

**ANNUAL REPORT FY 2016-2017**

# **NW PARKING PROJECT**

## **PBOT**

**PORTLAND BUREAU OF TRANSPORTATION**  
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# SUPPLY AND DEMAND IN NW PORTLAND

## A historically challenging district for parking

Northwest Portland is a densely populated neighborhood that includes zip codes 97209 and 97210. The district has a limited supply of on-street parking to meet the varied commercial and residential needs of a rapidly growing area.

## Recommendations to manage public demand

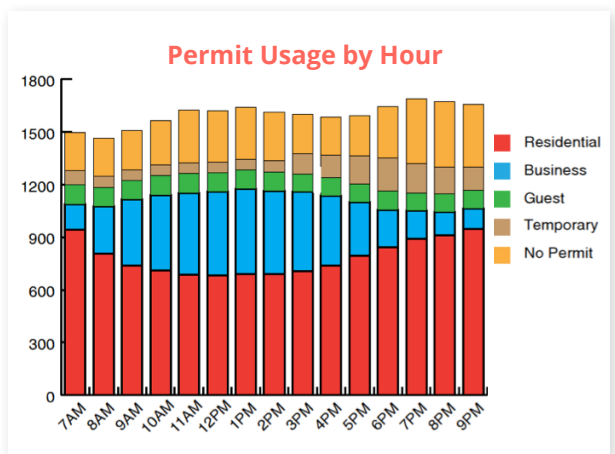
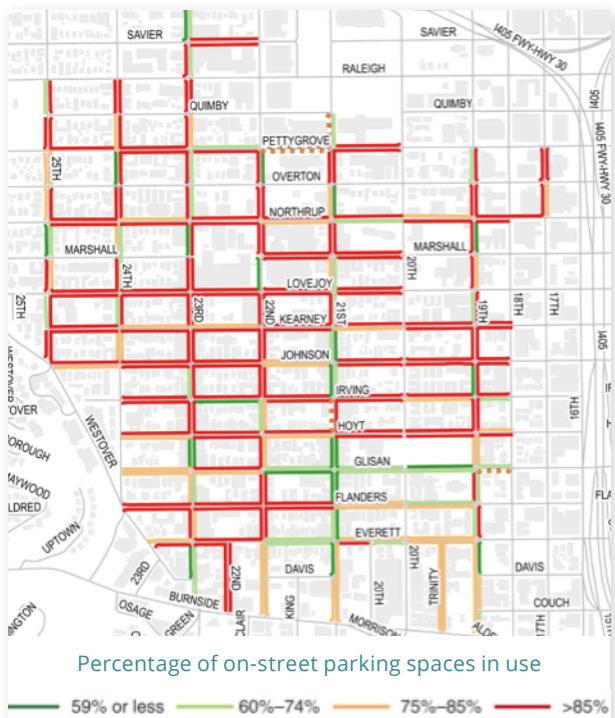
In July of 2013, Portland City Council adopted the NW District Parking Management Plan to bridge the gap between parking availability and demand. The plan called for a residential area parking permit program and the installation of meters in NW Portland to achieve a goal of 85% occupancy rate during peak hours. This equates to one available parking space per block.

A parking advisory committee, comprised of representatives from the neighborhood, businesses and community organizations, was formed to make recommendations to the Portland Bureau of Transportation (PBOT). The committee meets monthly in an open, public forum that encourages community input.

The plan used international best practices on parking management and local data collection efforts in the district to create a strategic plan customized for the neighborhood's unique needs. In 2016, parking occupancy data led to a number of recommendations to better manage parking such as:

- Expansion of meters to new areas in the district.
- Reduction of the number of permits allocated to residents and employees in order to reduce the total number issued by approximately 10%.
- Elimination of annual guest permits.

The data shown in this parking occupancy heat map (top) and permit usage chart (bottom) helps measure the program's efficacy and to show when changing tactics may prove more effective.



## Growth Drives Demand in an Already Competitive Parking Zone

NW Portland's population is growing.

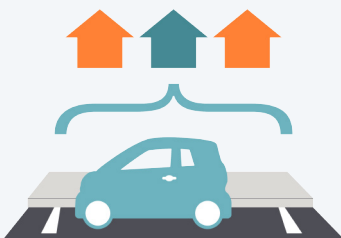
25,977 people in 2010

Housing supply has grown, too. By 2015, there were 14,771 housing units in NW Portland.

11,242 units in 2000

3,529 more by 2015

There are 5,264 on street parking spaces in the district, which is about one space per every three households.



# THIS YEAR'S PERFORMANCE

## Permits

In the 2016/17 permit year, nearly 10,000 parking permits were sold for half as many spaces. To better manage demand, the number of permits in circulation should more closely align with available parking spaces. In addition, providing opportunities to increase transit use, carpooling, walking and biking will further alleviate parking demand and congestion in the district.

In order to decrease permits in circulation, the parking program:

- Increased the cost of permits.
- Introduced a small decrease in the number of permits available to residents and employees.
- Replaced year-round guest permits with daily scratch off permits, limited to 100 days annually.

The parking program used additional permit funds to encourage transit use, carpooling, walking and biking. Examples include:

- BIKETOWN and TriMet passes to residents and employees who choose not to renew their parking permits

## Meters

Meters are an effective parking management tool. Metered zones create turnover in parking spaces, allowing customers and visitors to find parking in areas where demand is high.

51% of revenue generated by the meters after deducting program costs is dedicated to improvements in the district, including programs that ease parking demand or increase transportation safety.

These have included:

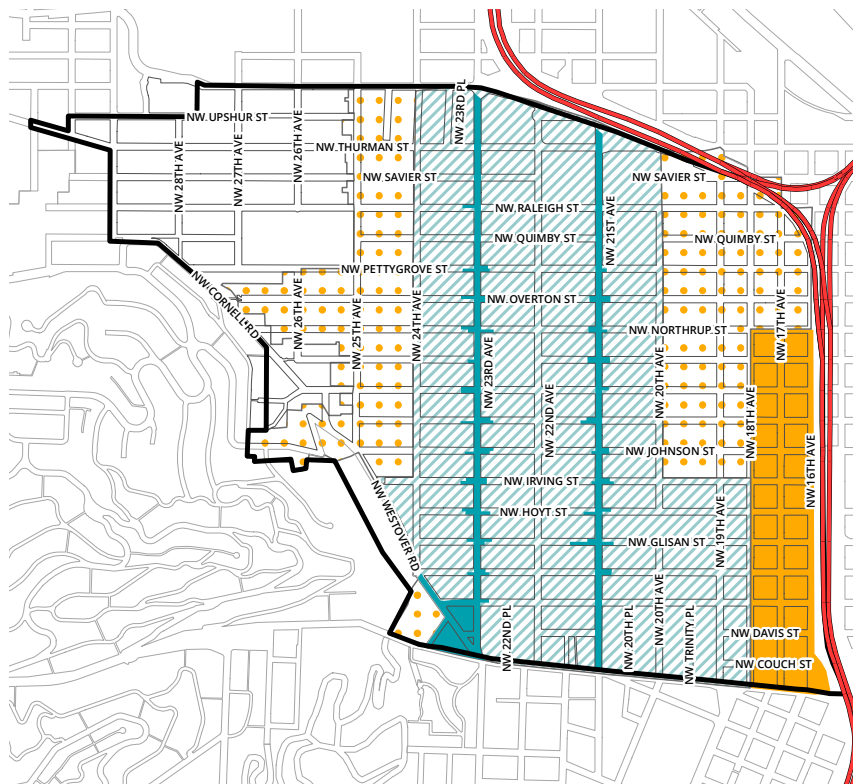
- BIKETOWN Summer Passes.
- Stop Sign installations.
- Shared Parking Program outreach.
- NW Glisan intersection improvement plans at NW 21st and NW 23rd.
- Parking research studies.
- A \$50 gift card to residents who move out of the district and rescind their permits.

During the 2016-2017 fiscal year, there were an estimated:

- 1.2 million meter transactions total
- 101,000 meter transactions every month (on average)



## Parking meters and permit zones in NW Portland



# INNOVATIVE PARKING MANAGEMENT

## Incentives to reduce on-street parking demand and encourage active transportation

Managing on-street parking requires a variety of tools beyond meters and permits. In 2016, PBOT launched a number of programs to increase parking supply and to help district employees and residents use transit, carpool, walk and bike more often.

From summer 2016 to 2017, the district introduced:

- A shared parking program allowing owners of private lots to open them up to the public. By June, 2017, the program added 288 off-street spaces available in the NW District.
- An employer and residential outreach program to connect commuters with information and incentives to use transit, carpool, walk and bike more often. Over 100 employers and 1,000 employees and residents engaged in the program and received benefits such as a free ride on Portland’s bike share system, BIKETOWN, safety lights for walking and biking, and smart phone apps to help plan their commute trips.
- The BIKETOWN Summer Pass, which offered residents and employees the chance to use Portland’s bike share system for the whole summer for only \$10. More than 500 people signed up for the program.

