKING INVENTORY ANALYSIS

The purpose of a parking utilization study is to derive a comprehensive and objective understanding of actual use dynamics and access characteristics associated with parking in the Central Eastside Industrial District. Important elements of the analysis include:

- (1) Development of an up-to-date data template for all parking in the study area, denoting parking stalls by block face and time designation, for on-street assets; and by location, size and facility type (lot or structure) for off-street facilities within the study zone. This data template has also recorded all changes that transpired on-street with the construction of the Central City streetcar extension.
- (2) A complete survey of parking use on a “typical day” -- a single Wednesday on September 15, 2010.
- (3) Analysis of on-street parking utilization included:
 - a. Quantification of total study area parking inventory.
 - b. Hourly occupancy counts for on-street inventory over a nine period.
- (4) Analysis of off-street parking utilization that included:
 - a. Quantification of total supply in 459 off-street parking facilities.
 - b. Hourly occupancy counts using a statistically valid off-street inventory sample in 153 facilities.

(5) Identification of parking surpluses and constraints in the parking supply.

In short, the purpose of the parking utilization study has been to produce a succinct analysis of existing parking dynamics in the CEID that can be used to effectively support and inform decision-making related to development and parking.¹

III. STUDY AREA

The parking inventory study area was determined in the initial project scoping process and in consultation with the City of Portland. The study zone represents the entire Central Eastside Industrial Area as defined in the City of Portland’s Central City Plan; generally comprised of the area bounded by I-84 (on the north), SE Powell Blvd (on the south), Willamette River (on the west) and 12th Avenue (on the east). **Figure A** provides an image of the study area boundaries.

The study area selected is reflective of the City’s understanding of current parking activity and land use densities in the area defined as “the Central Eastside Industrial District (CEID)”. Quantifying parking activity within this zone allows for a comprehensive look at parking patterns, trends and surpluses/deficits in the downtown. The area includes over 14,000 on and off-street parking spaces (6,324 on-street and 8,281 off-street). The study area is very large, comprising 500 city blocks and 459 off-street parking facilities.

¹ Copies of all data templates are available to the City of Portland for future use. The data templates incorporate hourly parking counts for every sampled stall, by block face and lot/garage, in the study area.

FIGURE A
CEID STUDY AREA



IV. METHODOLOGY

The consultant team was able to inventory all on and off-street parking in the study zone. In total, there are 14,605 stalls within the study area. Our approach for measuring each type of supply (on or off-street) is described below.

On-Street Supply

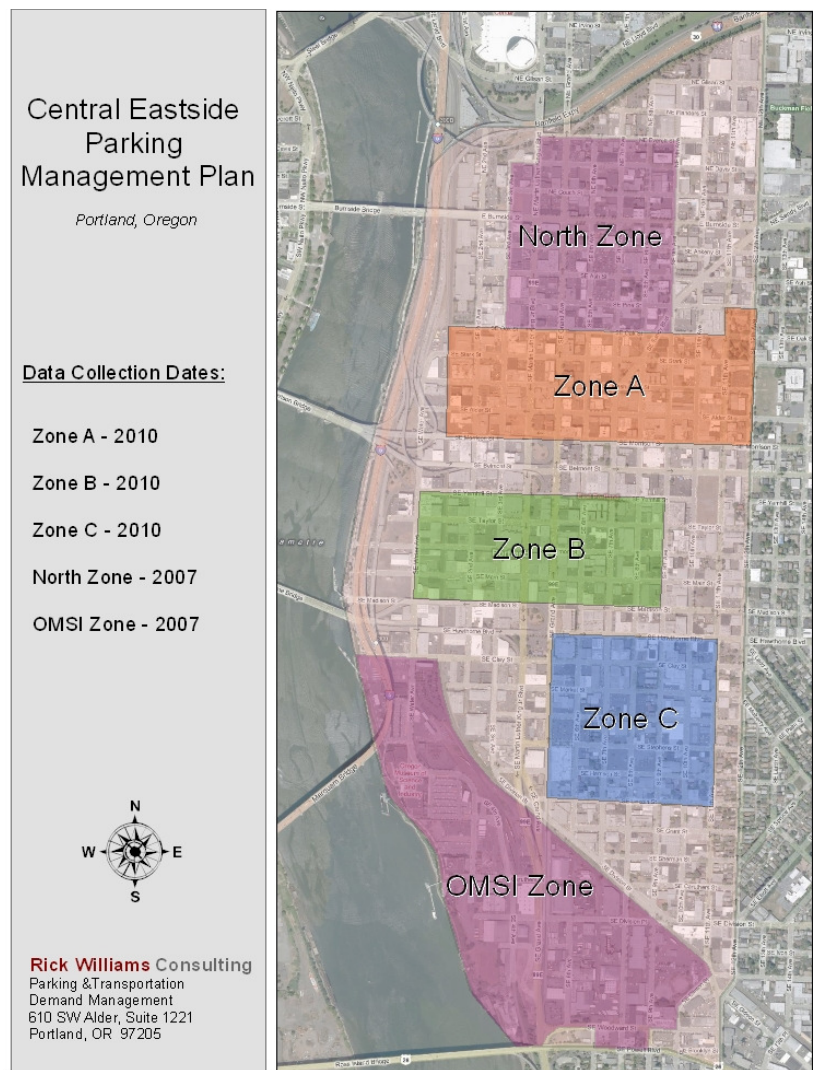
The consultant team conducted the capacity/utilization and turnover inventory for the on-street supply on Wednesday, September 15, 2011. The survey day was selected in consultation with the City of Portland and was reflective of the initial scoping process.

The project team's methodological approach to gathering parking utilization/capacity/turnover data began with a physical compilation of all public parking assets (on and off-street) within the study area (described above). This physical assessment was conducted in advance of the survey day and documented all parking by location and type. This was used to create a data template necessary to conduct the utilization assessment. In total 6,324 on-street parking stalls are located within the study zone.

Given the size of the district, it was determined that a representative sample of on-street stalls be employed. To this end, five data zones were selected for the survey. The data zones were selected to ensure (a) representation of diverse land use areas (b) geographic distribution and (c) statistical validity. Also, data from two previous 2007 parking studies were utilized (and validated through additional sampling) to augment the overall data collection effort.

Figure B provides a graphic illustration of the data collection zones.

Figure B
Parking Study Data Zones



In total, 3,660 on-street stalls were surveyed, which represents a 58% sample.

The September 2010 survey involved an hourly count of each occupied on-street parking stall in the sample zones using the first four digits of the parked vehicle's license plate. Surveyors collected license plate data at each on-street parking stall located in the study area for every hour over a 9-hour period (9:00 AM – 6:00 PM).

Off-Street Supply

To conduct the off-street survey the consultant team collected a comprehensive catalog of all parking lots and their individual stall totals. In anticipation of the survey effort, the number of lots was narrowed to a smaller field to provide a statistically valid 'sample' of the larger system. The creation of the sample was done partly for budget efficiencies, but also for physical practicality and data collection management purposes. Special attention was paid when choosing the off-street parking sample to ensure geographical distribution (representative of the number of lots and their physical locations within the subzones) and lot size to assure that the sample was reflective of the individual lot capacities within the larger system. In total, 3,565 off-street parking stalls were sampled in 153 facilities, which represents 33% of all facilities and a 43% sample of total stalls. **Table 1** demonstrates the comparable off-street sample size.

Table 1
2010 Off-Street Parking Data Collection Sampling

Central Eastside Off-Street Parking Sample		
Stalls by Type	Number of Facilities	Number of Stalls
North Zone	16	726
Zone A	48	657
Zone B	39	548
Zone C	41	612
OMSI Zone	8	1,022
Total Sample	153	3,565
Total CES Off-Street Inventory	459	8,281
Sample Size	33.3%	43.1%

Off-street utilization data was collected on Wednesday, September 15, 2010, along with the on-street data. Hourly capacity counts were taken between 9:00 AM and 6:00 PM.

V. KEY FINDINGS

Data was analyzed in a combined format and separately for each data zone. Each of these analyses is presented in this document.

Key findings of the data collection effort and analyses are presented here. Comprehensive documentation and data which supports these findings are found in Sections VI – XII, below.

On-Street Parking

Key findings from the on-street data survey include:

- ✓ Combined peak hour occupancy across the district (on-street) is 76.5%; this varies approximately +/- 5.0% across all zones.
- ✓ Average duration of stay is 3 hours / 28 minutes (includes permits and No Limit).
- ✓ There is a very high rate of violation in posted time stay stalls, indicating (a) low enforcement and/or (b) time stay designations better calibrated to actual customer need.
- ✓ 1 Hour stalls have the highest rate of violation (40%) and an average duration of stay of over 2 hours. 1 Hour stalls do not provide a time limit that meets customer need.
- ✓ 2 Hour or By Permit stalls have the highest occupancies (89%) and lowest violation rate.
- ✓ There is not a high correlation between parking occupancy/duration of stay and area of district or type of land use. For instance, 2 HR stalls performed the same in industrial zones and retail areas. Permit stalls had similar occupancies regardless of where in the district they were located.
- ✓ The permit system seems to work well, with 62% of designated stalls in use with valid displayed permit.
- ✓ High use of No Limit stalls with no ability to identify user. About 2,100 cars a day in district parking 5+ hours - it is not possible to know how many of these vehicles are employees of outlying business districts (i.e., downtown, Lloyd District).
- ✓ A high proportion of on-street system being used for long-term vehicle storage.

Off-Street Parking

Key findings from the off-street data survey include:

- ✓ Combined peak occupancy of 60.4% (11:00 AM – 12:00 PM) which is considered low and, therefore, underutilized.
- ✓ With the exception of the south district, occupancies are equally distributed throughout most of the district (+/- 5% variation).
- ✓ Highest durations of stay in south district – OMSI (averaging over 4 hours per stay).
- ✓ Low occupancies are not surprising given (a) majority of private lots are managed as restricted accessory lots and (b) free on-street parking.
- ✓ There are 3,279 empty off-street stalls at peak hour, if extrapolated to entire district.

VI. FORMAT OF THE PARKING SUPPLY

A key factor necessary to understanding a parking supply is a clear sense of how the parking is formatted. The format of parking is the total mix of parking in a supply, the type of stall (long-term/short-term), the allowed duration of stay (e.g., 30 minutes, 2 HR, Loading Zone, etc.) and the number of stalls. With an accurate inventory, one can begin to assess whether the types of stalls are appropriate to the land uses they serve and how the number of stalls correlates to actual demand. A parking inventory can also reveal how the supply is segmented between publicly owned stalls and those stalls that are in private ownership/control. Generally, public stalls are accessible to all users of a district and private stalls are more limited and controlled. Finally, a good inventory of parking supply can be coupled with occupancy, turnover and duration of stay data to generate information on the true dynamics of parking within a specific supply.

This plan developed a complete and comprehensive inventory of all parking within the study area. In brief, a total of **14,605** parking stalls were documented within the study area boundaries. This includes 6,324 on-street parking stalls and 8,281 off-street stalls in 459 lots and garages.² Parking in the Central Eastside Industrial District is almost universally free of charge, whether at a public on-street stall or in off-street facilities. **Tables 2 & 3** summarizes the CEID inventory and provides a complete breakout of stalls by type and percentage of supply.

Table 2
2010 Parking Study Area On-Street Inventory

Central Eastside On-Street Parking Stall Breakout		
Stalls by Type	Number of Stalls	% of Total Stalls
5 minutes	15	<1%
10 minutes	61	1.0%
15 minutes	93	1.5%
20 minutes	47	<1%
30 minutes	205	3.2%
1 hour	919	14.5%
2 hours	267	4.2%
2 hours or By Permit	1,816	28.7%
No Limit	2,899	45.8%
Permit only	2	<1%
Total On-Street Parking Stalls	6,324	100%

As **Table 1** indicates, the district currently maintains a significant number of time stay designations, ranging from 5 minutes to No Limit. The majority of on-street parking (45.8%) is comprised of 2,899 No

² For purposes of this study handicap/disabled and loading zone stalls were removed from the study results, based on the assumption that such stalls are not readily available to general parking demand. The project team believes that if these stalls were included the study results would artificially overstate surplus supply.

Limit parking stalls, which are unregulated and available to any and all parkers, whether Central Eastside based or not. An additional 1,816 stalls (28.7%) are stalls that are signed “2 hours or By Permit.” These stalls are prioritized for use by district employees that display valid employee/business parking permits. The district also maintains a high concentration of 1 Hour stalls (919 total).

Overall, the district on-street parking format is heavily weighted to long-term parking, which is reflective of the industrial nature of the district. However, the high concentration of unregulated parking (No Limit) is likely contributing to the high levels of “poaching” by non-district based commuters that was described and identified in the 2009 “Central Eastside Parking and Travel Choices Scoping Report.”

Table 3
2010 Parking Study Area Off-Street Inventory

Central Eastside Off-Street Parking Stall Breakout		
Stalls by Type	Number of Stalls	% of Total Stalls
Public <u>Structured</u> Off-Street Stalls (2 sites)	325	4.1%
Public <u>Surface</u> Off-Street Stalls (11 sites)	340	4.3%
Private <u>Structured</u> Off-Street Stalls (5 sites)	127	1.6%
Private <u>Surface</u> Off-Street Stalls (441 sites)	7,489	90.0%
Sub-Total Off-Street Parking Stalls	8,281	100%
Sub-Total On-street Parking Stalls (from Table 1)	6,324	100%
Total Supply Inventoried	14,605	

As **Table 2** illustrates, there are 459 off-street parking sites in the 500 block district. Of these facilities, only two are in structures, meaning the vast majority of off-street parking in the district is on surface lots. As the district develops, the loss of parking currently on surface lots to new development may create constraints in the supply. Also, 91.6% of all off-street parking in the district is managed as restricted access accessory parking, which means the lots do not allow general access visitors use. Stated differently, only 13 sites and 665 stalls are generally available to the visiting public, which may cause inefficiencies in the system and work against growing visitor demand.³

VII. CHARACTERISTICS OF THE PARKING SUPPLY – COMBINED STUDY AREA

1. On-street Parking Summary – Combined Study Area

³ There are strategies and programs for shared parking and better coordination of existing off-street parking that could be pursued. It is anticipated that such programs would be a key strategy employed by the TPMA as a means of maximizing current parking supplies over time.

A. Supply

Data collection on the survey day targeted 3,660 on-street stalls (a 58% sample of all stalls in the district) and 3,565 off-street stalls (a 43% sample). Parking in the district is primarily provided in the form of free of charge parking, both on and off-street. At least 1,816 on-street stalls (28.7% of total supply) are available to employees/business owners exclusively through a monthly parking permit obtained through the City. The private supply is almost exclusively “accessory” parking, which limits access to patrons/employees of a specific commercial site.

B. Peak Hour and General Occupancies

Peak hour occupancy is the period during the business day where the downtown experiences the highest utilization of parking stalls. Peaks may vary between the on and off-street parking systems. This analysis attempts to determine that point in the day at which the greatest numbers of vehicles are parked in the downtown. In the analysis that follows occupancies for all stalls in on street and off-street locations are summarized.

1. On-Street Parking Summary

Data from the survey day indicates the highest peak hour for the on-street inventory in the combined CEID study area was between noon and 1:00 PM (i.e. all stalls, all use types). At this hour, 76.5% of the surveyed stalls in the sampled study areas were occupied. **Table 4**, below summarizes occupancies by type of stall, peak hour by stall type and average length of stay for the survey day. **Figure C** (page 13) illustrates occupancies for each hour of the nine-hour survey day and contrasts those occupancies with the off-street supply.

Table 4
2010 On-Street Parking Summary by Time Stay – Combined Study Area (5 Zones)

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
All Stalls	3,660	12:00 – 1:00 PM	76.5%	842	3 hr./ 28 min	28.3%
Usage by Time Stay						
10 minutes	60	10:00 – 11:00 AM	45.0%	33	N/A	32.7%
15 minutes	50	3:00 – 4:00 PM	46.7%	8	N/A	23.5%
20 minutes	43	11:00 AM – 12:00 PM	48.8%	22	N/A	24.3%
30 minutes	159	12:00 – 1:00 PM	48.7%	84	N/A	27.3%
1 hour	661	12:00 – 1:00 PM	63.0%	241	2 hr./ 8 min	40.1%
2 hours	235	10:00 – 11:00 AM 1:00 – 2:00 PM	65.4%	79	2 hr./ 37 min	33.0%
2 hour or By Permit (Permits	918	12:00 – 1:00 PM	89.0%	97	4 hr./ 17 min (2 hr./ 35	22.8%

Removed					min*)	
No Limit (5 hr.+ removed)	1,529	11:00 AM – 12:00 PM	84.8%	230	4 hr./ 37 min (2 hr./7 min)	N/A

* Average time stay for non-permit holders

From **Table 4**, the following conclusions can be derived:

- Combined peak hour occupancy across the district (on-street) is 76.5%; this varies approximately +/- 5.0% across all zones. In other words, there was very little variability between the five zones as to duration of stay by timed stall or occupancy by time of day. This was considered unusual for a district so large and with the diverse mixture of land uses in the district.
- During the noon to 1:00 PM peak hour, 2,799 stalls are occupied (@ 76.5%) leaving 842 empty stalls available within the sampled supply. If these results are extrapolated to the entire supply of 6,324 stalls, it is estimated that 1,486 stalls would be empty in the peak hour.
- The highest level of use is within stalls designated as 2-hour or by permit, which achieve peak hour occupancy of 89% between noon and 1:00 PM.
- There is a very high rate of violation in posted time stay stalls, indicating (a) low enforcement and/or (b) customer need greater than 1 Hours.
- 1 Hour stalls have the highest rate of violation (40%) and an average duration of stay of over 2 hours. These stalls provide a time limit that does not meet customer need.
- 2 Hour or By Permit stalls have the highest occupancies (89%) and lowest violation rate.
- There is not a high correlation between parking occupancy/duration of stay and area of district or type of land use. For instance, 2 HR stalls performed the same in industrial zones and retail areas. Permit stalls had similar occupancies regardless of where in the district they were located.
- The permit system seems to work well, with 62% of designated stalls in use with valid displayed permit.
- High use of No Limit stalls with no ability to identify user. About 2,100 cars a day in district parking 5+ hours - it is not possible to know how many of these vehicles are employees of outlying business districts (i.e., downtown, Lloyd District).
- A high proportion of on-street system being used for long-term vehicle storage.

2. *On-street: Usage Characteristics (Duration of Stay, Volume, Turnover and Exceeding Time Stays)*

There are a number of ways to evaluate the efficiency of the on-street system. **Table 5** provides a summary of several measures.

a. Duration of Stay

The average length of stay in the district is approximately 3 hours and 28 minutes (3.46 hours). This is reflective of the fact that a large portion of the supply allows (a) on-street parking with valid permits and (b) an even greater proportion of the supply is unregulated.

When on-street permit stalls are removed from the calculation of 2 Hour or by Permit stalls, the average drops dramatically, from 4 hours and 17 minutes to 2 hours and 35 minutes), nearly 90 minutes in difference. The same dynamic occurs in No Limit stalls when stays of greater than five hours are removed from the mix; time stays drop dramatically from over four hours to 2 hours and 7 minutes

b. Volume

The survey results show that an average of 6,211 unique license plate numbers was recorded parking in the sampled on-street system between the hours of 9:00 a.m. and 6:00 p.m.⁴ Extrapolating the sample data to the entire supply would create an estimate of 10,731 vehicles parking on-street on typical day. Over the course of an average day, this would translate to approximately 1,152 vehicles arriving each hour within the 500 block district.⁵

Table 5
Summary of On-Street Parking Use Characteristics
Combined Study Area (3,660 stalls)

Use Characteristics	September 2010
Average length of stay per vehicle per occupied stall	3 hours/ 28 minutes
Actual number of unique vehicles	6,211 (sampled) 10,731 (extrapolated)
Actual number of vehicle hours parked	21,852 (sampled) 37,757 (extrapolated)
Actual turnover rate (number of cars to use a single occupied stall over a 10 hour period)	2.59
Number of permits observed in 2 Hour or By Permit stalls (918 sampled stalls)	569 (62%)
Number of vehicles parked 5.0 hours or more in <i>No Limit</i> stalls (2,178 unique vehicles)	1,079 (50%)(sampled) 2,100 (50%) (extrapolated)
% of unique vehicles violating the posted time stay	28.3%
% of total vehicle hours spent in violation of posted time stay	26.4%

c. Turnover: Efficiency of the Parking System

In most cities, the primary time limit will allow for calculation of an *intended turnover rate*. For example, if the intended use for a stall is two hours, then the stall should be expected to turn 5.0 times over a ten-

⁴ It is important to note that this does not represent all vehicles in the CEID, as license plate numbers were not recorded in off-street facilities. The unique vehicle total is only representative of the on-street system.

⁵ This is considered a low number for such a large district, but also reflective of the industrial nature of the district and the fact that such a large percentage of the supply is allocated to employee parking and (potentially) out of district commuter parking in No Limit areas.

hour period. As such, if turnover were demonstrated to be at a rate of less than 5.0, the system would be deemed inefficient. A rate in excess of 5.00 would indicate a system that is operating efficiently.

In the CEID, the on-street parking system maintains an average turnover rate of 2.59 turns per stall over a 10 hour period. This is calculated by dividing the average time stay (3.46 hours) into a ten hour operating day. While a slightly higher turnover rate is desirable (i.e., anything above 5.0), it is the high percentage mix of No Limit and employee permit parking in the district that skews this indicator downward.

The CEID turnover number should be given additional thought over time as it applies to different areas of the district. For instance the overall rate of 2.59 may not be a cause for concern in areas where ground level businesses are more industrial in nature, requiring only low to moderate levels of access for customers/visitors. However, along the MLK Jr./Grand corridor, low turnover may cause adverse impacts for customer access in an area where higher volume commercial, retail, restaurant and entertainment activity is intended and desired.

A quick look at the MLK Jr./Grand corridor indicates that the majority of parking on the corridor is signed either 1 Hour, 2 Hour or 2 Hour or By Permit. Average time stays in all these designations exceed 2 hours (and in some cases they exceed two hours significantly). Using just duration of stay day for 2 Hour stalls (2 Hrs./37 minutes) would put turnover on the MLK Jr./Grand corridor at 3.83; a relatively low standard for an emerging commercial/retail corridor.

Given the relatively low number of total on-street stalls within this important corridor (350 spaces) it is important to “turn” the supply as much as possible to provide maximum access for customers and support for street level businesses. Even a small adjustment in the turnover rate can have a profound impact on the number of customers/visitors accessing this area of the CEID. For example, the current turnover rate in 2 Hour stalls of 3.83 allows up to 1,341 trips within a standard workday. However, if turnover could be increased to a rate of 5.0, the trip total would jump to 1,750 trips in the same supply of 350 stalls, a 30% increase in the number of trips to the corridor. Clearly, the use of the on-street supply for longer-term uses (i.e., permit parking and time stays in excess of 2 hours) limits the system from operating at its maximum level of efficiency.

d. Exceeding time stays – Abuse of stalls

Exceeding a posted time stay is considered a “violation.” High rates of violation are considered an indication that on-street stalls are (a) improperly formatted or (b) users are of the belief that enforcement is not aggressive and/or (c) fees are too low to encourage use of off-street supplies for longer term stay demand. Because the CEID has on street stalls that allow all day parking with permits, our analysis removed the permit stalls from the analysis of abuse.

On average, 28.3% of unique vehicles parked in the CEID’s on-street stalls exceed the posted time stay. A good rule of thumb is to strive for a violation rate somewhere between 4% and 8% of total unique vehicles. Being within this range would be considered a very efficient system. At this time, the CEID is very inefficiently enforced.

e. Possible Abuse of Stalls – No Limit Parking

There are currently 2,899 No Limit parking stalls within the CEID on-street parking inventory. These stalls are very well used, reaching 85% occupancy in the peak hour. Data findings indicate that approximately ½ of these stalls are used by employees (all assumed parking five hours or more). Unlike 2 Hour or by Permit stalls, there is no way to identify who these parkers are (i.e., employees of the CEID or downtown and/or Lloyd District employees). For instance, we know that 62% of all users of 2 Hour or By Permit stalls are CEID employees because they can be identified by parking permits that are displayed in their vehicles.

As **Table 5** suggests, there are 2,100 vehicles daily (extrapolated) that park in No Limit stalls each day. It is estimated that up to ½ of these vehicles (1,050) are out of district parkers that use the CEID as a “park and ride” for destinations outside the district. In short, it appears that a significant portion of the CEID parking supply is used by out-of-district parkers on a typical operating day.

3. Off-Street Parking Summary

While the on-street system operates at approximately 76.5% combined peak occupancy, it is important to evaluate how the off-street system operates in relation. This is particularly important to understand, as potential access constraints within the on-street system (now or in the future) will need to be directed into off-street locations. As such, understanding available capacity for absorption of on-street demand growth will be important.

Figure C
On and Off-Street Parking Occupancies – Entire Study Area

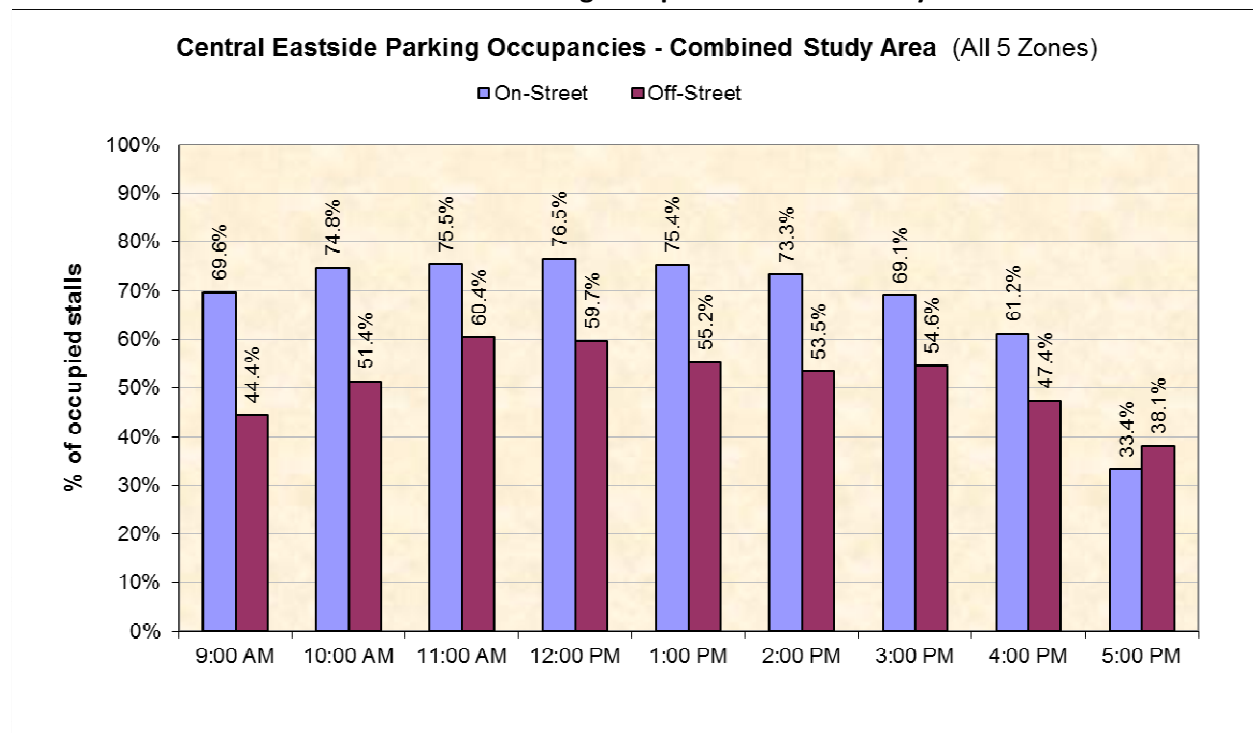


Figure D
Map of Off-Street Parking Facilities

Table 6 provides a summary of off-street peak hour utilization. **Figure C**, above, illustrates occupancies for each hour of the nine-hour survey day and contrasts the off-street inventory to the on-street inventory (as summarized above).

There are a total of 3,565 off-street parking stalls in the combined Central Eastside Study Area. The results from the survey day show the highest peak occupancy between 11:00 AM and 12:00 PM. At this time, the off-street supply reaches 60.4% occupancy, leaving 1,410 empty and available for use. When these numbers are extrapolated to reflect the larger off-street supply (8,281 total stalls), it increases the number of available stalls in the peak hour to 3,275. The utilization sample (indicative of the off-street inventory) the overwhelming majority of the supply (95%+) is in private control; just 3.5% of the available supply (113, extrapolated total) during the peak hour is “public” parking.

Figure D identifies each of the inventoried off-street parking facilities within the study area.

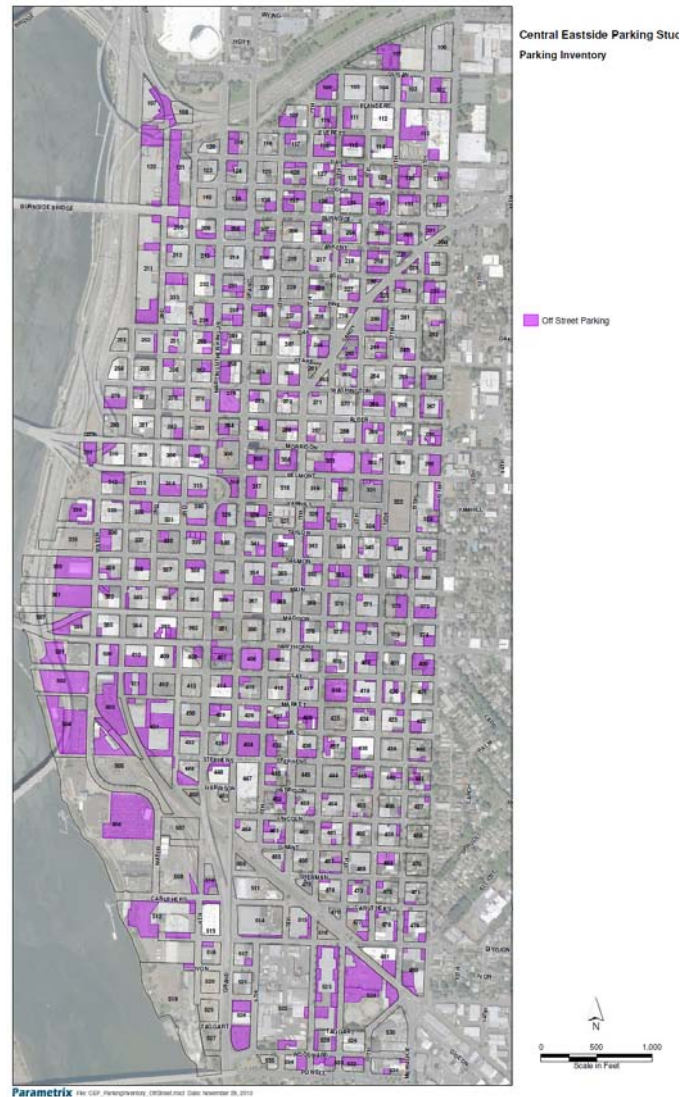
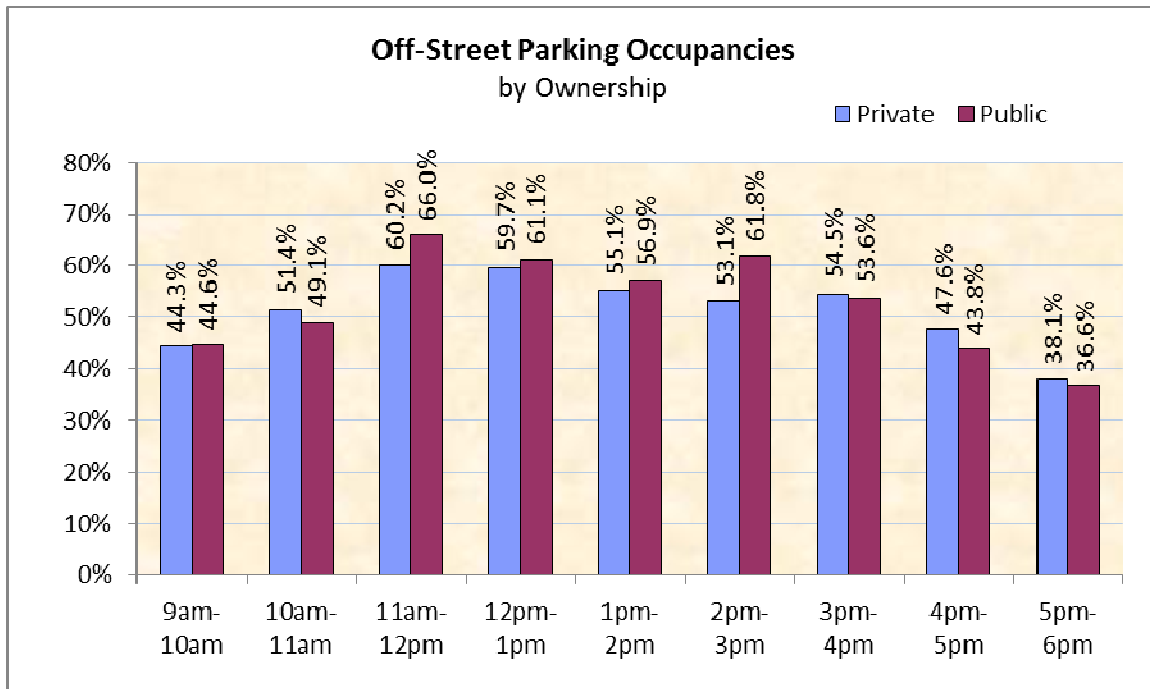


Table 6
Off-Street Peak Hour Parking Summary – Combined Study Area

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available (empty)
All Stalls	3,565	11:00 AM – 12:00 PM	60.4%	1,410
Usage by Ownership				
Public Off-Street	144	11:00 AM – 12:00 PM	60.2%	49
Private Off-Street	3,421	11:00 AM – 12:00 PM	66.0%	1,361

Figure E shows hourly off-street occupancies by ownership.

Figure E
Off-Street Hourly Occupancies – Combined Study Area



As **Table 6** and **Figure E** demonstrate, significant stall availability exists in the off-street supply. The abundance of availability during the peak hour presents an opportunity (and a challenge) to speak with private property owners to potentially set up shared use agreements that would benefit all Central Eastside users (employees, customers and businesses).

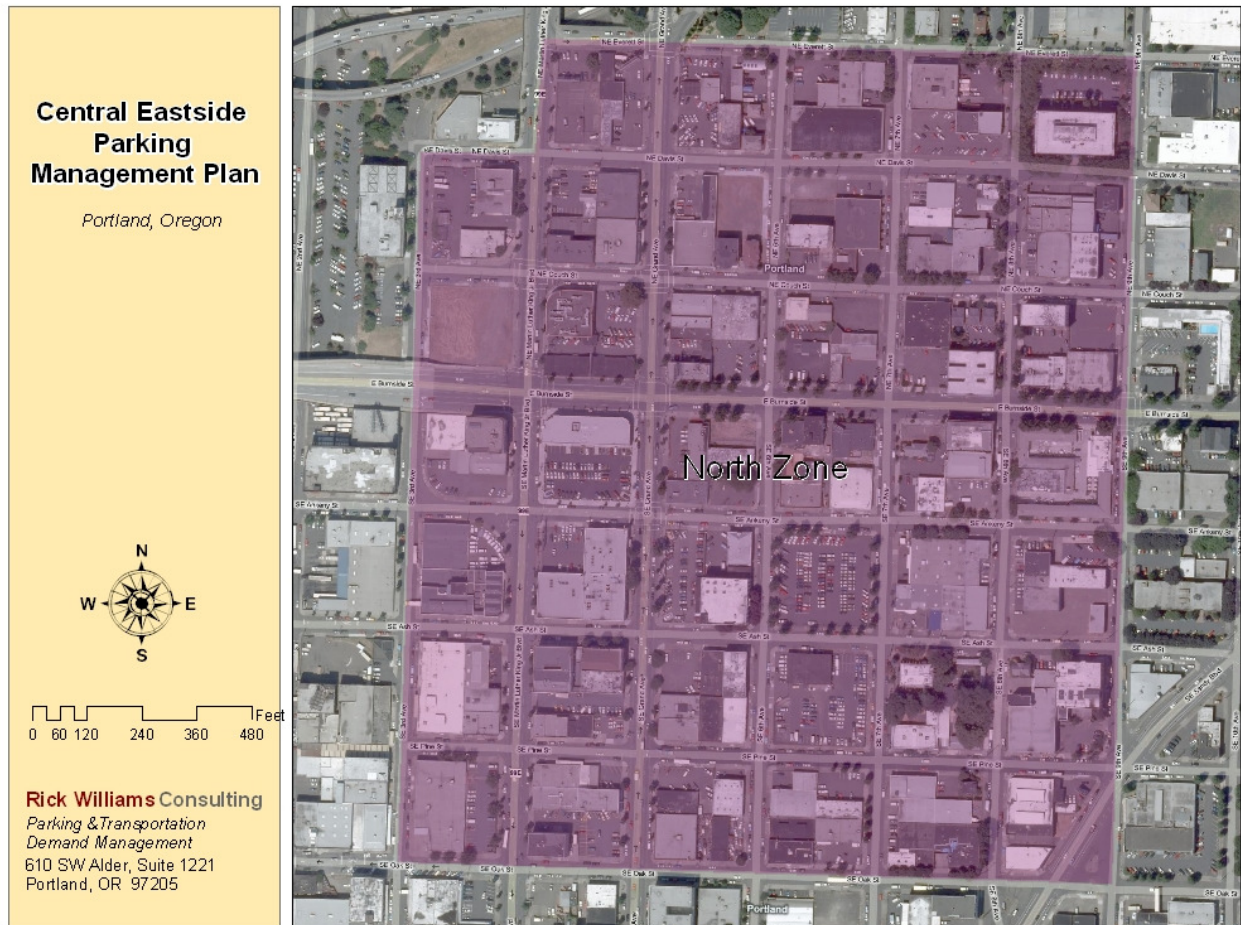
The following conclusions can be made from the data derived from the combined (study area) off-street system:

- The overall occupancy of the off-street system is 60.4% at the peak hour of 11:00 AM – 12:00 PM.
- The peak occupancy of the off-street system is substantially less than that found in the on-street system (76.5%).
- The combined off-street system is underutilized, having an abundance of available parking during the peak hour.
- The majority of available supply is in private ownership, which will require conversations and partnerships with private owners to get underutilized parking into a system of more efficient use (e.g., shared use agreements).

VIII. CHARACTERISTICS OF THE PARKING SUPPLY - NORTH DATA ZONE

The “North Zone” is that area bounded by NE Everett (on the north), SE Oak Street (on the south), 3rd Avenue (on the west) and 9th Avenue (on the east). **Figure F** provides a map of this nodal zone.

Figure F
Study Area Boundaries – North Zone



1. *On-street Parking Summary – North Data Zone*

A. **Supply**

Data for the North Data Zone was collected in 2007 and validated through sampling in 2010. The 2007 study focused on the on-street supply of parking. Off-street data collection was conducted in the 2010 survey and results of off-street usage were blended into the combined off-street data summarized for the combined off-street supply, above. **Table 7** provides a summary of the on-street parking format in this parking zone.

The number of on-street parking stalls within the zone is currently at 910 (or 24.8% of all stalls surveyed in the combined inventory sample). As with the larger combined system, the highest percentage of stalls is No Limit (56.0%). The next highest concentration of stall is 1 Hour, comprising 217 total stalls or 23.4%. The remainder of the supply is a mixture of 10 minute, 15 minute, 20 minute, 30 minute and 2 Hours.

Table 7
2007 On-Street Parking Inventory – North Zone

Central Eastside On-Street Parking Stall Breakout – <u>North Zone</u>		
Stalls by Type	Number of Stalls	% of Total Stalls
10 minutes	6	<1.0%
15 minutes	7	<1.0%
20 minutes	13	1.4%
30 minutes	42	4.6%
1 hour	217	23.8%
2 hours	115	12.6%
No Limit	510	56.0%
Total On-Street Parking Stalls	910	100%

B. Peak Hour and General Occupancies

1. On-Street Parking Summary

Data from the survey day indicates the highest peak hour for the on-street inventory in the North Data Zone was between 1:00 and 2:00 PM (i.e. all stalls, all use types). At this hour, 74.9% of the surveyed stalls in the sampled study areas were occupied. **Table 8**, below summarizes occupancies by type of stall, peak hour by stall type and average length of stay for the survey day.

From **Table 8**, the following conclusions can be derived:

- Combined peak hour occupancy across the zone (on-street) is 74.9%, as compared to 76.5% for the combined on-street system
- During the 1:00 – 2:00 PM peak hour, 682 stalls are occupied, leaving 228 empty stalls available within the sampled supply.
- The highest level of use is within stalls designated as No Limit, which achieve peak hour occupancy of 87.6% between 11:00 AM and 12:00 PM.
- As with the combined system, there is a very high rate of violation in posted time stay stalls, indicating (a) low enforcement and/or (b) customer need in the range of 2 hours. [NOTE: When stays of greater than 5 hours are held aside, the average “customer” stay is in the range of 2 hours and 4 minutes.]
- 2 Hour stalls have the highest rate of violation (45.4%) with an average duration of stay of over 3 hours. These stalls may be located in areas of the district that are (a) not retail focused and (b) are being used by employees or out-of-district parkers.

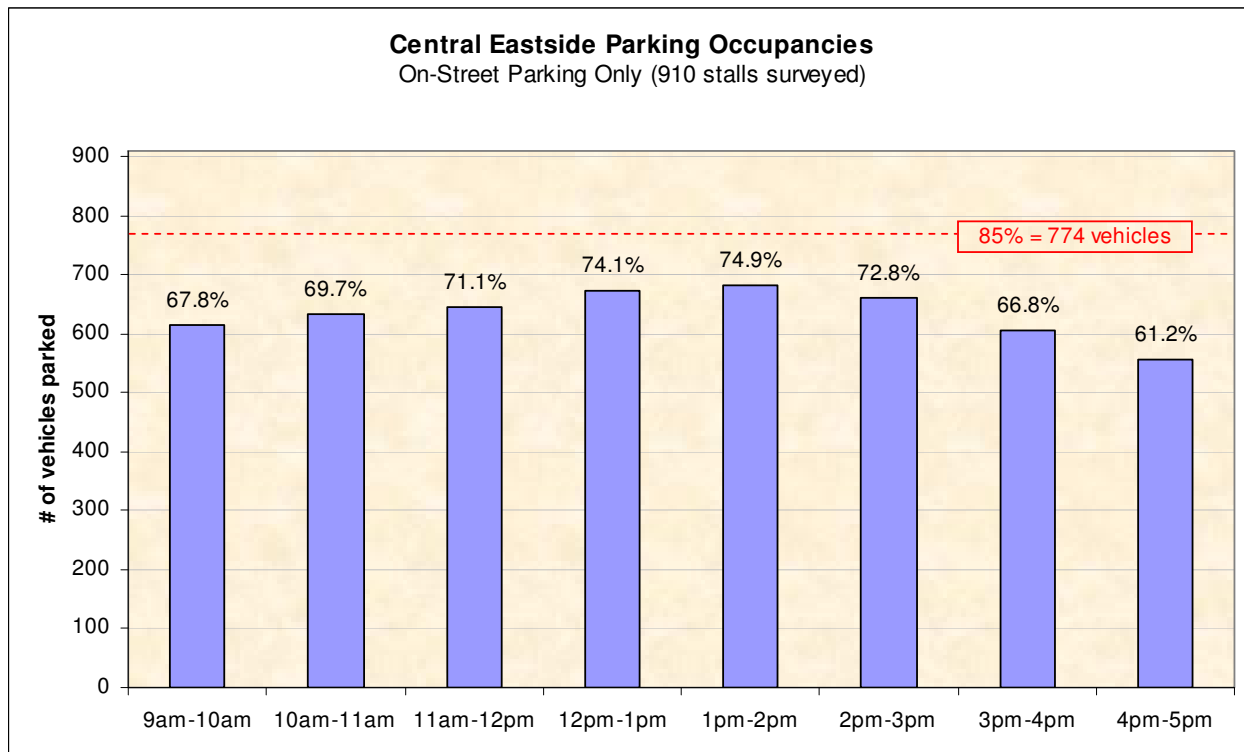
Table 8
2007 On-Street Parking Summary by Time Stay – North Zone

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
All Stalls	910	1:00 – 2:00 PM	74.9%	228	3 hr/ 32 min	35.7%
Usage by Time Stay						
10 minutes	6	10:00 AM – 1:00 PM	50.0%	3	N/A	28.6%
15 minutes	7	12:00 – 1:00 PM	85.7%	1	N/A	43.8%
20 minutes	13	12:00 PM – 2:00 PM	38.5%	8	N/A	38.5%
30 minutes	42	2:00 – 3:00 PM	50.0%	21	N/A	23.1%
1 hour	217	1:00 – 2:00 PM	60.4%	86	2 hr/ 9 min	36.3%
2 hours	115	1:00 – 2:00 PM	66.1%	39	3 hr/ 23 min	45.4%
No Limit	509	11:00 AM – 12:00 PM	87.6%	63	4 hr/ 37 min 2 hr/ 4 min**	N/A

** Excludes stays of 5 hours or more

Figure G, below, illustrates occupancies for each hour of the eight-hour survey day.

Figure 8
On-Street Parking Occupancies – North Zone



2. On-street: Usage Characteristics (Duration of Stay, Volume, Turnover and Exceeding Time Stays)

Table 9 provides a summary of several measures of usage for the North Data Zone.

a. Duration of Stay

The average length of stay in the district is approximately 3 hours and 32 minutes (3.53 hours) as compared to 3 hours and 28 minutes (3.46 hours) for the combined system. As with the combined system, this is reflective of the fact that a large portion of the supply is unregulated, No Limit stalls.

When stays of greater than five hours are removed from the mix of users in No Limit stalls; time stays drop dramatically from over four hours to 2 hours and 4 minutes.

b. Volume

The survey results show that an average of 1,436 unique license plate numbers was recorded parking in the sampled on-street system between the hours of 9:00 AM and 5:00 PM. Over the course of an average day, this would translate to approximately 180 vehicles arriving each hour within this data zone.

Table 9
Summary of On-Street Parking Use Characteristics
North Zone (910 stalls)

Use Characteristics	August 2007
Average length of stay per vehicle per occupied stall	3 hours/ 32 minutes
Actual number of unique vehicles	1,436
Actual number of vehicle hours parked	5,076
Actual turnover rate (number of cars to use a single occupied stall over a 10 hour period)	2.83
Number of vehicles parked 5.0 hours or more in <i>No Limit</i> stalls (740 unique vehicles)	371 (50%)
% of unique vehicles violating the posted time stay	35.7%
% of total vehicle hours spent in violation of posted time stay	51.6%

c. Turnover: Efficiency of the Parking System

Turnover in the north area of the CEID is 2.83. This is a little “faster” than the combined district average of 2.59, but still reflective of high employee/commuter use of the on-street system and the high percentage of stalls provided in an unregulated format.

1. On-street Parking Summary – OMSI Data Zone

A. Supply

Data for the OMSI Data Zone was collected in 2007 and validated through sampling in 2010. The 2007 study focused on the on-street supply of parking. Off-street data collection was conducted in the 2010 survey and results of off-street usage were blended into the combined off-street data summarized for the combined off-street supply, above. **Table 10** provides a summary of the on-street parking format in this parking zone.

The number of on-street parking stalls within the zone is currently at 186 (or 5.1% of all stalls surveyed in the combined inventory sample). Unlike the larger combined system, this data zone is comprised almost entirely of No Limit parking stalls (93%). The next highest concentration is 30 Minute stalls which total only 6 stalls or 3.2% of the sample zone.

Table 10
2007 On-Street Parking Inventory – OMSI Zone

Central Eastside On-Street Parking Stall Breakout – <u>OMSI Zone</u>		
Stalls by Type	Number of Stalls	% of Total Stalls
15 minutes	3	1.6%
30 minutes	6	3.2%
1 hour	4	2.2%
No Limit	173	93.0%
<i>Total On-Street Parking Stalls</i>	186	100%

B. Peak Hour and General Occupancies

1. On-Street Parking Summary

Data from the survey day indicates the highest peak hour for the on-street inventory in the OMSI Data Zone was between 10:00 and 11:00 AM (i.e. all stalls, all use types). At this hour, 68.8% of the surveyed stalls in the sampled study areas were occupied. **Table 11**, below summarizes occupancies by type of stall, peak hour by stall type and average length of stay for the survey day.

From **Table 11**, the following conclusions can be derived:

- Combined peak hour occupancy across the zone (on-street) is 68,8%, as compared to 76.5% for the combined on-street system
- During the 10:00 – 11:00 AM peak hour, 128 stalls are occupied, leaving 58 empty stalls available within the sampled supply.
- The highest level of use is within stalls designated as 1 Hour, which achieve peak hour occupancy of 75% between 10:00 and 11:00 AM, but represent just four stalls.

- As with the combined system, there is a very high rate of violation in posted time stay stalls, with about 1 in 3 user of timed zones violating the posted limit(33.3%).
- When stays of greater than 5 hours are deducted, the average visitor time stay averages between 1 hour and 13 minutes (1 Hour stalls) and 2 hours and 11 minutes (No Limit stalls).

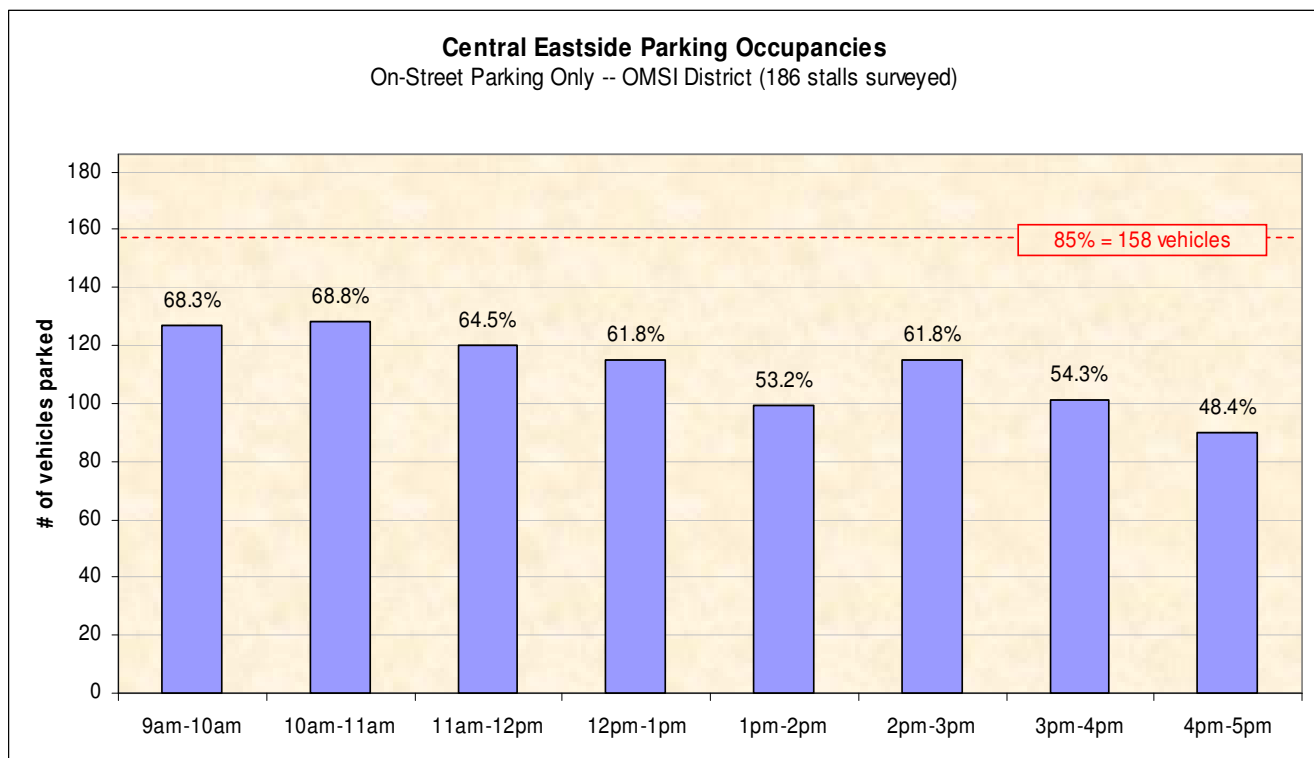
Table 11
2007 On-Street Parking Summary by Time Stay – OMSI Zone

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
All Stalls	186	10:00 – 11:00 AM	68.8%	58	4 hr/ 25 min	33.3%
Usage by Time Stay						
15 minutes	3	9:00 – 10:00 AM	33.3%	2	N/A	0%
30 minutes	6	2:00 – 6:00 PM	33.3%	4	N/A	100%
1 hour	4	10:00 – 11:00 AM	75.0%	1	1 hr/ 13 min	22.2%
No Limit	173	9:00 – 11:00 AM	72.3%	48	4 hr/ 35 min 2 hr/ 11min**	N/A

** Excludes stays of 5 hours or more

Figure I, below, illustrates occupancies for each hour of the eight-hour survey day.

Figure I
On-Street Parking Occupancies – OMSI Zone



2. *On-street: Usage Characteristics (Duration of Stay, Volume, Turnover and Exceeding Time Stays)*

Table 12 provides a summary of several measures of usage for the OMSI Data Zone.

a. Duration of Stay

The average length of stay in the district is approximately 4 hours and 25 minutes (4.42 hours), an hour longer than the 3 hours and 28 minutes (3.46 hours) average for the combined system. As with the combined system, this is reflective of the fact that a large portion of the supply is unregulated, No Limit stalls. It may also be reflective of a high percentage of event goers destined for OMSI.

b. Volume

The survey results show that an average of 203 unique license plate numbers was recorded parking in the sampled on-street system between the hours of 9:00 AM and 5:00 PM. Over the course of an average day, this would translate to approximately 25 vehicles arriving each hour within this data zone.

Table 12
Summary of On-Street Parking Use Characteristics
OMSI Zone (186 stalls)

Use Characteristics	October 2007
Average length of stay per vehicle per occupied stall	4 hours/ 25 minutes
Actual number of unique vehicles	203
Actual number of vehicle hours parked	895
Actual turnover rate (number of cars to use a single occupied stall over a 10 hour period)	2.27
Number of vehicles parked 5.0 hours or more in <i>No Limit</i> stalls (191 unique vehicles)	92 (48%)
% of unique vehicles violating the posted time stay	33.3%
% of total vehicle hours spent in violation of posted time stay	33.3%

c. Turnover: Efficiency of the Parking System

Turnover in the OMSI area of the CEID is 2.27. This is much lower than the combined district average of 2.59. This may be influence by the small sample size, but is still reflective of high employee/commuter use of the on-street system and the high percentage of stalls provided in an unregulated format.

d. Exceeding time stays – Abuse of stalls

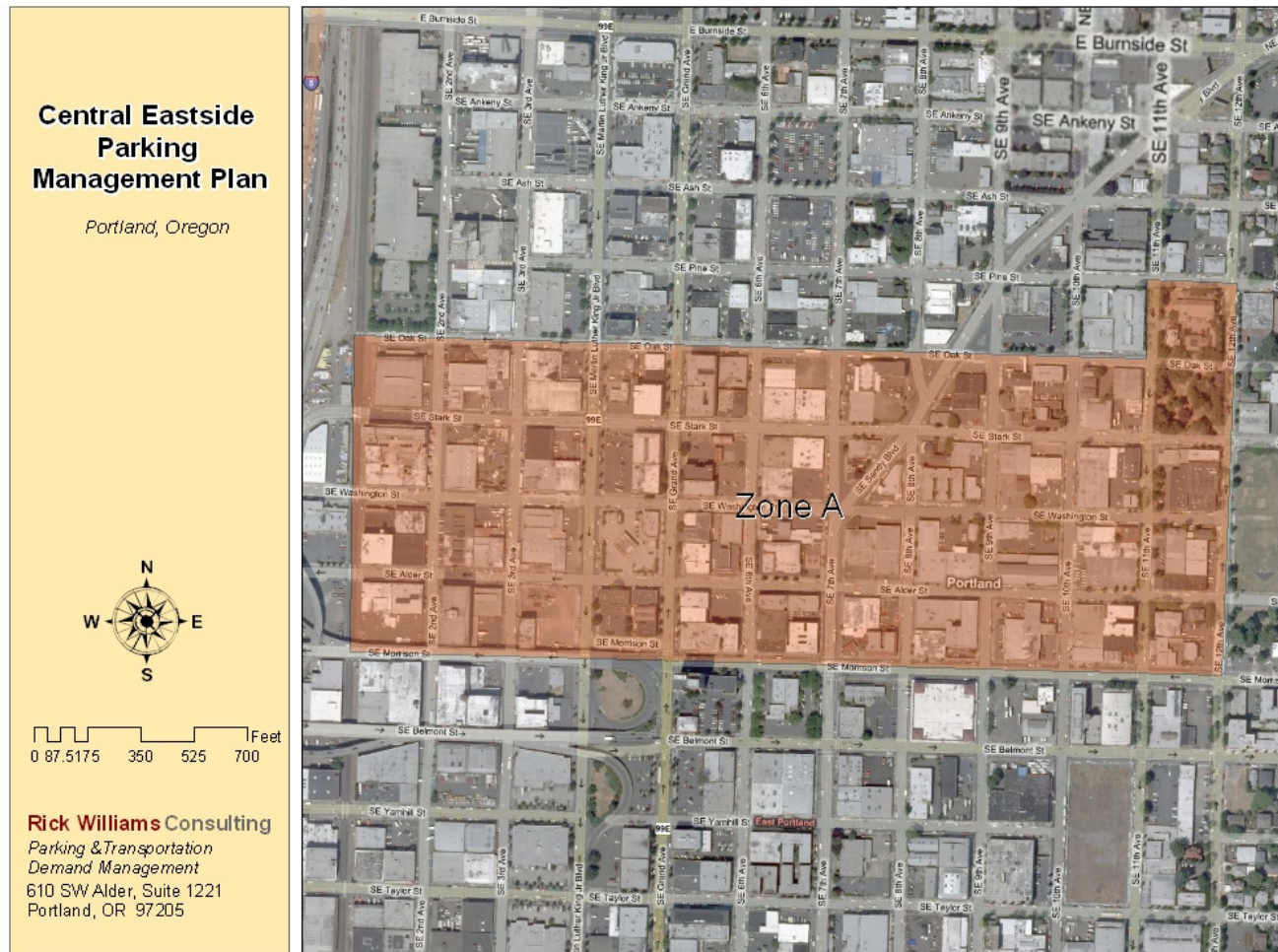
On average, 33.3% of all unique vehicles parked in this area of the CEID exceed the posted time stay. This is significantly higher than the 28.3% average for the combined system. This is particularly

interesting given that over 905 of the stalls in this data zone allow all day time stays without violation. At this time, it is apparent that this area of the CEID is inefficiently enforced.

X. CHARACTERISTICS OF THE PARKING SUPPLY – ZONE A

“Zone A” is that data zone bounded by SE Oak Street (on the north), SE Morrison Street (on the south), SE 1st Avenue (on the west) and SE 12th Avenue (on the east). **Figure J** provides a map of this nodal zone.

Figure J
Study Area Boundaries – Zone A



1. On-street Parking Summary – Zone A

A. Supply

Data for Zones A - C was collected in 2010. The 2010 study sampled on and off-street supplies. **Table 13** provides a summary of the on-street parking format in this parking zone and a breakout of the off-street parking supply.

The total number of parking stalls in the zone is 1,702. The number of on-street parking stalls within the zone is currently at 981 (or 26.8% of all stalls surveyed in the combined inventory sample). As with the larger combined system, the highest percentage of on-street stalls is provided as No Limit, though the 39.9% share is much less than the combined average of 45.8%. The next highest concentration of stall is 2 Hour or By Permit (24.5%) followed by 1 Hour stalls (22.7%).

Table 13
2010 On-Street Parking Inventory – Zone A

Central Eastside <u>On-Street</u> Parking Stall Breakout – Zone A		
Stalls by Type	Number of Stalls	% of Total Stalls
10 minutes	20	2.0%
15 minutes	15	1.5%
20 minutes	6	<1%
30 minutes	30	3.1%
1 hour	223	22.7%
2 hours	56	5.7%
2 hours or By Permit	240	24.5%
No Limit	391	39.9%
Total On-Street Parking Stalls	981	100%
Central Eastside <u>Off-Street</u> Parking Stall Breakout – Zone A		
Stalls by Type	Number of Stalls	% of Total Stalls
Public <u>Structured</u> Off-Street Stalls (1 site)	9	1.2%
Public <u>Surface</u> Off-Street Stalls (2 sites)	58	8.0%
Private <u>Structured</u> Off-Street Stalls (1 site)	14	1.9%
Private <u>Surface</u> Off-Street Stalls (58 sites)	640	88.8%
Total Off-Street Parking Stalls	721	100%
Total Zone A Supply	1,702	

Off-street, there are 721 parking spaces. The majority of these stalls (88.8%) are located in privately owned surface lots. In total, the 721 off-street stalls are located in 62 separate sites within the data zone.

B. Peak Hour and General Occupancies

1. On-Street Parking Summary

Data from the survey day indicates the highest peak hour for the on-street inventory in Zone A was between noon and 1:00 PM (i.e. all stalls, all use types). At this hour, 75.7% of the surveyed stalls in the sampled study areas were occupied. **Table 14**, below summarizes occupancies by type of stall, peak hour by stall type and average length of stay for the survey day.

From **Table 14**, the following conclusions can be derived:

- Combined peak hour occupancy across the zone (on-street) is 75.7%, as compared to 76.5% for the combined on-street system
- During the 12:00 – 1:00 PM peak hour, 743 stalls are occupied, leaving 229 empty stalls available within the sampled supply.
- The highest level of use is within stalls designated as 2 Hour or By Permit, which achieve peak hour occupancy of 93.9% between 12:00 and 1:00 PM.
- 1 Hour stalls have the highest rate of violation (39.7%) with an average duration of stay of 2 hours and 5 minutes.
- No Limit stalls maintain occupancies of just over 80%. Interestingly, when stays of greater than 5 hours are excluded, the average time stay these stalls drops to 1 hour and 58 minutes.
- It is apparent that those parking in 1 Hour stalls need about 2 hours of time, indicating that 1 Hour stalls are not supportive of visitor need.

Table 14
2010 On-Street Parking Summary by Time Stay – Zone A

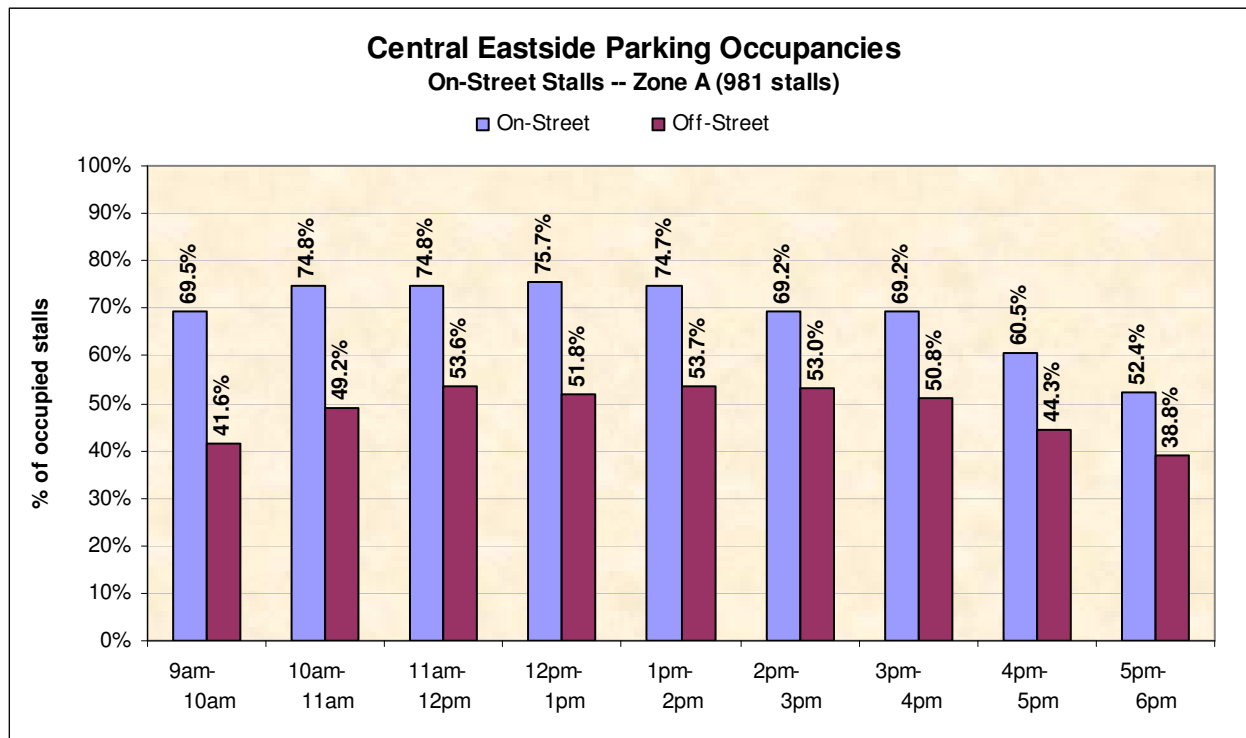
Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
All Stalls	981	12:00 – 1:00 PM	75.7%	229	3 hr/ 10 min	31.9%
Usage by Time Stay						
10 minutes	20	1:00 – 2:00 PM	65.0%	7	N/A	16.7%
15 minutes	15	3:00 – 4:00 PM	46.7%	8	N/A	28.6%
20 minutes	6	10:00 AM – 1:00 PM	83.3%	1	N/A	50.0%
30 minutes	30	12:00 – 1:00 PM	56.0%	16	N/A	32.7%
1 hour	223	12:00 – 1:00 PM	68.7%	67	2 hr/ 5 min	39.7%
2 hours	56	9:00 – 10:00 AM	69.6%	17	2 hr/ 10 min	29.3%
2 hour or By Permit	240	12:00 – 1:00 PM	93.9%	14	4 hr/ 19 min 3 hr/ 0 min*	22.8%
No Limit	391	11:00 AM – 12:00 PM	80.1%	75	3 hr/ 55 min 1 hr/ 58 min**	N/A

* average time stay for non-permit holders

** excludes stays of 5 hours or more

Figure K, below, illustrates occupancies for each hour of the nine-hour survey day and contrasts those occupancies with the off-street supply.

Figure K
On-Street Parking Occupancies – Zone A



2. *On-street: Usage Characteristics (Duration of Stay, Volume, Turnover and Exceeding Time Stays)*

Table 15 provides a summary of several measures of usage for Zone A.

a. Duration of Stay

The average length of stay in the district is approximately 3 hours and 10 minutes (3.16 hours) as compared to 3 hours and 28 minutes (3.46 hours) for the combined system. As with the combined system, this is reflective of the fact that a large portion of the supply is unregulated, No Limit stalls.

When stays of greater than five hours are removed from the mix of users in No Limit stalls; time stays drop dramatically from over three hours to less than two hours.

b. Volume

The survey results show that an average of 1,854 unique license plate numbers was recorded parking in the sampled on-street system between the hours of 9:00 AM and 5:00 PM. Over the course of an average day, this would translate to approximately 206 vehicles arriving each hour within this data zone.

Table 15
Summary of On-Street Parking Use Characteristics
Zone A (981 stalls)

Use Characteristics	September 2010
Average length of stay per vehicle per occupied stall	3 hours/ 10 minutes
Actual number of unique vehicles	1,854
Actual number of vehicle hours parked	5,860
Actual turnover rate (number of cars to use a single occupied stall over a 10 hour period)	3.16
Number of permits observed in 2 Hour or By Permit stalls (240)	132 (55%)
Number of vehicles parked 5.0 hours or more in <i>No Limit</i> stalls (625 unique vehicles)	241 (39%)
% of unique vehicles violating the posted time stay	31.9%
% of total vehicle hours spent in violation of posted time stay	30.9%

c. Turnover: Efficiency of the Parking System

Turnover in Zone A is 3.16. This is “faster” than the combined district average of 2.59 and likely reflective of the fact that this data zone has a lower percentage distribution of No Limit stalls than the combined system.

d. Exceeding time stays – Abuse of stalls

On average, 31.9% of all unique vehicles parked in this area of the CEID exceed the posted time stay. This is higher than the 28.3% average for the combined system.

3. *Off-Street Parking Summary*

While the on-street system in Zone A operates at approximately 75% peak occupancy, it is important to evaluate how the off-street system operates in relation. This is particularly important to understand, as potential access constraints within the on-street system (now or in the future) will need to be directed into off-street locations. As such, understanding available capacity for absorption of on-street demand growth will be important.

There are 721 parking stalls located in off-street facilities in Zone A. These stalls are located in 62 separate parking facilities. Only 67 stalls on 3 sites are available for general public use, leaving the remaining 654 stalls (on 59 lots) managed as restricted accessory stalls. Restated, the off-street parking in Zone A is (a) primarily in private ownership and control and (b) managed as accessory parking which limits access to only customers and employees of specific businesses in the zone.

Table 16 provides a breakout of off-street parking in this data zone as well as occupancy and peak hour information.

Table 16
Off-street Summary – Zone A

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available (empty)
All Stalls	721	1 – 2 pm	53.7%	334
Central Eastside Off-Street Parking Stall Breakout – <u>Zone A</u>				
Stalls by Type		Number of Stalls	% of Total Stalls	
Public <u>Structured</u> Off-Street Stalls (1 site)		9	1.2%	
Public <u>Surface</u> Off-Street Stalls (2 sites)		58	8.0%	
Private <u>Structured</u> Off-Street Stalls (1 site)		14	1.9%	
Private <u>Surface</u> Off-Street Stalls (58 sites)		640	88.8%	
Total Off-Street Parking Stalls		721	100%	

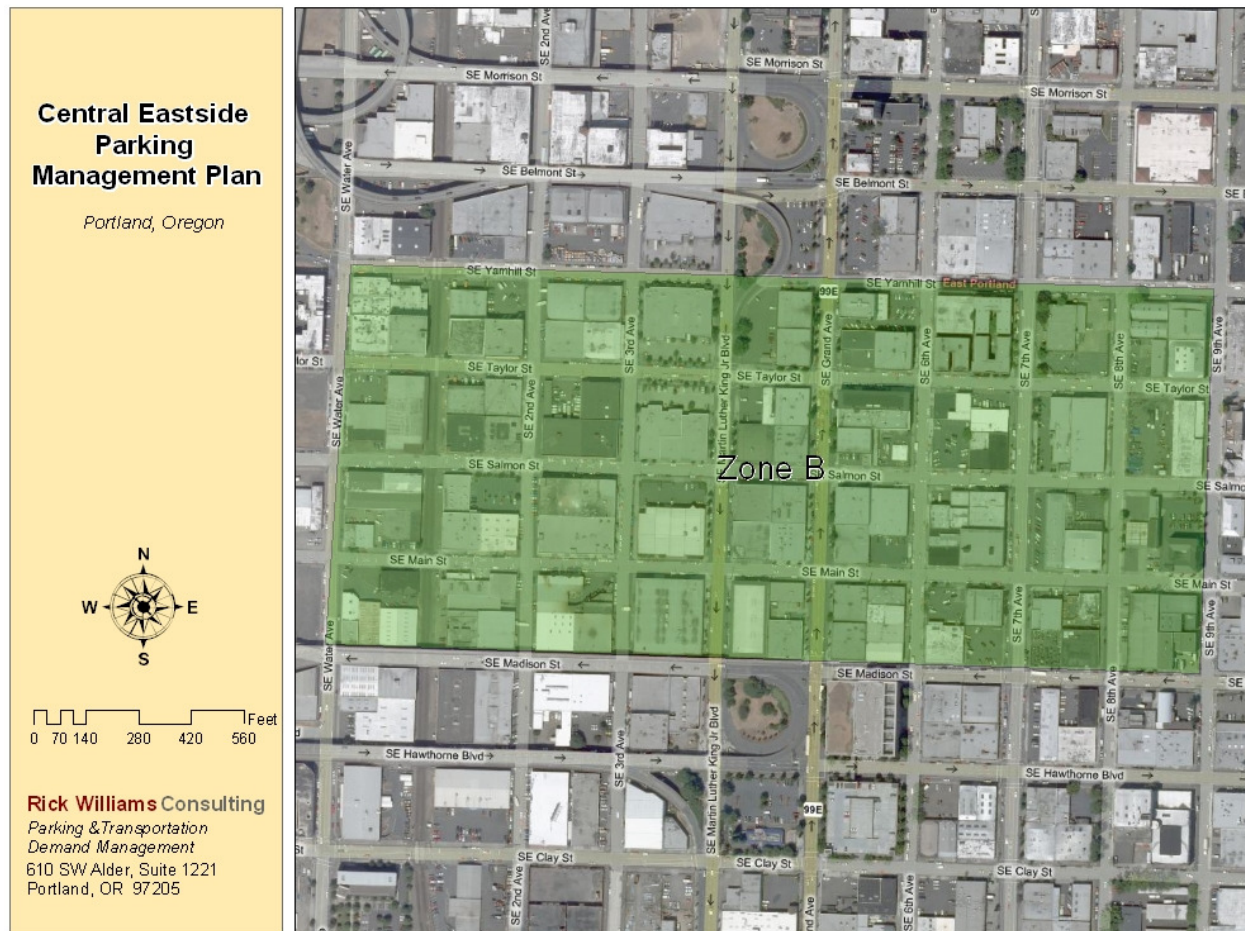
Survey day data indicates that highest peak hour of use of off-street parking is between 1:00 PM and 2:00 PM. At this time, the off-street supply reaches 57.3% occupancy, leaving 334 stalls empty and available for use.

Figure K above illustrates occupancies for each hour of the nine-hour survey day and contrasts that to the on-street system. As evidenced in the Figure, off-street occupancies are significantly lower than on-street occupancies in all surveyed hours. As with the combined system, there is significant underutilized stall capacity both on- and off-street within the overall CEID in all hours of the day.

XI. CHARACTERISTICS OF THE PARKING SUPPLY – ZONE B

“Zone B” is that data zone bounded by SE Yamhill Street (on the north), SE Madison Street (on the south), SE Water Avenue (on the west) and SE 9th Avenue (on the east). **Figure L** provides a map of this nodal zone.

Figure L
Study Area Boundaries – Zone B



1. On-street Parking Summary – Zone B

A. Supply

Data for Zone B was collected in September 2010. The 2010 study sampled on and off-street supplies. **Table 17** provides a summary of the on-street parking format in this parking zone and a breakout of the off-street parking supply.

There are a total of 1,388 stalls in this data zone. The number of on-street parking stalls within the zone is currently at 795 (or 21.7% of all stalls surveyed in the combined inventory sample). The highest percentage of on-street stalls is provided as 2 Hours or by Permit, with 65.2% of all stalls in the zone in

this designation. The next highest concentration of stall is 1 Hour (15.1%) followed by 30 minute stalls (5.8%). As with most zones, the stall format favors employee parking.

Table 17
2010 On-Street Parking Inventory – Zone B

Central Eastside <u>On-Street</u> Parking Stall Breakout – Zone B		
Stalls by Type	Number of Stalls	% of Total Stalls
10 minutes	26	3.3%
15 minutes	19	2.4%
20 minutes	8	1.0%
30 minutes	46	5.8%
1 hour	120	15.1%
2 hours	28	3.5%
2 hours or By Permit	518	65.2%
No Limit	30	3.8%
Total On-Street Parking Stalls	795	100%
Central Eastside <u>Off-Street</u> Parking Stall Breakout – Zone B		
Stalls by Type	Number of Stalls	% of Total Stalls
Public <u>Structured</u> Off-Street Stalls	N/A	0%
Public <u>Surface</u> Off-Street Stalls (2 sites)	45	7.6%
Private <u>Structured</u> Off-Street Stalls (1 site)	12	2.0%
Private <u>Surface</u> Off-Street Stalls (42 sites)	536	90.4%
Total Off-Street Parking Stalls	593	100%
Total Zone B Supply	1,388	

Off-street, there are 593 parking spaces. The majority of these stalls (90.4%) are located in privately owned surface lots. In total, the 721 off-street stalls are located in 45 separate sites within the data zone.

B. Peak Hour and General Occupancies

1. On-Street Parking Summary

Data from the survey day indicates the highest peak hour for the on-street inventory in Zone B was between 10:00 and 11:00 AM and again between 12:00 and 1:00 PM (i.e. all stalls, all use types). At these hours, 80.6% of the surveyed stalls in the sampled study areas were occupied. **Table 18**, below summarizes occupancies by type of stall, peak hour by stall type and average length of stay for the survey day.

From **Table 18**, the following conclusions can be derived:

- Combined peak hour occupancy across the zone (on-street) is 80.6%, as compared to 76.5% for the combined on-street system
- During the dual peak hours, 646 stalls are occupied, leaving 149 empty stalls available within the sampled supply.
- The highest level of use is within stalls designated as No Limit, which were at 106.7% peak occupancy during a two hour period between 11:00 AM and 3:00 PM. The parking in excess of 100% indicates a level of illegal parking activity within this supply. 2 Hour and 2 Hour or By Permit stalls were also heavily used, reaching 89.3% and 88.2% peak occupancy, respectively.
- As with other zones, 1 Hour stalls have a very high rate of violation (54.4%) with an average duration of stay of 2 hours and 34 minutes, reinforcing that these stalls are not appropriate to time stay need in the CEID.

Table 18
2010 On-Street Parking Summary by Time Stay – Zone B

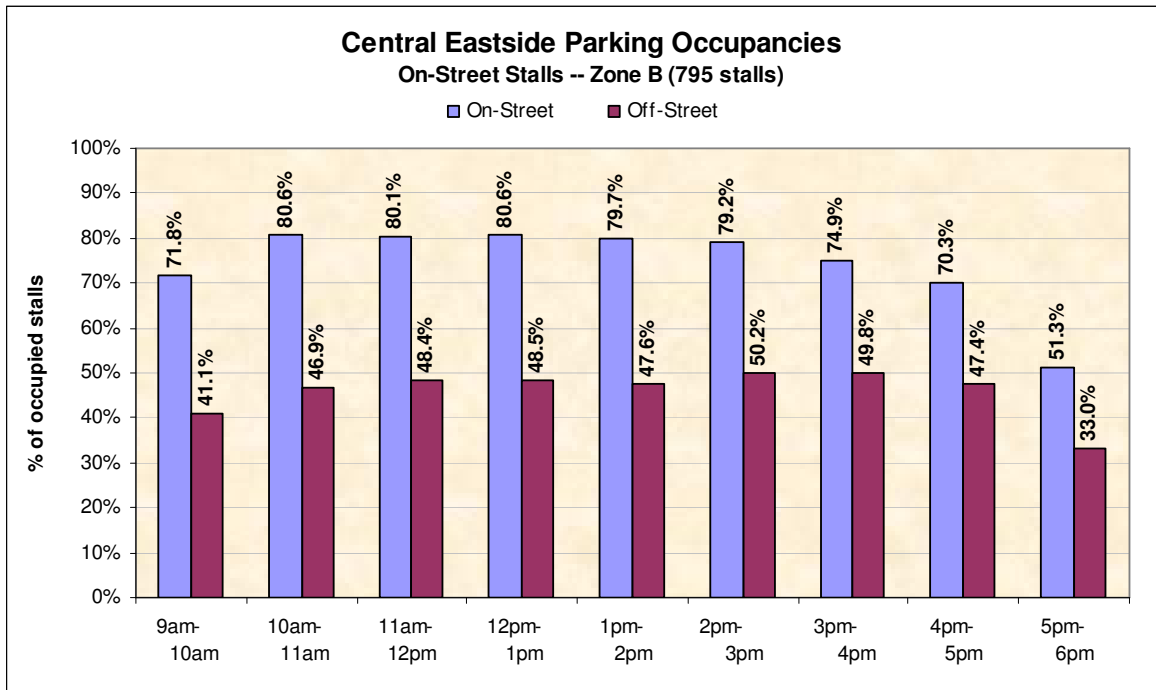
Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
All Stalls	795	10:00 – 11:00 AM 12:00 – 1:00 PM	80.6%	149	3 hr/ 32 min	26.8%
Usage by Time Stay						
10 minutes	26	10:00 – 11:00 AM 1:00 – 3:00 PM	53.8%	12	N/A	60.5%
15 minutes	19	11:00 AM – 12:00 PM 4:00 – 5:00 PM	31.6%	13	N/A	26.1%
20 minutes	8	10:00 AM – 12:00 PM	87.5%	1	N/A	43.8%
30 minutes	46	12:00 – 1:00 PM	63.0%	17	N/A	32.1%
1 hour	120	12:00 – 1:00 PM	71.7%	34	2 hr/ 34 min	54.4%
2 hours	28	2:00 – 4:00 PM	89.3%	3	2 hr/ 14 min	27.8%
2 hour or By Permit	517	10:00 AM – 12:00 PM	88.2%	58	4 hr/ 11 min 2 hr/ 25 min*	15.2%
No Limit	30	11:00 AM – 12:00 PM 1:00 – 3:00 PM	106.7%	(2)	6 hr/ 0 min 2 hr/ 53 min**	N/A

* Average time stay for non-permit holders

** Excludes stays of 5 hours or more

Figure M, below, illustrates occupancies for each hour of the nine-hour survey day and contrasts those occupancies with the off-street supply. As the Figure illustrates, occupancies in the district vary only slightly throughout the day, which underscores the employee based nature of parking in the district and the format of the parking supply.

Figure M
On-Street Parking Occupancies – Zone B



2. *On-street: Usage Characteristics (Duration of Stay, Volume, Turnover and Exceeding Time Stays)*

Table 19, below, provides a summary of several measures of usage for Zone B.

a. Duration of Stay

The average length of stay in the district is approximately 3 hours and 32 minutes (3.53 hours), which is consistent with the combined system average of 3 hours and 28 minutes (3.46 hours). As with the combined system, this is reflective of the fact that a large portion of the supply is unregulated, No Limit stalls.

When stays of greater than five hours are removed from the mix of users in 2 Hour or by Permit stalls; time stays drop dramatically from over four hours to 2 hours and 25 minutes.

b. Volume

The survey results show that an average of 1,460 unique license plate numbers was recorded parking in the sampled on-street system between the hours of 9:00 AM and 5:00 PM. Over the course of an average day, this would translate to approximately 162 vehicles arriving each hour within this data zone.

Table 19
Summary of On-Street Parking Use Characteristics
Zone B (795 stalls)

Use Characteristics	September 2010
Average length of stay per vehicle per occupied stall	3 hours/ 32 minutes
Actual number of unique vehicles	1,460
Actual number of vehicle hours parked	5,149
Actual turnover rate (number of cars to use a single occupied stall over a 10 hour period)	3.53
Number of permits observed in 2 Hour or By Permit stalls (517)	324 (63%)
Number of vehicles parked 5.0 hours or more in No Limit stalls (42 unique vehicles)	29 (69%)
% of unique vehicles violating the posted time stay	26.8%
% of total vehicle hours spent in violation of posted time stay	20.0%

c. Turnover: Efficiency of the Parking System

Turnover in Zone B is 3.16. This is “faster” than the combined district average of 2.59 and likely reflective of the fact that this data zone has a lower percentage distribution of No Limit stalls than the combined system.

d. Exceeding time stays – Abuse of stalls

On average, 26.8% of all unique vehicles parked in this area of the CEID exceed the posted time stay. This is marginally lower than the 28.3% average for the combined system.

3. *Off-Street Parking Summary*

There are 593 parking stalls located in off-street facilities in Zone B. These stalls are located in 45 separate parking facilities. Only 45 stalls on 2 sites are available for general public use, leaving the remaining 548 stalls (on 43 lots) managed as restricted accessory stalls. As with Zone A, the off-street parking in Zone B is (a) primarily in private ownership and control and (b) managed as accessory parking which limits access to only customers and employees of specific businesses in the zone.

Table 20 provides a breakout of off-street parking in this data zone as well as occupancy and peak hour information.

Table 20
Off-street Summary – Zone B

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available (empty)
All Stalls	593	2 – 3 pm	50.2%	295
Central Eastside <u>Off-Street</u> Parking Stall Breakout – Zone B				
Stalls by Type		Number of Stalls		% of Total Stalls
Public <u>Structured</u> Off-Street Stalls		N/A		0%
Public <u>Surface</u> Off-Street Stalls (2 sites)		45		7.6%
Private <u>Structured</u> Off-Street Stalls (1 site)		12		2.0%
Private <u>Surface</u> Off-Street Stalls (42 sites)		536		90.4%
Total Off-Street Parking Stalls		593		100%

Survey day data indicates that highest peak hour of use of off-street parking is between 2:00 PM and 3:00 PM. At this time, the off-street supply reaches 50.2% occupancy, leaving 295 stalls empty and available for use.

Figure M above illustrates occupancies for each hour of the nine-hour survey day and contrasts that to the on-street system. As evidenced in the Figure, off-street occupancies are significantly lower than on-street occupancies in all surveyed hours. As with the combined system, there is significant underutilized stall capacity both on- and off-street within the overall CEID in all hours of the day.

XII. CHARACTERISTICS OF THE PARKING SUPPLY – ZONE C

“Zone C” is that data zone bounded by SE Hawthorne Street (on the north), SE Lincoln Street (on the south), SE Grand Avenue (on the west) and SE 11th Avenue (on the east). **Figure N** provides a map of this nodal zone.

Figure N
Study Area Boundaries – Zone C



1. On-Street Parking Summary – Zone C

A. Supply

Data for Zone C was collected in September 2010. The 2010 study sampled on and off-street supplies. **Table 21** provides a summary of the on-street parking format in this parking zone and a breakout of the off-street parking supply.

The total number of parking stalls in the zone is 1,805. The number of on-street parking stalls within the zone is currently at 788 (or 21.5% of all stalls surveyed in the combined inventory sample). As with the larger combined system, the highest percentage of on-street stalls is provided as No Limit, with 53.9% of

stalls in provided in this designation versus the combined average of 45.8%. The next highest concentration of stall is 2 Hour or By Permit (20.4%) followed by 1 Hour stalls (12.3%).

Table 21
2010 On-Street Parking Inventory – Zone C

Central Eastside On-Street Parking Stall Breakout – <u>Zone C</u>		
Stalls by Type	Number of Stalls	% of Total Stalls
5 minutes	1	<1%
10 minutes	8	1.0%
15 minutes	9	1.1%
20 minutes	16	2.0%
30 minutes	35	4.4%
1 hour	97	12.3%
2 hours	36	4.6%
2 hours or By Permit	161	20.4%
No Limit	425	53.9%
Total On-Street Parking Stalls	788	100%
Central Eastside Off-Street Parking Stall Breakout – <u>Zone C</u>		
Stalls by Type	Number of Stalls	% of Total Stalls
Public <u>Structured</u> Off-Street Stalls (1 site)	316	31.1%
Public <u>Surface</u> Off-Street Stalls	N/A	0%
Private <u>Structured</u> Off-Street Stalls	N/A	0%
Private <u>Surface</u> Off-Street Stalls (54 sites)	701	68.9%
Total Off-Street Parking Stalls	1,017	100%
Total Zone C Supply	1,805	

Off-street, there are 1,017 parking spaces. The majority of these stalls (68.9%) are located in privately owned surface lots. In total, the 1,017 off-street stalls are located in 55 separate sites within the data zone. Unique to this data zone is the existence of a significantly sized public facility, the County Garage (located at the Hawthorne Bridgehead) with 316 parking stalls. This garage represents 31.1% of all off-street parking in Zone C.

B. Peak Hour and General Occupancies

1. On-Street Parking Summary

Data from the survey day indicates the highest peak hour for the on-street inventory in Zone C was between noon and 1:00 PM (i.e. all stalls, all use types). At this hour, 79.8% of the surveyed stalls in the sampled study areas were occupied, somewhat higher than the combined district average of 76.5%.

Table 22, below summarizes occupancies by type of stall, peak hour by stall type and average length of stay for the survey day.

From **Table 22**, the following conclusions can be derived:

- Combined peak hour occupancy across the zone (on-street) is 79.8%, as compared to 76.5% for the combined on-street system
- During the 12:00 – 1:00 PM peak hour, 631 stalls are occupied, leaving 157 empty stalls available within the sampled supply.
- The highest level of use is within stalls designated as No Limit, which achieve peak hour occupancy of 90.8% between 11:00 AM and 12:00 PM. This is a significant number of stalls fully maximized in the zone, particularly given that there is no way to identify in-district versus out of district users.
- The high level of No Limit parking may be influenced by the proximity of these stalls to major transit access to downtown via SE Hawthorne.
- 2 Hour or by Permit stalls maintain high occupancies (85.4%) but have high compliance with use of displayed permits, ensuring long-term use for in-district permit holders.
- Though there are a limited number of 2 Hour stalls, they tend to be popular (82.8% occupancy) and calibrated to need (average 2 hour and 8 minute duration of stay)
- 1 Hour stalls have the highest rate of violation (36.2%) with an average duration of stay of nearly 2 hours (1 hours and 47 minutes).

Table 22
2010 On-Street Parking Summary by Time Stay – Zone C

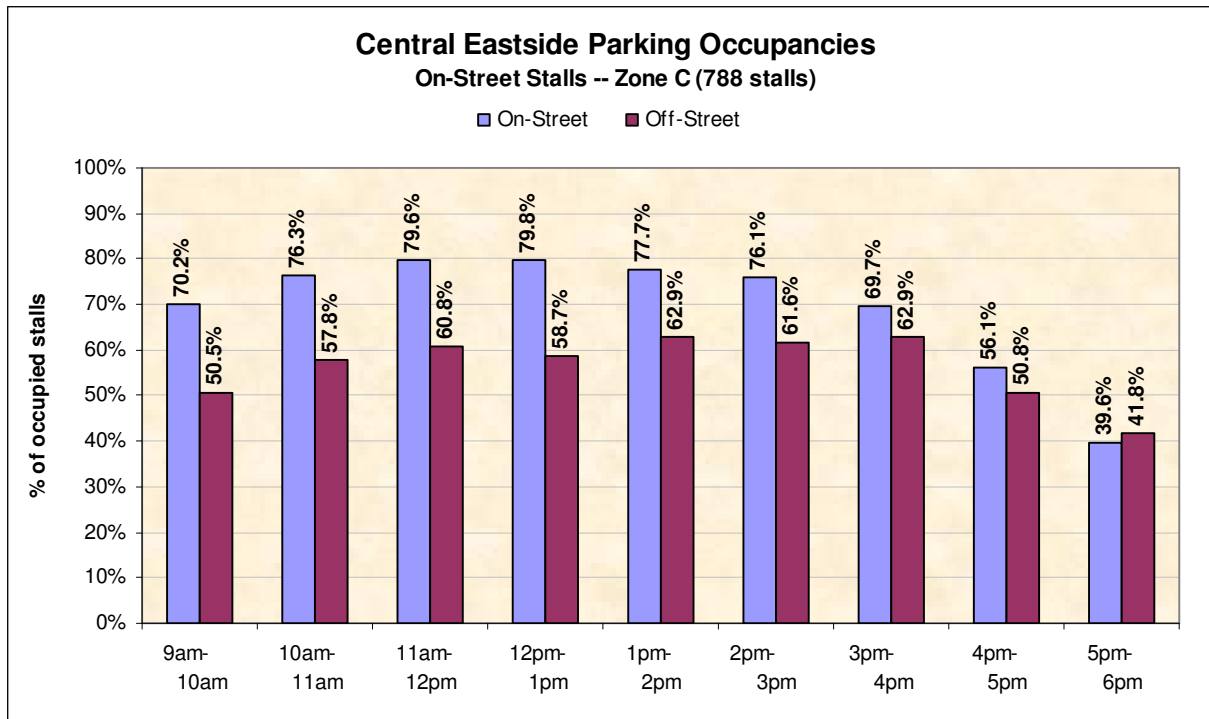
Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available	Average Length of Stay	Violation Rate
All Stalls	788	12:00 – 1:00 PM	79.8%	157	3 hr/ 52 min	23.3%
Usage by Time Stay						
5 minutes	1	N/A	0%	1	N/A	N/A
10 minutes	8	1:00 – 2:00 PM	50.0%	4	N/A	18.2%
15 minutes	9	2:00 – 3:00 PM	44.4%	5	N/A	0%
20 minutes	16	11:00 AM – 12:00 PM	37.5%	10	N/A	0%
30 minutes	35	3:00 – 4:00 PM	51.4%	17	N/A	19.2%
1 hour	97	12:00 – 1:00 PM	59.8%	39	1 hr/ 47 min	36.2%
2 hours	36	12:00 – 1:00 PM	82.8%	5	2 hr/ 8 min	23.0%
2 hour or By Permit	161	11:00 AM – 12:00 PM	85.4%	23	4 hr/ 35 min 2 hr/ 14 min*	17.2%
No Limit	425	11:00 AM – 12:00 PM	90.8%	39	5 hr/ 17 min 2 hr/ 22 min**	N/A

* Average time stay for non-permit holders

** Excludes stays of 5 hours or more

Figure O, below, illustrates occupancies for each hour of the nine-hour survey day and contrasts those occupancies with the off-street supply.

Figure O
On-Street Parking Occupancies – Zone C



2. *On-street: Usage Characteristics (Duration of Stay, Volume, Turnover and Exceeding Time Stays)*

Table 23 provides a summary of several measures of usage for Zone C.

a. Duration of Stay

The average length of stay in the district is approximately 3 hours and 52 minutes (3.86 hours) as compared to 3 hours and 28 minutes (3.46 hours) for the combined system. As with the combined system, this is reflective of the fact that a large portion of the supply is unregulated, No Limit stalls. And, in this zone, the very high use of the No Limit stalls (90.8% occupancy).

When stays of greater than five hours are removed from the mix of users in No Limit stalls; time stays drop dramatically from over five hours to less than 2 hours and 22 minutes (a nearly three hour difference).

b. Volume

The survey results show that an average of 1,258 unique license plate numbers was recorded parking in the sampled on-street system between the hours of 9:00 a.m. and 5:00 p.m. Over the course of an average day, this would translate to approximately 140 vehicles arriving each hour within this data zone.

Table 23
Summary of On-Street Parking Use Characteristics
Zone C (788 stalls)

Use Characteristics	September 2010
Average length of stay per vehicle per occupied stall	3 hours/ 52 minutes
Actual number of unique vehicles	1,258
Actual number of vehicle hours parked	4,872
Actual turnover rate (number of cars to use a single occupied stall over a 10 hour period)	2.58
Number of permits observed in <i>2 Hour or By Permit</i> stalls (161)	101 (63%)
Number of vehicles parked 5.0 hours or more in <i>No Limit</i> stalls (580 unique vehicles)	346 (60%)
% of unique vehicles violating the posted time stay	23.3%
% of total vehicle hours spent in violation of posted time stay	18.7%

c. Turnover: Efficiency of the Parking System

Turnover in Zone C is 2.58. This is nearly equal to the combined district average of 2.59. This is an extremely low rate of turnover for an area that has much of its on-street system devoted to the MLK Jr./Grand corridor and SE Hawthorne.

d. Exceeding time stays – Abuse of stalls

On average, 23.3% of all unique vehicles parked in this area of the CEID exceed the posted time stay. This is lower than the 28.3% average for the combined system.

3. *Off-Street Parking Summary*

There are 1,017 parking stalls located in off-street facilities in Zone C. These stalls are located in 55 separate parking facilities. A total of 316 stalls in the County Garage are available for general public use, which is the highest concentration of public off-street stalls in the entire CEID. The remaining 701 off-street stalls (on 54 lots) are managed as restricted accessory stalls.

Table 24 provides a breakout of off-street parking in this data zone as well as occupancy and peak hour information.

Table 24
Off-street Summary – Zone C

Type of Stall	# of Stalls	Peak Hour	Peak Occupancy	Stalls Available (empty)
All Stalls	1,017	3 – 4 pm	62.9%	377
Central Eastside Off-Street Parking Stall Breakout – <u>Zone C</u>				
Stalls by Type		Number of Stalls	% of Total Stalls	
Public <u>Structured</u> Off-Street Stalls (1 site)		316	31.1%	
Public <u>Surface</u> Off-Street Stalls		N/A	0%	
Private <u>Structured</u> Off-Street Stalls		N/A	0%	
Private <u>Surface</u> Off-Street Stalls (54 sites)		701	68.9%	
Total Off-Street Parking Stalls		1,017	100%	

Survey day data indicates that highest peak hour of use of off-street parking is between 3:00 and 4:00 PM. At this time, the off-street supply reaches 62.9% occupancy, leaving 377 stalls empty and available for use.

Figure O above illustrates occupancies for each hour of the nine-hour survey day and contrasts that to the on-street system. As evidenced in the Figure, off-street occupancies are significantly lower than on-street occupancies in all surveyed hours. As with the combined system, there is significant underutilized stall capacity both on- and off-street within the overall CEID in all hours of the day.

XII. SUMMARY

On-Street

The combined on-street system reaches a peak hour occupancy of 76.5% between the hours of 12:00 and 1:00 PM. Overall, the data suggests that the CEID currently operates at a very low rate of turnover (2.59) and with moderate peak hour occupancies. The overall vehicle load on the district, as determined by “unique vehicle” counts is also low. These factors are indicative of an industrial district, particularly where there is such a high reliance on the on-street system for employee parking.

The inventory and usage study also highlights the fact that the district has a number of parking time stay designations that may make the district more confusing to visitors than is necessary. For instance, there are numerous 1 Hour stalls (919) but they have the highest rate of violation and an average duration of stay closer to 2 hours. Similarly, nearly half the district is posted No Limit parking (45.8%), which allows unlimited and unregulated parking in key areas throughout the district. The study estimates that as many as 1,050 of these stalls may be used by out-of-district parkers (i.e., “poachers”) each day. This is a significant portion of the supply that could be better managed to ensure that parking in the CEID is managed for employees and visitors of the district rather than downtown or Lloyd District commuters.

Some areas of the district (e.g., Zone C) have very low rates of turnover, but have emerging or high concentrations of ground level, retail oriented businesses. This is a result of concentrations of No Limit or employee permit parking on streets like MLK Jr., Grand Avenue and Hawthorne. “Re-formatting”

parking in these areas to improve visitor access to ground level businesses will improve the performance of the district without compromising employee access.

Similarly, efforts to eliminate/reduce No Limit parking will likely benefit the district. This can be accomplished through expansion of the existing 2 Hour or by Permit system and/or by replacing No Limit stalls with customer/visitor stalls. The purpose for eliminating/reducing No Limit stalls is to better ensure that stalls in the CEID are actually used by CEID patrons and employees.

Finally, the study demonstrated that there is a very high rate of abuse and rates of violation in the on-street system. Nearly 1 in 3 users of parking with posted time stays violate the time limit. This situation can be improved through a reorganization of time stays that are calibrated to data on duration of stay compiled in this study and efforts between district stakeholders and City enforcement staff to improve the efficiency of enforcement in the district.

Off-Street

The 2010 study created a comprehensive data base of off-street parking locations in the CEID, documenting 8,281 stalls in 459 off-street locations. Given that the study area is comprised of 500 City blocks, the fact that there are 459 parking sites indicates that parking is distributed throughout the district. The study also found that the supply of off-street parking is somewhat underutilized, reaching a combined peak hour occupancy of just 55 percent. When this level of occupancy is extrapolated to the entire CEID, there are approximately 3,279 empty stalls in the peak hour. As such, there is abundant parking supply available off-street. However, of this total, over 90% of stalls are located on privately controlled facilities that operate as accessory parking. Accessory parking limits use to specific users, rather than operating parking in a manner that allows general or shared use opportunities. Capturing underutilized off-street stalls in the near and mid-term could have high benefits for the larger district and reduce the need and cost for new supply.

In the longer-term, the study found that nearly 95% of all off-street parking in the district is on surface lots. This means that as new development replaces those lots, the parking supply will diminish in a manner that likely returns new parking to serve new uses, but does not replace parking that was removed (which serves existing uses). Strategies and programs to (a) encourage greater percentages of employees into alternative modes and (b) incentives and market based programs that facilitate the feasibility of new structured parking development will need to be developed.

E. METER REVENUE ANALYSIS

VEHICLE REVENUE HOUR ANALYSIS METHODOLOGY AND PRELIMINARY RESULTS

One of the final components of the Central Eastside's Parking Management Plan is determining the geographic layout of parking meters. Through consultation with CEIC leadership and Portland Bureau of Transportation the consultant team has developed a preliminary scenario that evaluates the meters financial viability based on occupancy and turnover data gathered during the course of the 2010 parking study.

To accomplish this it was essential to look at total vehicle hours parked in the corridor area identified for potential time stay recalibration (i.e., introduction of parking meters).

The current iteration of stall recalibration targets the major commercial corridors in the district, Martin Luther King Jr. Boulevard, Grand Avenue and the connecting streets in between. See Figure A. These block faces were selected by the CEIC for consideration.

As Figure A illustrates, metered block faces would include stalls on both sides of the street identified in the red color along MLK and Grand and the streets in between. All such stalls would be metered and designated as 2-Hour parking. No permits would be allowed on these designated block faces. In total, there are 450 parking stalls currently located on these block faces.



Table 1 provides a complete inventory of stalls by time stay for the proposed meter zone.

Table 1
2010 On-Street Parking Inventory by Stall Type

CES On-Street Parking Stall Breakout in Proposed Meter Zone	
Stalls by Type	MLK Blvd & Grand Ave and connecting streets
	# of Stalls
5 minutes	0
10 minutes	18

CES On-Street Parking Stall Breakout in Proposed Meter Zone	
<i>Stalls by Type</i>	MLK Blvd & Grand Ave and connecting streets
	# of Stalls
15 minutes	11
20 minutes	5
30 minutes	28
1 hour	188
2 hours	16
2 hours or By Permit	156
No Limit	28
<i>Permit only</i>	0
Total Stalls	450

Table 2 quantifies the number of stalls for a proposed meter zone using existing utilization data. Utilization data was derived from the survey work conducted in September 2010, which collected actual vehicles parked (and vehicle hours parked) over a nine hour operating day. Of the 450 total stalls in the sample area, we have data on 90% of those stalls (403). The sample size is used to factor up the raw data to an “extrapolated” figure that represents 100% of the vehicle hours. A 90% sample size provides a statistically valid baseline for extrapolation.

Table 2
Parking Data Extrapolation to Entire Inventory

CES On-Street Parking Data Sample Extrapolation	
	MLK Blvd & Grand Ave and connecting streets
	# of Stalls
Inventory Total	450
# of Stall with Corresponding Data	403
Sample Size	90.0%
Vehicle Hours Parked (sampled stalls)	1,835
Extrapolated Vehicle Hours Parked	2,038

Table 3 shows the extrapolated total vehicle hours parked at 2,038 hours. This total is reduced by 384 hour and 30 hours to account for a hours that were in use by those holding valid parking permits (which would not result in revenue if the stall was metered) and hours for those who

were parking all day in No-Limit stalls (who would be assumed to move to areas where longer term parking would be allowed). Based on these factors, total VHP with “revenue potential” observed in this analysis area totaled 1,624 VHP.

Table 3
Vehicle Hours Parked by Reformatting Option

CES On-Street Parking Assessment – Vehicle Hours Parked (VHP)	
	MLK Blvd & Grand Ave and connecting streets
	# of vehicle hours parked
Extrapolated Total VHP	2,038
Extrapolated VHP in Permitted Stalls¹	384
Extrapolated VHP in No Limit Stalls	30
Net Vehicle Revenue Hours*	1,624

*Total VHP less VHP in permitted and No Limit stalls

Table 4 summarizes assumed revenue potential in the new metered parking area. Arriving at a conservative, yet accurate estimate for potential revenue generation includes several factors; one of the most important is “leakage.” Leakage occurs after noteworthy changes are made within a parking system (e.g., moving from a free to paid parking environment) which alters habitual parking behavior. This does not mean these trips no longer occur, but rather occur in a different fashion, such as changing transportation modes or seeking out parking in an adjacent area, where parking is free. Also, the implementation of paid parking can result in a reduction in average time stays as pay stations are more efficient and enforcement is improved. A common factor used to account for leakage in a revenue model is 20 percent, which further reduces net vehicle revenue hours from 1,624 to 1,299 “effective vehicle revenue hours.”

Table 4
Parking Revenue Exercise by Reformatting Option

CES On-Street Parking Assessment – Potential Revenue Alternatives	
	MLK Blvd & Grand Ave and connecting streets
Net Vehicle Revenue Hours	1,624
20% “Leakage” Rate	325
Effective Vehicle Revenue Hours	1,299

¹ Of the vehicles occupying ‘permitted’ (2 Hours or by Permit) stalls, an extrapolated 48 permits were observed within the proposed meter zone.

CES On-Street Parking Assessment – Potential Revenue Alternatives	
	MLK Blvd & Grand Ave and connecting streets
Annual Gross Revenue @ \$1.00/hr*	\$389,700
Annual Gross Revenue @ \$1.25/hr*	\$487,125

*Assumes 300 operating days per year

Annual gross revenues are derived by multiplying the effective vehicle revenue hours by the hourly parking rate (e.g., \$1.00/hr and \$1.25/hr) and by the number of operating days in the year. For the purposes of this example 300 operating days per year were used. Estimated annual gross revenues are \$389,700 when charging \$1.00 per hour and \$487,125 when charging \$1.25 per hour. The numbers are only a reflection of gross revenues, they do not take into consideration capital costs for meters, cost of installation, operational expenses and on-going maintenance².

Table 5 summarizes gross revenue and estimated expenses for each of the three scenarios, allowing for an estimate of *net* revenue, or surplus that could be available to the district after all normal debt and operating expenses are accounted for. Finally, a net revenue number is calculated under the assumption that 51% of Annual Net Revenue would be allocated to the district, totaling \$76,600 per year at \$1.00 per hour and \$126,288 at \$1.25 per hour.

Table 5
Net Revenue after Expenses (Operating and Debt)

CES On-Street Parking Assessment – Potential Revenue Alternatives		
	MLK Blvd & Grand Ave and connecting streets	MLK Blvd & Grand Ave and connecting streets
	@ \$1.00/hr	@ \$1.25/hr
Number of “metered” stalls	450	450
Annual Gross Revenue	\$389,700	\$487,125
Annual Operating Expense and Debt Service (@ 5 years)	(\$239,502)	(\$239,502)
Annual NET Revenue	\$150,198	\$247,623
Net Revenue @ 51%	\$76,600	\$126,288

² Current costs for expenses can be provided and verified by PBOT.

KEY ASSUMPTIONS IN REVENUE EXPENSE MODEL

Revenue

- Rate at \$1.00 or \$1.25 per hour
- Revenue calculated using estimate of vehicle hours parked (revenue hours) by stall type (e.g., 2 Hour, 2 Hour or by Permit) derived from 2010 survey samples. Samples were then extrapolated to total number of stalls within the proposed meter zone (Figure A).
- Revenue hours for stalls transitioned to “2 Hour or by Permit” were reduced by 62% based on actual use of permits in such stalls from 2010 parking survey. The 2010 survey demonstrated that 62% of occupants of “2 Hour or by Permit” stalls displayed a valid permit. As such, only 32% of vehicle hours parked are “revenue” hours that would be paid by non-permit holders.
- Extrapolated revenue hours were then factored down 20% to account for “leakage” that would occur as a result of pricing (i.e., users moving to free areas and or reduced time stay averages due to rate and increased enforcement).
- Model is conservative.

Expenses

- Pay stations figured at 1 pay station per 10 stalls.
- Cost of pay stations rounded to \$8,000 per unit (based on 2010 City estimate)
- Installation costs estimated at \$250 per unit (based on 2010 City estimate)
- Once time signage and back office costs based on per unit costs derived from recent City estimates for NW Portland.
- Financing of purchase/installation/one-time costs of pay stations assumed at 5% annually spread over 5 years.
- Annual operating costs calculated as a per unit cost derived from 2010 estimate for operations/depreciation for units in place in Lloyd District.
- Debt service averages approximately \$0.94 per metered stall per day.
- Operations/maintenance/depreciation averages approximately \$0.83 per day.
- Five year total expense averages \$1.77 per metered stall per day.

F. ESTIMATED TPMA PROGRAM BUDGET

Estimated TPMA Program Budget

<u>12 Time Director/Coordinator</u>				<u>Full Time Director/Coordinator</u>			
		Annual Budget	Monthly Budget			Annual Budget	Monthly Budget
PERSONNEL				PERSONNEL			
TMA Director (0.50 FTE)		\$ 31,200	\$ 2,600	TMA Director (0.50 FTE)		\$ 62,400	\$ 5,200
Taxes		\$ 1,934	\$ 161	Taxes		\$ 3,869	\$ 322
Benefits		\$ 6,864	\$ 572	Benefits		\$ 13,728	\$ 1,144
<i>Sub-Total Personnel</i>		<i>\$ 39,998</i>	<i>\$ 3,333</i>	<i>Sub-Total Personnel</i>		<i>\$ 79,997</i>	<i>\$ 6,666</i>
PROGRAMS				PROGRAMS			
Marketing/Promotional Materials		\$ 25,000	\$ 2,083	Marketing/Promotional Materials		\$ 25,000	\$ 2,083
Events		\$ 5,000	\$ 417	Events		\$ 5,000	\$ 417
Committee Mtgs/ Board		\$ 1,000	\$ 83	Committee Mtgs/ Board		\$ 1,000	\$ 83
<i>Sub-Total Programs</i>		<i>\$ 31,000</i>	<i>\$ 2,583</i>	<i>Sub-Total Programs</i>		<i>\$ 31,000</i>	<i>\$ 2,583</i>
DIRECT EXPENSES				DIRECT EXPENSES			
Occupancy/Rent (@ 500SF)		\$ 10,000	\$ 833	Occupancy/Rent (500SF @ \$20/sf)		\$ 10,000	\$ 833
Office supplies		\$ 2,500	\$ 208	Office supplies		\$ 2,500	\$ 208
Equipment Rental		\$ 3,000	\$ 250	Equipment Rental		\$ 3,000	\$ 250
Phone/fax service		\$ 840	\$ 70	Phone/fax service		\$ 840	\$ 70
Printing		\$ 1,000	\$ 83	Printing		\$ 1,000	\$ 83
Postage		\$ 2,500	\$ 208	Postage		\$ 2,500	\$ 208
Insurance		\$ 1,000	\$ 83	Insurance		\$ 1,000	\$ 83
Internet		\$ 1,000	\$ 83	Internet		\$ 1,000	\$ 83
Bank Service Charges		\$ 500	\$ 42	Bank Service Charges		\$ 500	\$ 42
Professional Fees/Accounting		\$ 1,000	\$ 83	Professional Fees/Accounting		\$ 1,000	\$ 83
<i>Sub-Total Direct Expenses</i>		<i>\$ 23,340</i>	<i>\$ 1,945</i>	<i>Sub-Total Direct Expenses</i>		<i>\$ 23,340</i>	<i>\$ 1,945</i>
TOTAL EXPENSES		\$ 94,338	\$ 7,862	TOTAL EXPENSES		\$ 134,337	\$ 11,195