



NW PARKING PROJECT

ANNUAL REPORT
FY 2017-2018



PBOT
PORTLAND BUREAU OF TRANSPORTATION

City of Portland

Chris Armes

Kathryn Doherty-Chapman

Sarah Goforth

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 parking demand

In June of 2016 after hearing from a variety of stakeholders in NW, City Council directed PBOT to find creative ways to more effectively manage the existing parking supply in NW. This led to Ordinance 188173, adopted by City Council in December 2016 directing PBOT to make new tools available in the established Area Parking Permit Program in NW Zone M.

The approved parking permit tools include:

- An annual limit on the number of permits issued.
- A limit on the number of permits issued per residence.
- An additional surcharge on the base cost of Zone M Parking Permits.

NW Parking Stakeholder Advisory Committee

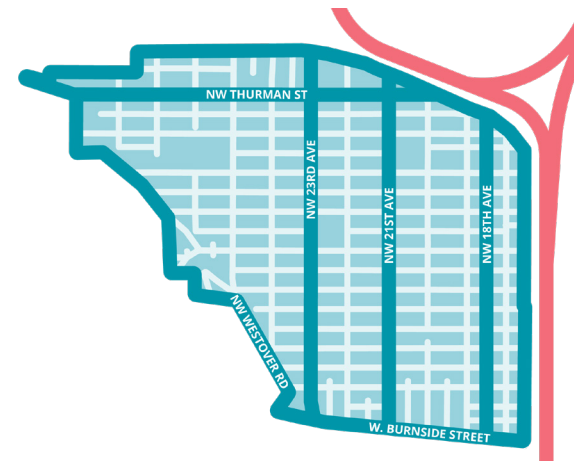
A parking advisory committee, comprised of representatives from the neighborhood, local businesses and community organizations, was formed to make recommendations to the Portland Bureau of Transportation. The committee meets monthly in an open, public forum that encourages community input. The NW Parking Stakeholder Advisory Committee (SAC) oversees the parking management plan and makes recommendations to PBOT on how to effectively manage parking demand.

This year the SAC approved funds to:



- Purchase parking pay stations to make more off-street parking at Legacy/Good Sam available to the public for visitor parking.
- Contribute to NW in Motion, a study and plan to identify safety improvement projects in the neighborhood. Meter revenue will also help fund some NW in Motion construction projects in the future.
- Hire a full-time staff person dedicated to implementing the NW Parking Management Plan and work with businesses and residents on managing parking demand in NW.
- Use surcharge revenue to support SAC transportation programs and projects that encourage transit use, walking and biking, which reduce parking demand and congestion in the district. Data collection and analysis is a component of these projects.

NW Parking District



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

56% of residents report not having off-street parking available to them.

***DHM NW Resident Parking Survey, Jan. 2018*

Meter revenue is also re-invested in the district to do on-street safety improvements and expand the parking supply through the shared off-street parking program.

THIS YEAR'S PERFORMANCE, SEPTEMBER 2017-18

Permits

The SAC recommended making the following changes to the Zone M Permit system for the 2017/2018 Permit year:

Employee Permits

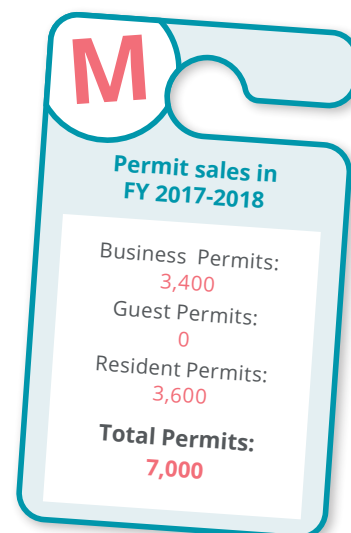
- Reduced the number of business/employee permit allocations to 80% FTE (2017 & 2018) from 100% FTE (2016).

Residential Permits

- Current permit holders maintain their permit.
- Existing buildings with 30 units or more are eligible to receive new permits at 60% of total units.
- New buildings with more than 30 units that do not have certificate of occupancy by September 1, 2017 are eligible for permits at 40% per total units.
- Elimination of annual guest permits; offer up to 100 daily scratch-off permits per unit instead.

New Permit Pricing

- Added a \$120 surcharge to the base permit cost, bringing the total to \$180.
- Offered a low-income permit for \$60 to residents who qualify.



System Impact from New Permit Policies

In the 2017/18 permit year, nearly 7,000 parking permits were sold, down from 9,000+ the previous year. This is a significant reduction in permit sales due to the new limits on business permits, the elimination of guest permits, and residents and employees trading in their eligible permits in exchange for Transportation Wallets (see below). The expanded meters and new permit system policies have helped lower demand for on-street parking. PBOT will have a better understanding of the full impact of these changes when the fall 2018 parking study data is available later this year.

Resident Feedback

- 60% of respondent households have only one car
- 32% of residents park on-street in front of their residence
- 31% of residents park on-street elsewhere in their neighborhood
- 17% of residents park off-street in space provided by apartment or condo
- 14% of residents park in a driveway or elsewhere on their property

(DHM NW Resident Survey, Feb. 2018 n=600)

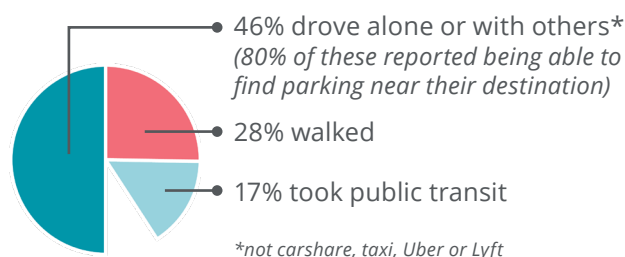
Making It Easier for Visitors to Park

Notable responses to questions about parking in NW

To the question, "Do you ever use a mode of transportation other than driving to visit this area because of parking?" 81% of survey participants said "Yes."

In response to the question, "PBOT implemented new parking management in this area by installing meters and developing a permit system in 2016. Is it easier, harder, or about as difficult to find parking now that these tools are in place?" 42% of respondents said that finding parking is "about the same as before."

Top three modes of getting to NW:



(DHM NW Visitor Intercept survey, Dec 2017, n=257)

TRANSPORTATION WALLET

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 late 2017, PBOT piloted the Transportation Wallet Program in exchange for renewing parking permits at no cost to those who qualified. By January 2018, the Transportation Wallet, a \$684 value, was made available for anyone else in Zone M for sale for only \$99. Those three transportation passes encourage district employees and residents to use transit, walk, and bike more often.

The Transportation Wallet includes:

- A TriMet Hop card pre-loaded with:
 - \$100 in value
 - An annual Portland Streetcar pass
- An annual BIKETOWN membership

The Transportation Wallet is supported by permit surcharge revenue, going directly back to helping NW residents and employers try new transportation options and and save money while reducing parking demand and traffic congestion.

2017-2018 Transportation Wallet Performance

- 95 residents opted out of their parking permit in exchange for free Transportation Wallets
- 2 businesses opted out of 26 permits in exchange for Transportation Wallets
- 430 people purchased Transportation Wallets in NW (Jan-Aug. 2018)

Impact of the Transportation Wallet on Travel Behavior

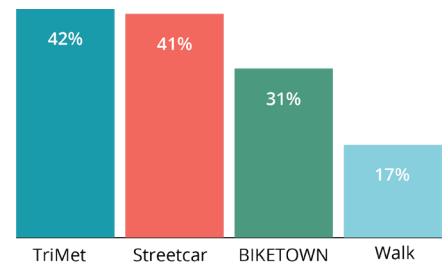
In spring of 2018, PBOT surveyed Zone M Permit and Transportation Wallet holders to learn about their transportation and parking habits and gauge their awareness of the newly-available Transportation Wallet.

Two thirds of respondents (n=537) were aware of the Transportation Wallet thanks to direct mail and digital marketing strategies. Though only 8% of respondents had one of their own at that time, all Transportation Wallet holders reported using TriMet, Portland Streetcar, and BIKETOWN more after receiving their transportation package (42%, 41% and 31% respectively), and 19% reported they were driving less.

The goal for 2018/2019 is to sell 600 Wallets and reduce parking permits by 8%. The SAC approved additional funds for next year's Transportation Wallet to add more value to the TriMet Hop card in the Transportation Wallet from \$100 to \$150 and to add car share driving credit for the same retail cost of \$99.



Postcards advertising the availability of the Transportation Wallet were sent directly to district employees and residents. They were just one type of outreach collateral used to raise awareness of the program.



This chart illustrates the number of Transportation Wallet users who said their use of TriMet, Portland Streetcar, BIKETOWN and walking increased after they received a Transportation Wallet.



The Transportation Wallets are really great...please keep selling them, and thank you!



Love the NW wallet options - using Biketown and public transit regularly!



We love the Transportation Wallet. What a great idea to increase use of bikes and MAX and reduce use of cars.



Users' feedback about the program, as reported in the spring 2018 Zone M Transportation Wallet survey.