

Parking Management 101

October 28, 2020

Agenda

Section 1: City Plans & Policy

Section 2: PBOT Parking Operations

Section 3: Parking Management

Section 1: City Plans & Policy

Agenda

**The BIG
Picture**



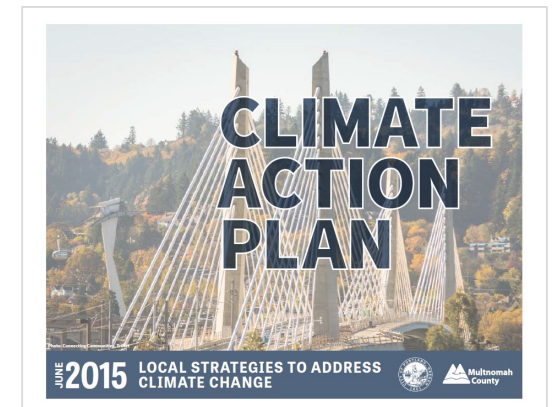
Section 1: City Plans & Policy

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How Does Parking Fit Into City Policy?

PBOT manages parking to advance the goals in our **City Plans and Policy**



2035 Comprehensive Plan

Well managed parking helps achieve many Comprehensive Plan goals including:

- A city designed for people promoting prosperity, health, equity, and resiliency (3.A)
- Equitable transportation options for all Portlanders (9.E)
- Opportunities for prosperity, reliable goods movement, and multimodal access (9.G)

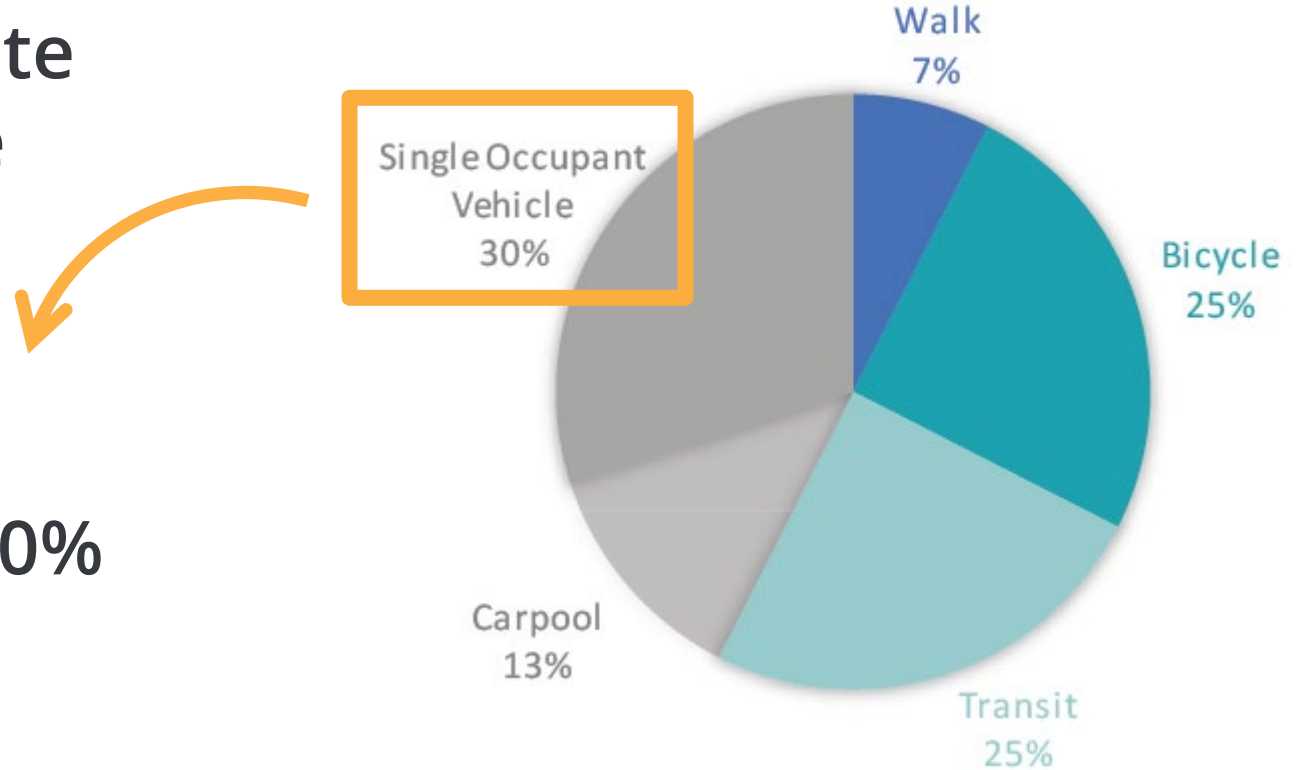
Transportation System Plan

“ **Providing too much and/or underpriced parking can lead to more driving** and less walking, cycling, and transit use; inefficient land use patterns; and sprawl.

Insufficient parking can negatively affect neighborhood livability and economic vitality. ”

Transportation System Plan

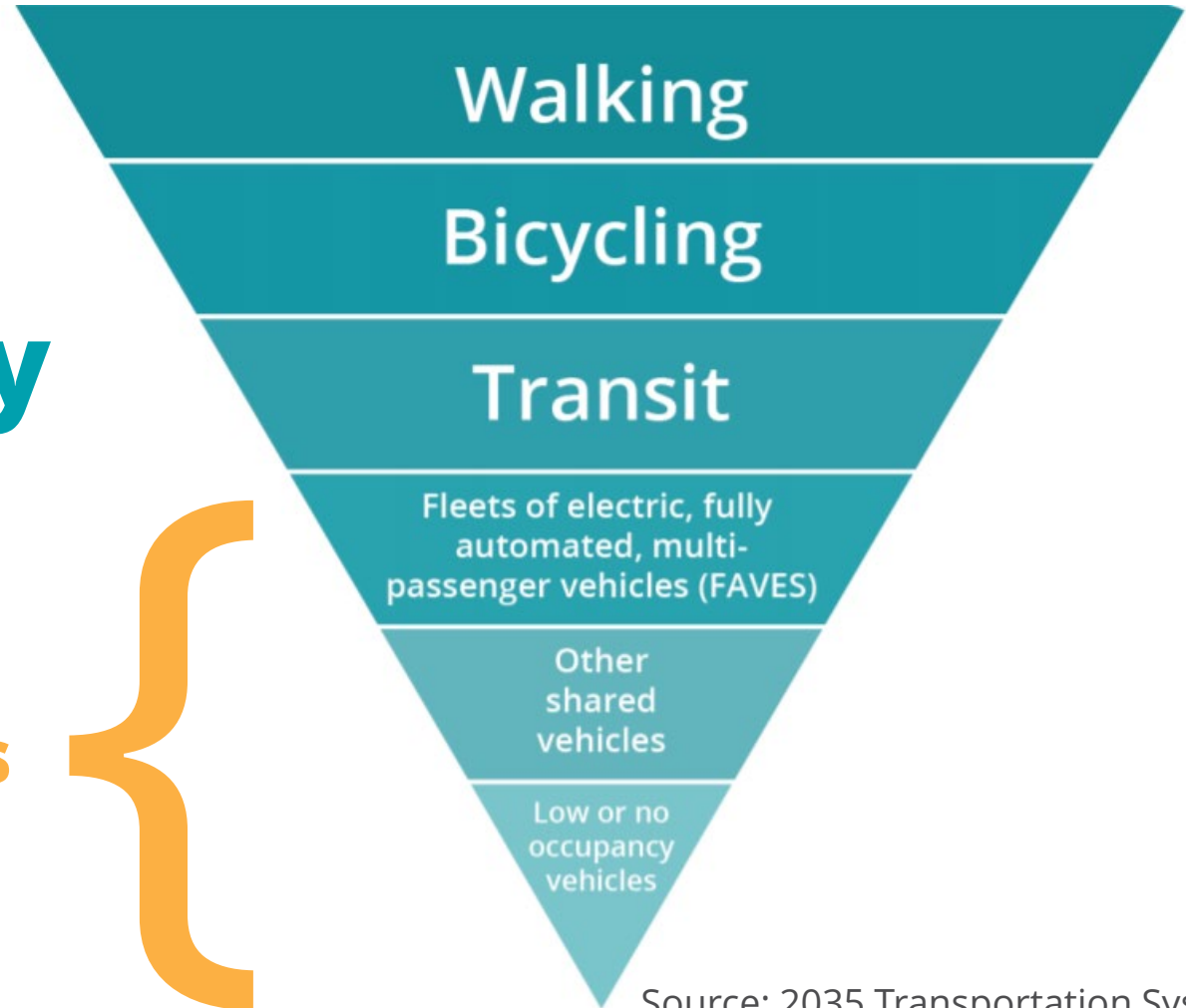
- Currently 60% of commute trips are made by people driving alone
- As in the Transportation System Plan, goal is to decrease those trips to 30% by 2035



2035 Mode Split Target

Transportation System Plan Modal Hierarchy

PBOT Parking Operations

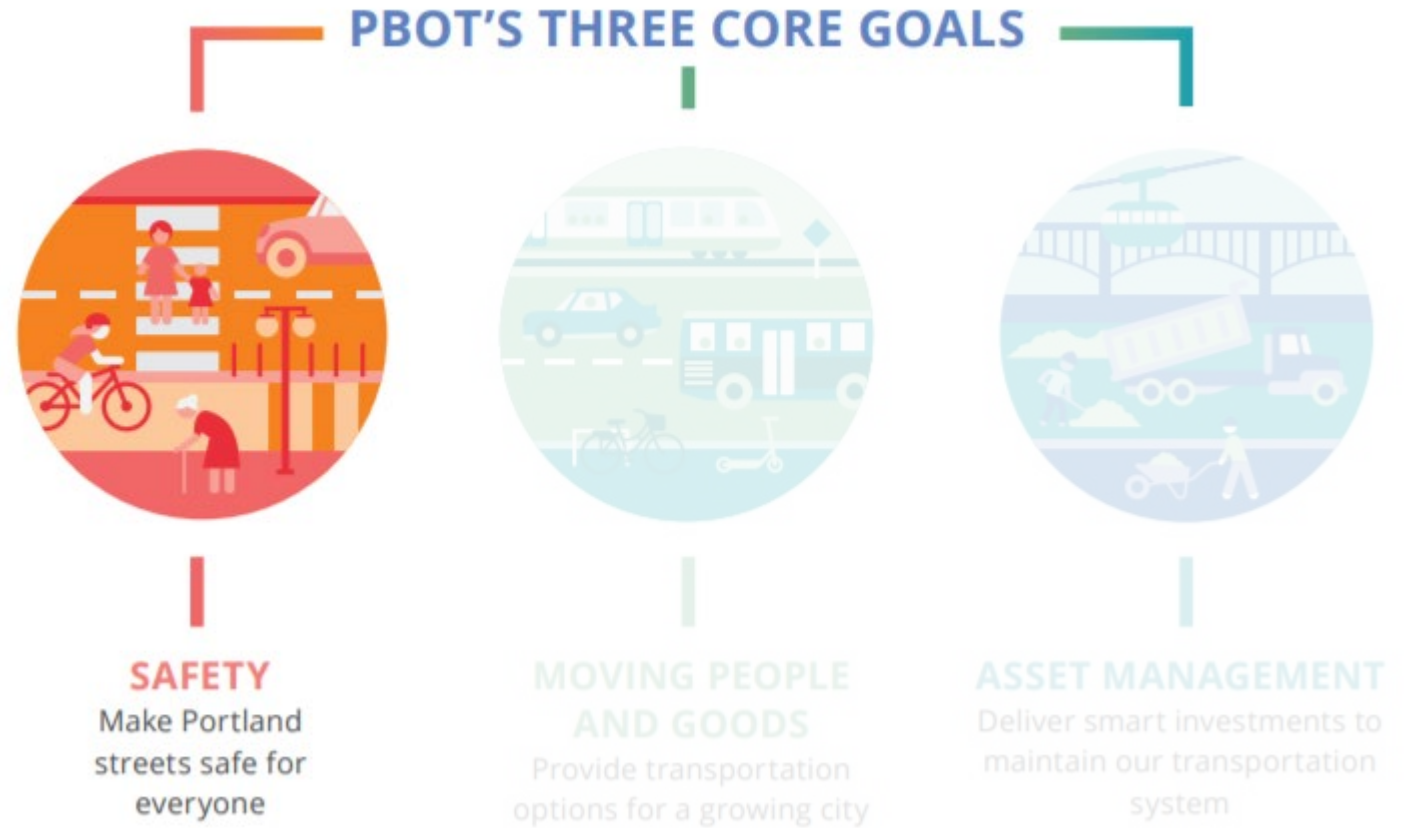


Source: 2035 Transportation System Plan

PBOT Strategic Plan

Safety

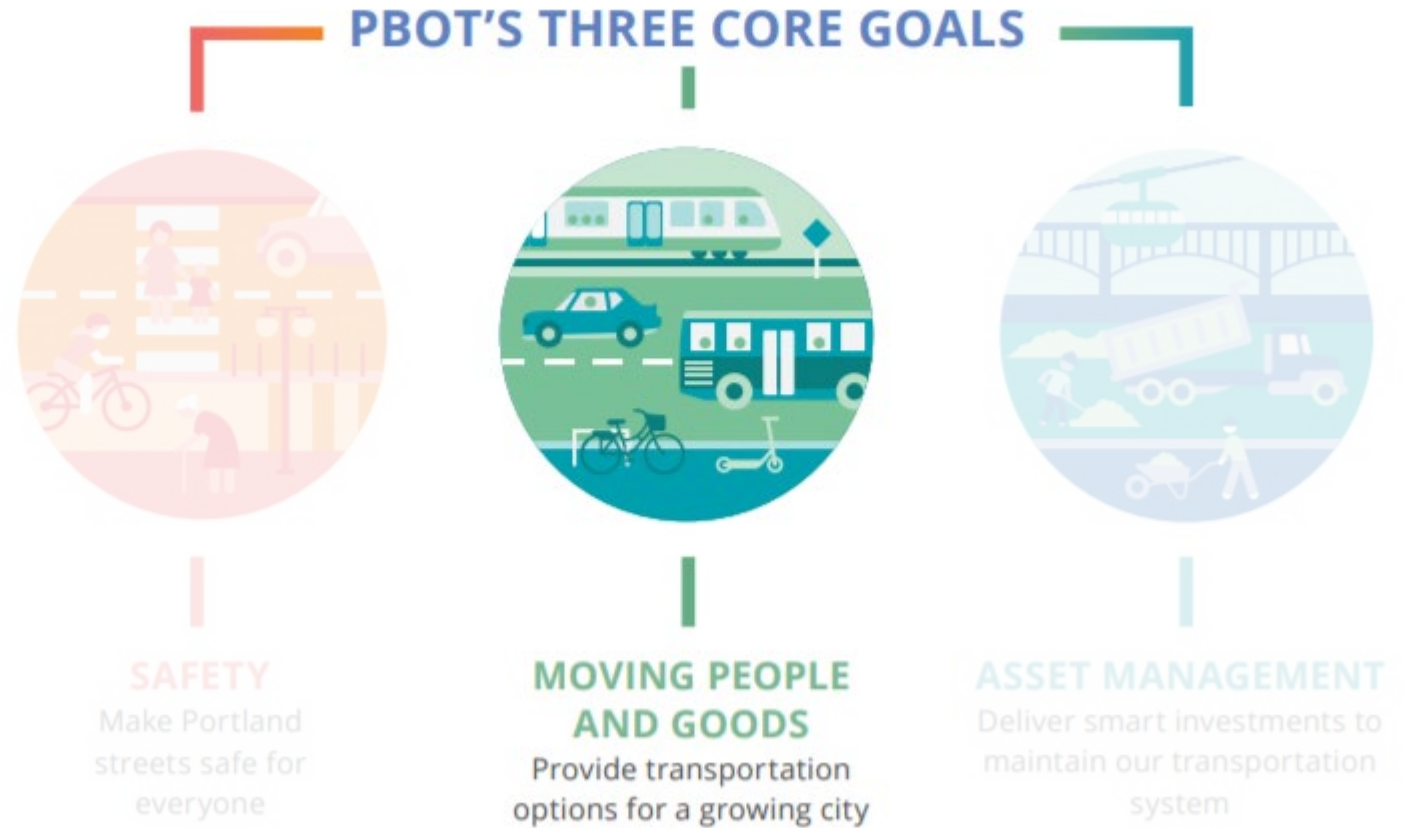
- Parking management reduces demand for driving & improves visibility issues



PBOT Strategic Plan

Moving People & Goods

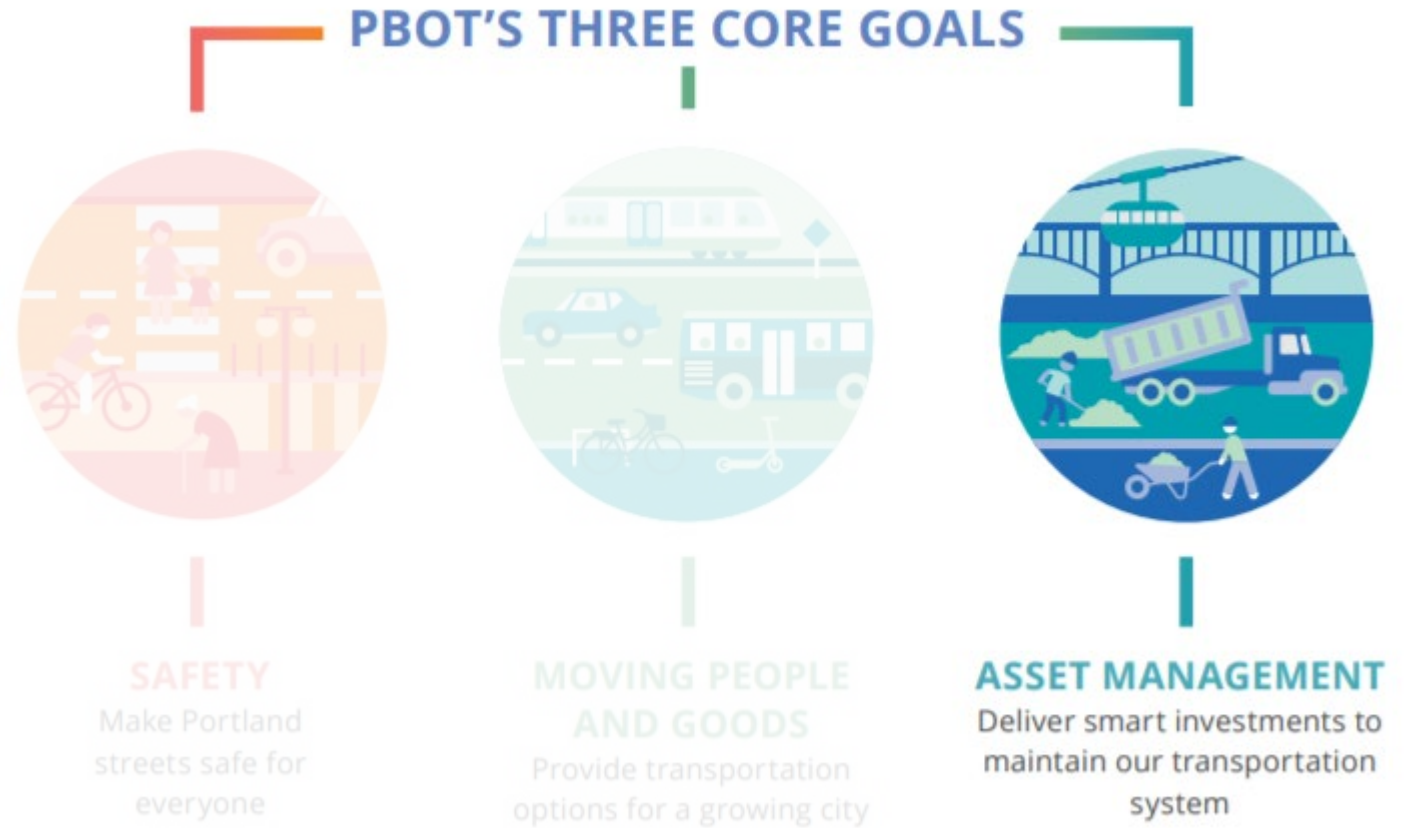
- Parking management increases turnover & helps balance the needs of other uses



PBOT Strategic Plan

Asset Management

- Parking management strives to recoup the cost of maintaining the curbspace, which is a valuable public asset



PBOT Strategic Plan

In line with the Strategic Plan, Parking Operations asks ourselves through every aspect of our work:



Will it advance equity and address structural racism?



Will it reduce carbon emissions?

PBOT Strategic Plan

- The City manages a multi-modal system so that people have options **more affordable than driving**
- An equitable transportation system is one where everyone can get to work safely **without needing to drive**
- Policies that seek to **decrease driving rates**

Why Does PBOT Manage Parking?

Support economic vitality and **local business needs** through turnover

Reduce carbon emissions and maintain **air quality**

Improve area **traffic circulation** and **safety**

Balance the competing needs of the curbside in addition to parking

Increase the number of people **walking, biking, taking transit, and carpooling**

Reduce demand for parking and private vehicle ownership

Section 2: PBOT Parking Operations

Agenda

Section 1: City Plans & Policy

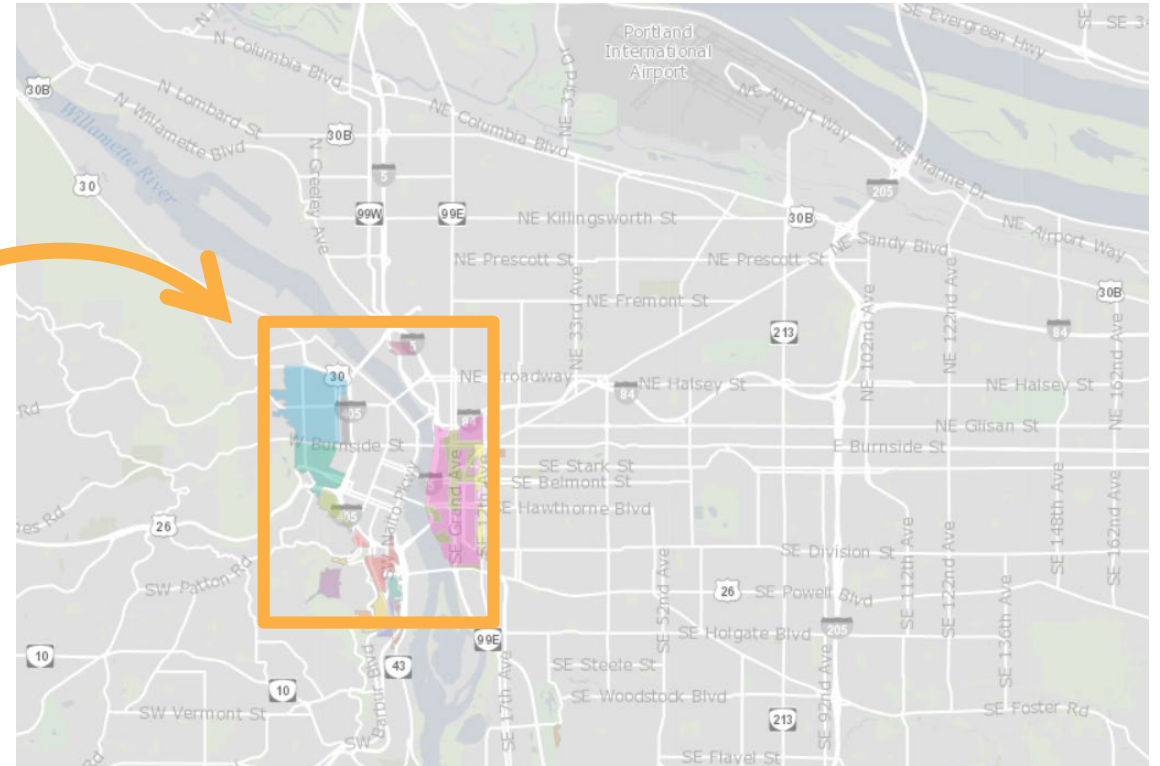
**Who we
are** 

Section 2: PBOT Parking Operations

Section 3: Parking Management

PBOT Parking Operations

- PBOT manages on-street parking **city-wide**
- With increased management in dense commercial areas and inner neighborhoods for residents, nearby businesses and commuters



PBOT Parking Management History

1939

The city installs its first parking meter.



1995

The Central City Transportation Management Plan states it is to be used as a demand management tool to encourage the use of alternative modes of travel.

1981

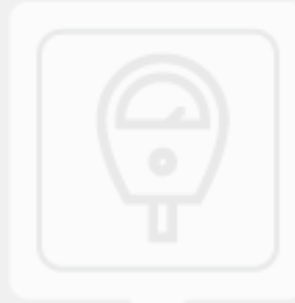
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The Area Parking Permit Program is introduced in response to community concerns about commuter parking in neighborhoods.



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The Central Eastside and Northwest Parking Management Plans were adopted.



2018

The Performance Based Management Manual with guidance on use, adjust rates, establish hours of enforcement and evaluate operations.

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The Parking Meter District Policy is adopted to provide direction on parking meter rates, enforcement, and the allocation of meter revenue.

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Parking Kitty, a mobile pay app for the City of Portland that allows drivers to pay and monitor their on-street parking session remotely launches.



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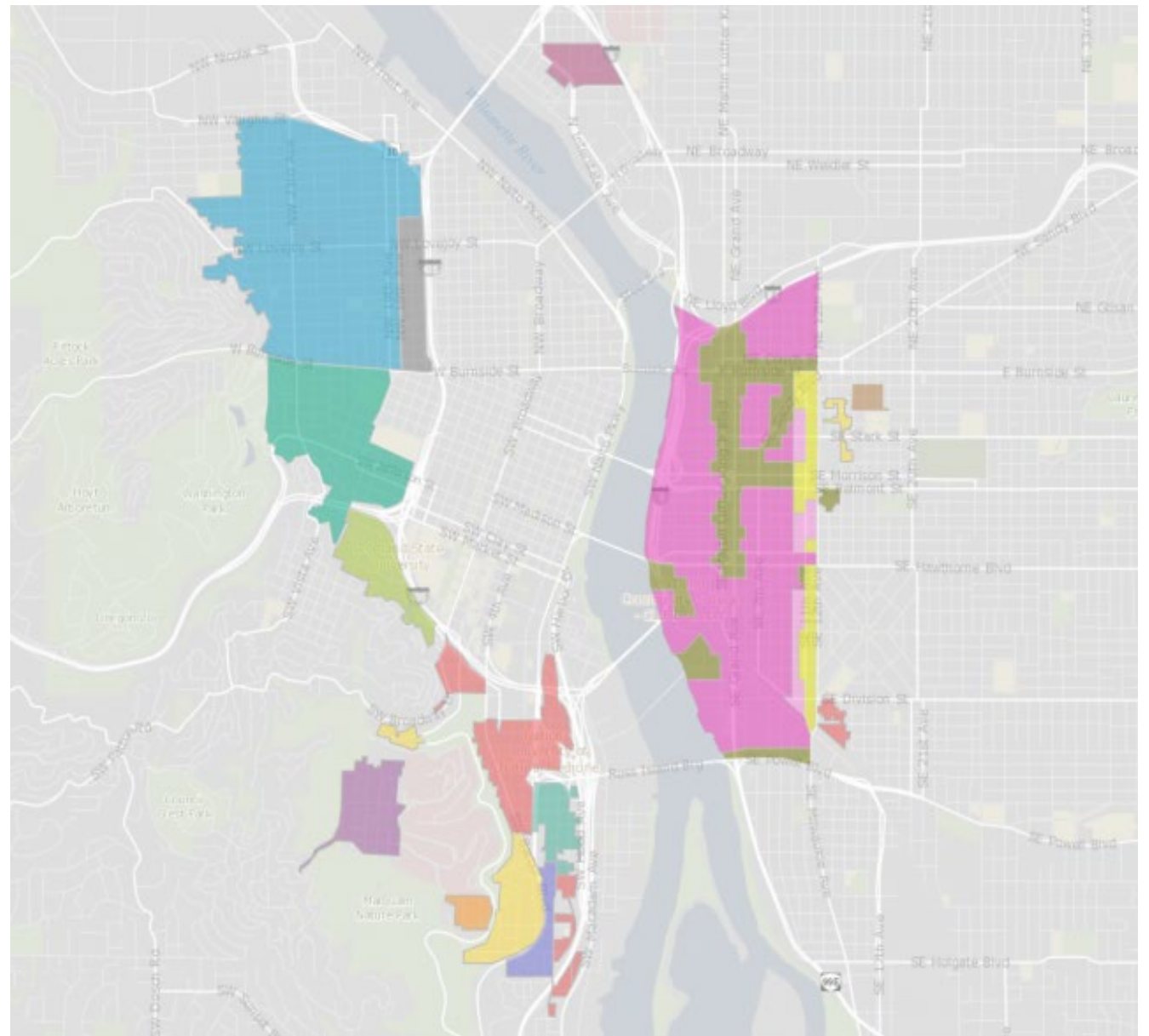
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It's a Layered Approach

Area Parking Permit Districts

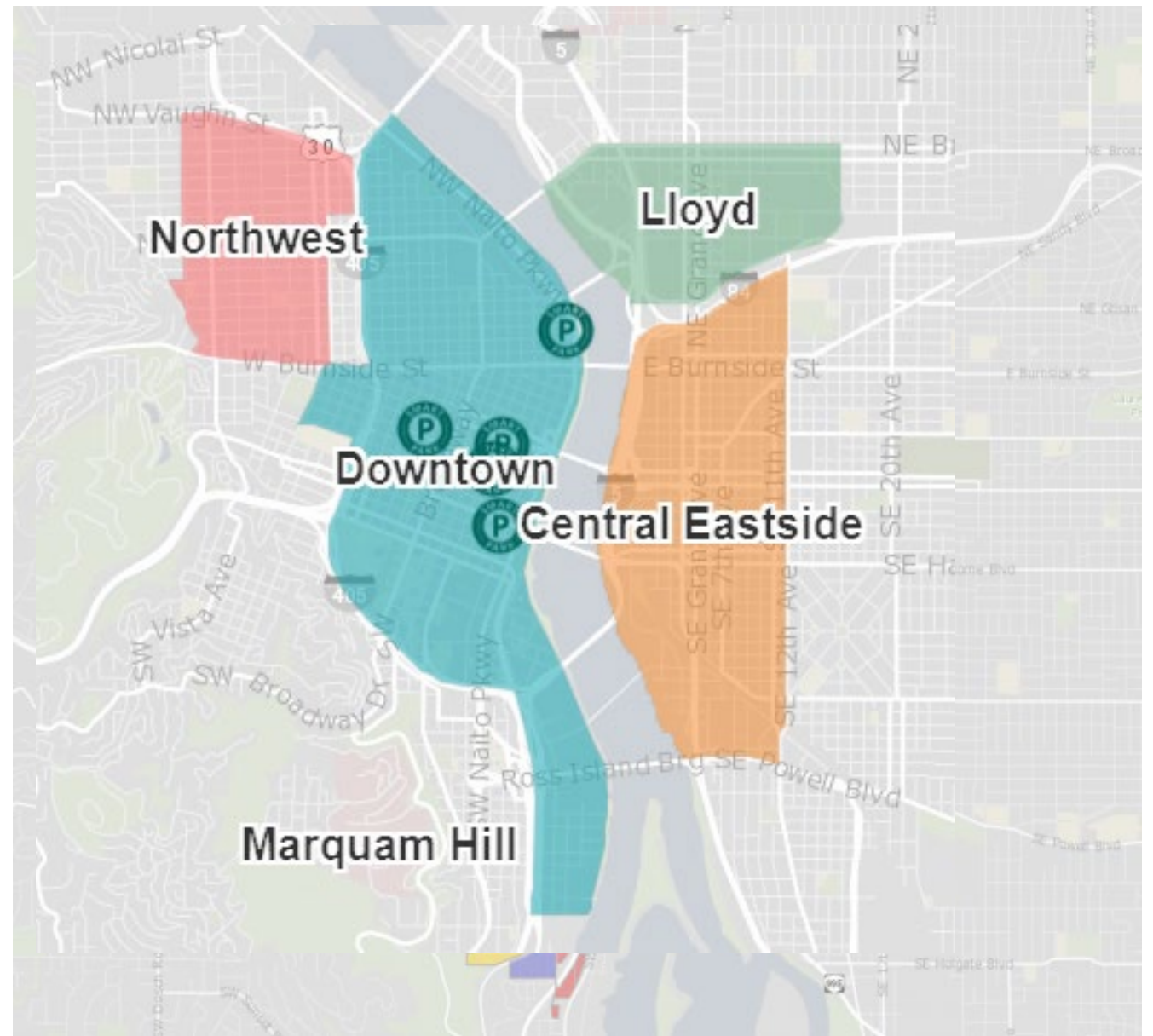
- 18 districts within the City



It's a Layered Approach

Meter Districts

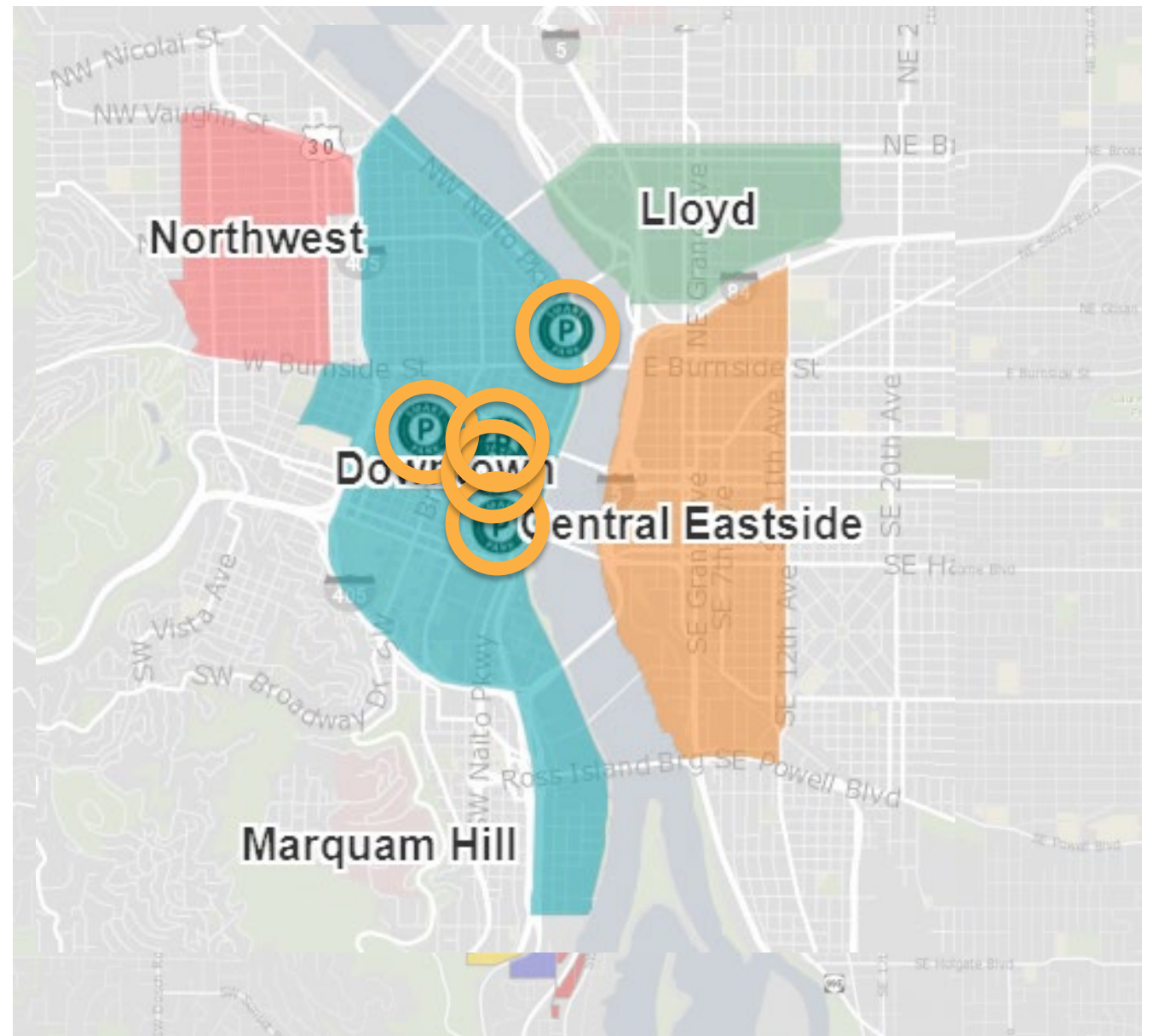
1. Downtown/Pearl
2. Northwest
3. Lloyd District
4. Central Eastside
5. Marquam Hill



It's a Layered Approach

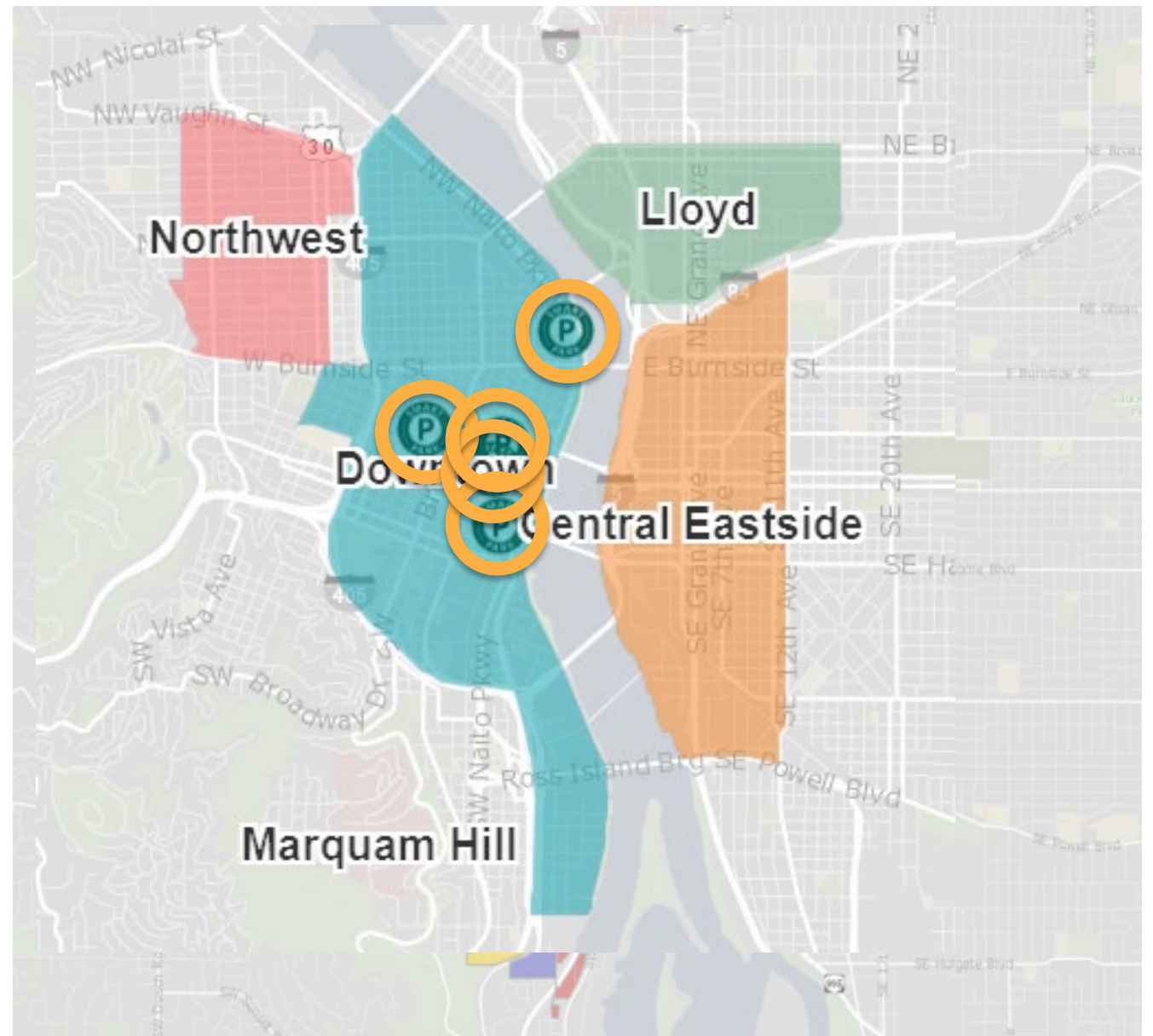
SmartPark Garages

1. Naito & Davis
2. 10th & Yamhill
3. 4th & Yamhill
4. 3rd & Alder
5. 1st & Jefferson



It's a Tailored Approach

- Each neighborhood & district have a different parking program because each area is unique
- Tools, prices & hours are based on the needs of the area



How Do We Measure Success?

Occupancy

- Measures how many vehicles are parked
- Indicates how full parking is
- Ideal Occupancy = **85%**
- Which means 1-2 spots per block are open

Why is this Important to PBOT?

Occupancy

Ideal occupancy means less circling for parking, less traffic congestion & better air quality



How Do We Measure Success?

Turnover • Measures the number of unique vehicles & how long they're each parked



Why is this Important to PBOT?

- More customers dining at restaurants
- More customers shopping at retailers
- Can help make a business district **more accessible and attractive**, even if it requires customers to pay to park



How Do We Measure Success?

Demand

- Measures the both the demand for parking and the amount of traffic cause by that demand
- Uses other transportation options such as transit, biking, and walking to reduce demand for driving

Why is this Important to PBOT?

Demand

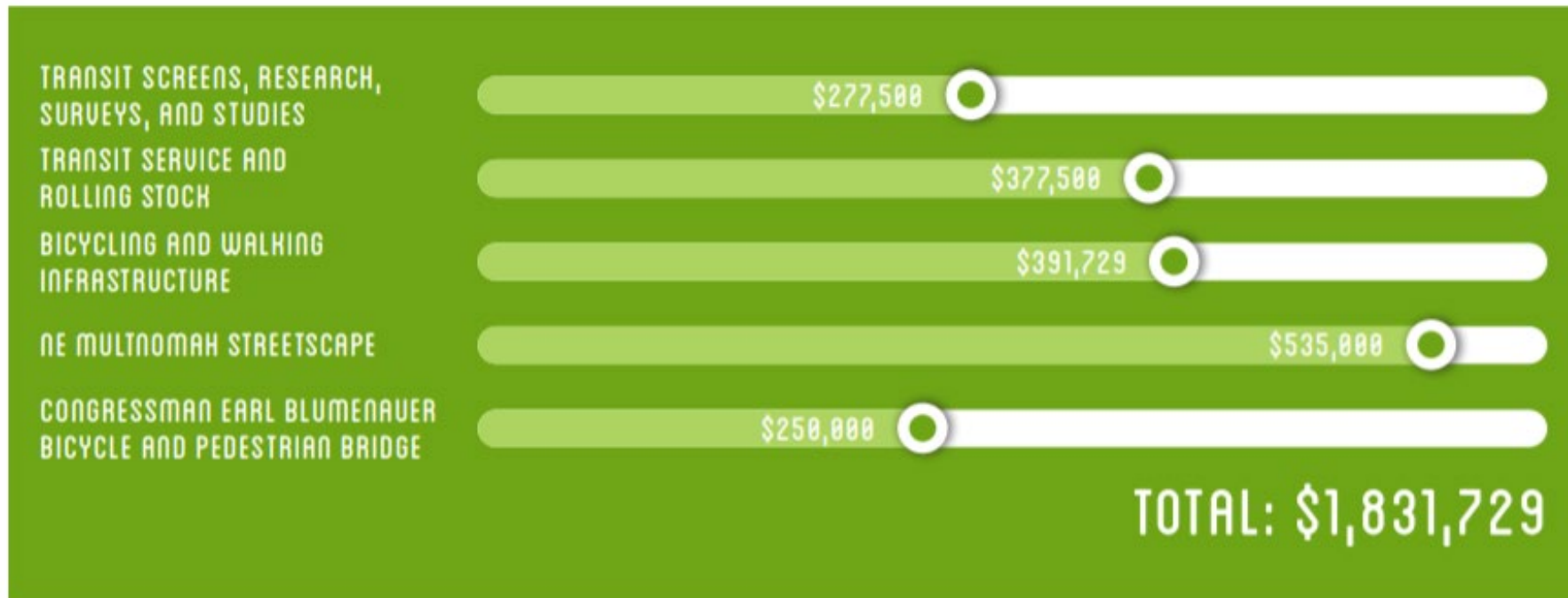
Fewer people driving
equals less traffic,
which equals:
More reliable travel
times and helps meet
City climate goals,
among others



Source: "Putting People First" by PBOT

Case Study: Lloyd Parking District

1.8 million of Net Meter Revenue has been reinvested back into the neighborhood since 2010



Case Study: Lloyd Parking District

1.8 million of Net Meter Revenue has been reinvested back into the neighborhood since 2010



The Lloyd District has reduced drive-alone rates by 25%

Case Study: NW and Central Eastside Parking Districts

The NW and Central Eastside Parking Districts have allocated Net Meter & Permit Surcharge Revenue toward many programs including:



The Transportation Wallet

A collection of passes and credits for different transportation options such as TriMet, Streetcar, Biketown, and e-scooters.

Case Study: NW and Central Eastside Parking Districts

Since 2014 the NW and Central Eastside Parking Districts have allocated Net Meter & Permit Surcharge Revenue toward



The Transportation

A collection of different transportation modes such as TriMet, Portland Streetcar, BIKETOWN, and E-Scooter Pilot Companies.

The allocated Net Meter & Permit Surcharge Revenue has removed 2,400 parking permits from circulation in 2.5 years

Section 3: Parking Management

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**Tools
that we
use**



Dual Parking Management

On-Street Parking Management

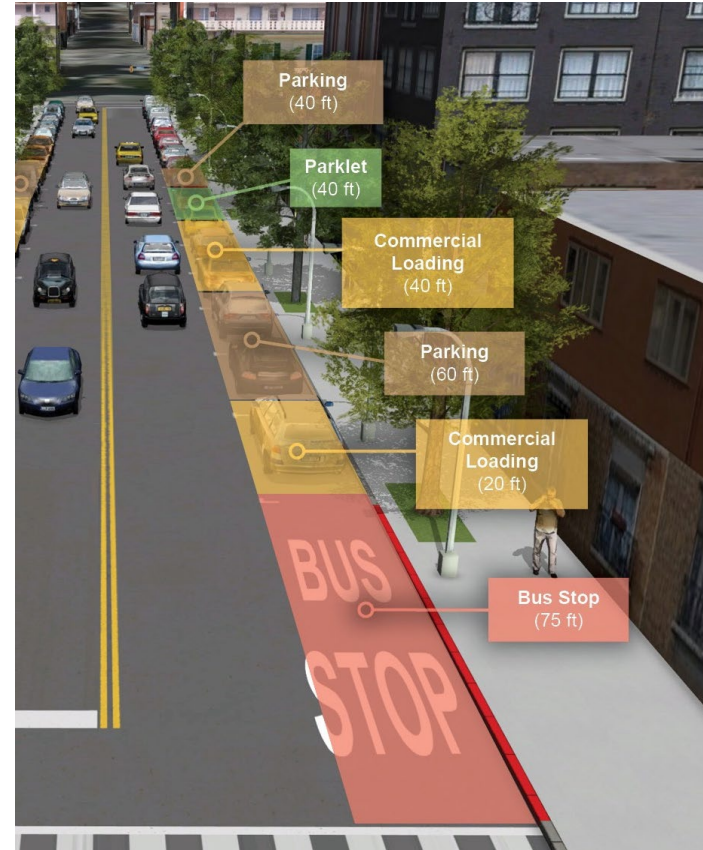


Off-Street Parking Management



Why Manage On-Street Parking?

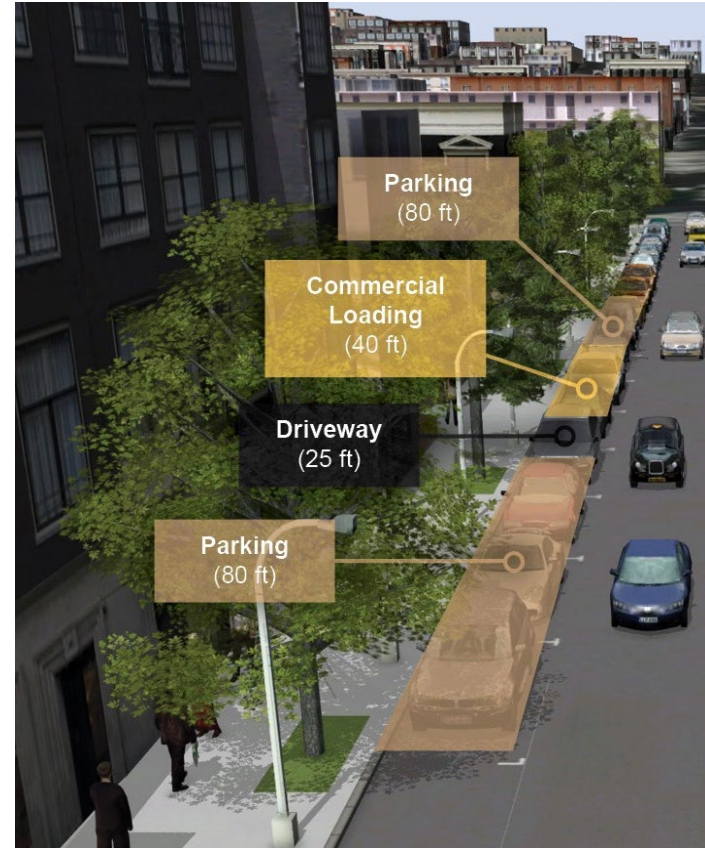
- The City's curb space is a public area and a valued community asset
- There are many competing interests for curb space, in addition to parking
- Bus lanes (Rose Lanes), bike lanes, street seats, and other parking needs such as...



Source: Allison Wylie via www.medium.com

Why Manage On-Street Parking?

- Truck Loading Zones
- ADA Accessible Parking Spaces
- Passenger loading, Taxi and Uber/Lyft drop-off and pick-up zones
- Shared-mobility: e-scooters, bikeshare, etc.



Source: Allison Wylie via www.medium.com

How Do We Manage On-Street Parking?

- Encourages parking turnover and increases access to local establishments
- Used where parking demand exists, but not high enough to warrant parking meters



TIME LIMIT SIGNS



PARKING METERS



PARKING PERMIT PROGRAMS



PARKING ENFORCEMENT
OFFICERS



TRANSPORTATION DEMAND
MANAGEMENT (TDM)

How Do We Manage On-Street Parking?



TIME LIMIT SIGNS



PARKING METERS



PARKING PERMIT PROGRAMS



**PARKING ENFORCEMENT
OFFICERS**



**TRANSPORTATION DEMAND
MANAGEMENT (TDM)**

How Do We Manage On-Street Parking?

- Used in highest demand commercial and mixed-use areas
- Encourages turnover for nearby businesses
- Ensures more efficient enforcement



TIME LIMIT SIGNS



PARKING METERS



PARKING PERMIT PROGRAMS



PARKING ENFORCEMENT
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TRANSPORTATION DEMAND
MANAGEMENT (TDM)

How Do We Manage On-Street Parking?



TIME LIMIT SIGNS



PARKING METERS



PARKING PERMIT PROGRAMS



PARKING ENFORCEMENT OFFICERS



TRANSPORTATION DEMAND MANAGEMENT (TDM)

How Do We Manage On-Street Parking?

- Permits purchased by residents and employers
- Manages visitors, commuters, and local business spillover into neighborhoods
- Used in areas where demand for parking is high



TIME LIMIT SIGNS



PARKING METERS



PARKING PERMIT PROGRAMS

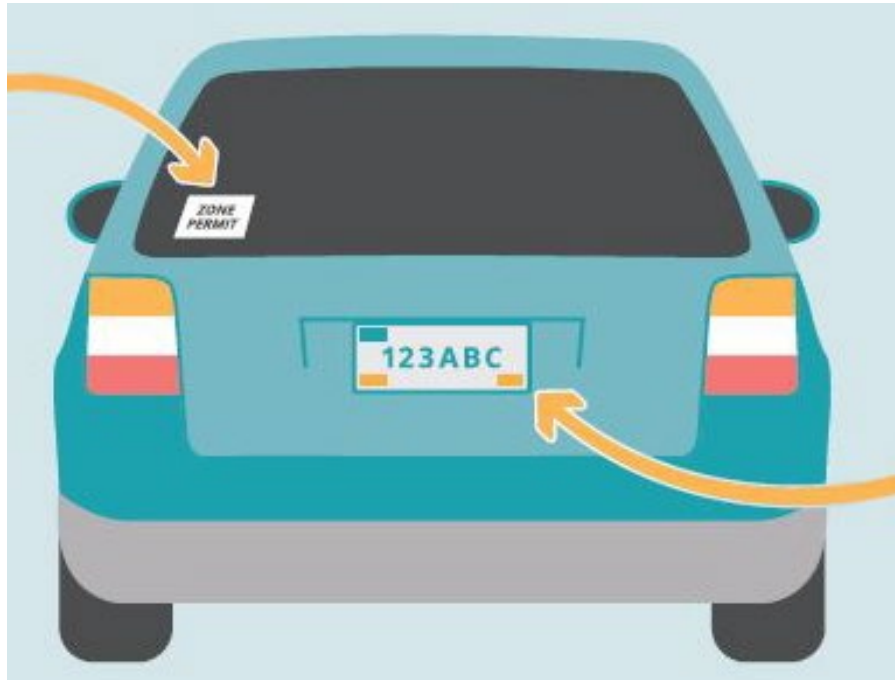


PARKING ENFORCEMENT
OFFICERS



TRANSPORTATION DEMAND
MANAGEMENT (TDM)

How Do We Manage On-Street Parking?



TIME LIMIT SIGNS



PARKING METERS



PARKING PERMIT PROGRAMS



PARKING ENFORCEMENT OFFICERS



TRANSPORTATION DEMAND MANAGEMENT (TDM)

How Do We Manage On-Street Parking?

- Responds to community requests and enforces parking rules
- Goal: Culture of compliance
 - Residents and visitors park safely and legally
- Key to success of parking management



TIME LIMIT SIGNS



PARKING METERS



PARKING PERMIT PROGRAMS



PARKING ENFORCEMENT
OFFICERS



TRANSPORTATION DEMAND
MANAGEMENT (TDM)

How Do We Manage On-Street Parking?

- Encourage other modes
 - Walking
 - Biking
 - Transit
 - Carpool
- Ease demand for parking



TIME LIMIT SIGNS



PARKING METERS



PARKING PERMIT PROGRAMS



PARKING ENFORCEMENT
OFFICERS



TRANSPORTATION DEMAND
MANAGEMENT (TDM)

How Does Off-Street Parking Fit in?

- SmartPark's mission is to support the economic viability of the Central City by supporting the needs of shoppers, visitors, and businesses
- PBOT manages five (5) off-street garages known as SmartPark to accommodate longer visits (more than 2 hours)



How Does Off-Street Parking Fit in?

- Parking garages are expensive capital projects
- There are opportunities to share existing parking more efficiently
- In Northwest, a program to share existing parking lots has reduced the need to build new parking



Looking for a visitor lot? You'll know you're on track when you see signs like this!

How Does Off-Street Parking Fit in?

Not just at PBOT, Bureau of Planning and Sustainability updated 2 key policies through the Comprehensive Plan:

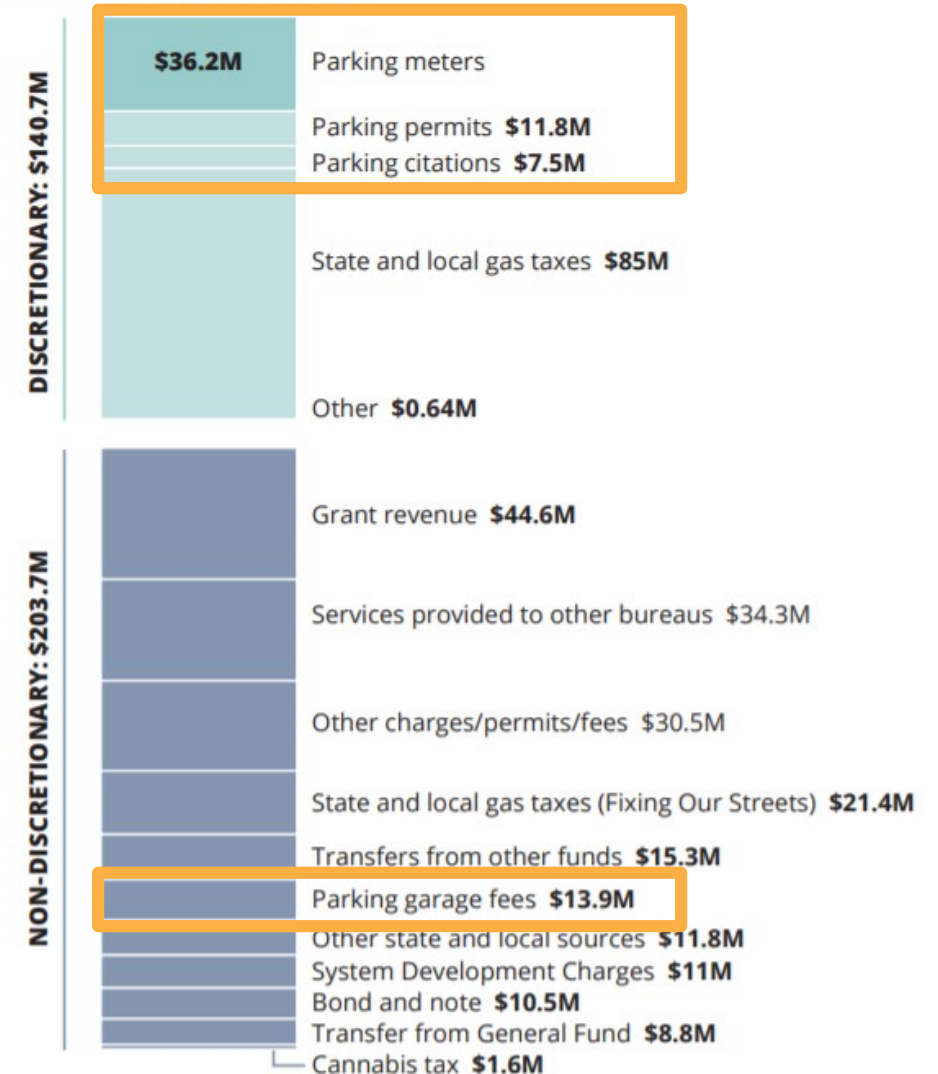
- 1. No Parking Minimums:** This eliminates the requirement to provide a set amount of parking
- 2. Allowed Shared Parking:** This allows parking to be shared between multiple uses or properties

Where Does Parking Revenue Go?

TOTAL PARKING METER REVENUE EXPENDITURES (MILLIONS)
FY 2017-2018

Central City	• Parking enforcement	\$6.30
	• Streetcar operations	\$3.29
	• Estimated net meter revenue allocation to districts	\$1.74
	• Portland-Milwaukie light rail debt service	\$0.67
Citywide	• Operations and maintenance	\$9.93
	• Debt service, citywide service charges, admin and support	\$7.79
	• Planning and engineering	\$2.30
	• Parking	\$1.86
	• Infrastructure improvements	\$1.71
	• Mobility	\$0.39
	• Regulatory and permitting	\$0.02
	TOTAL	\$36.00

PBOT RESOURCES
FY 2019-20 REQUESTED BUDGET

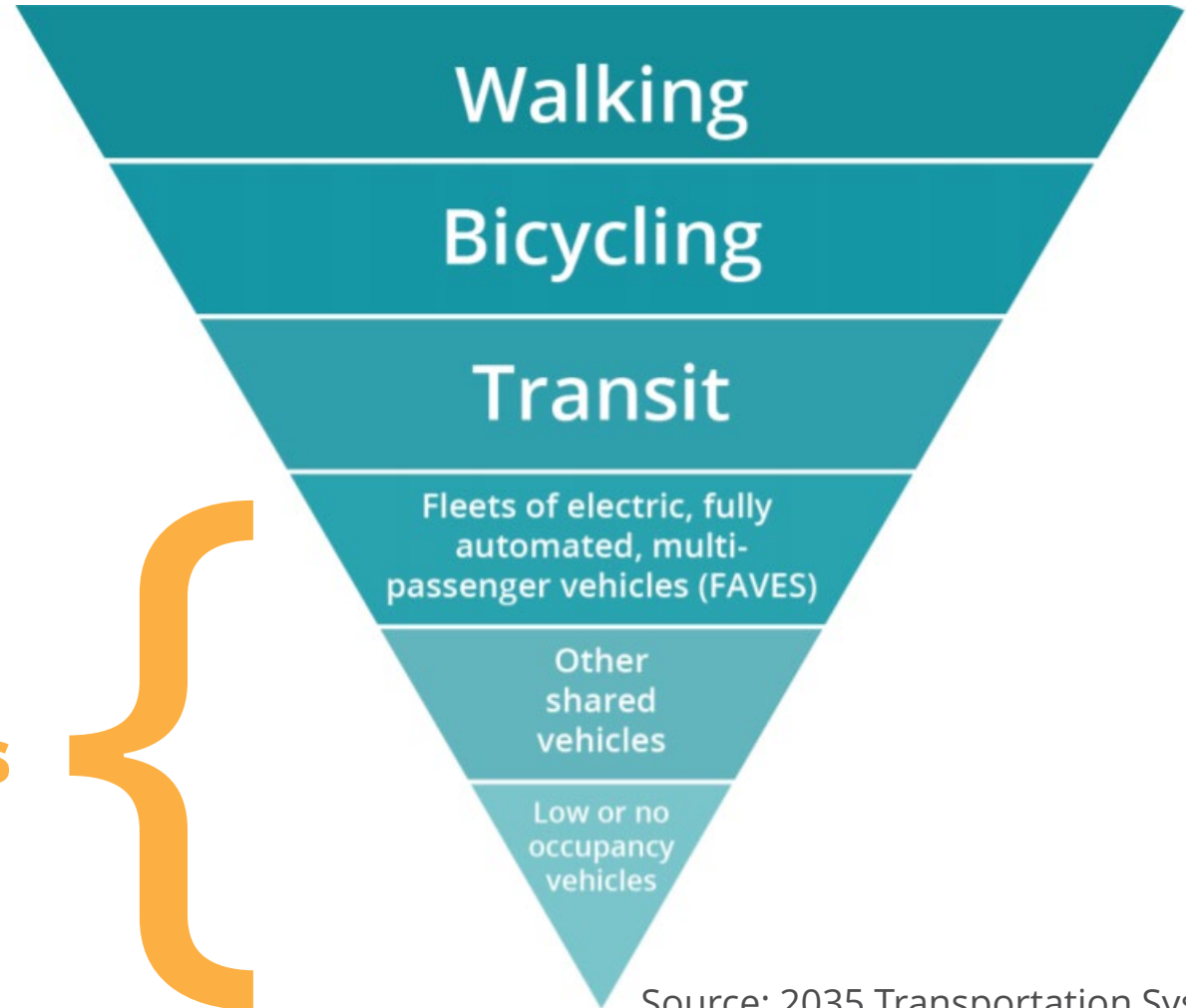


Source: PBOT 2020 Net Meter Revenue Policy Review

Closing

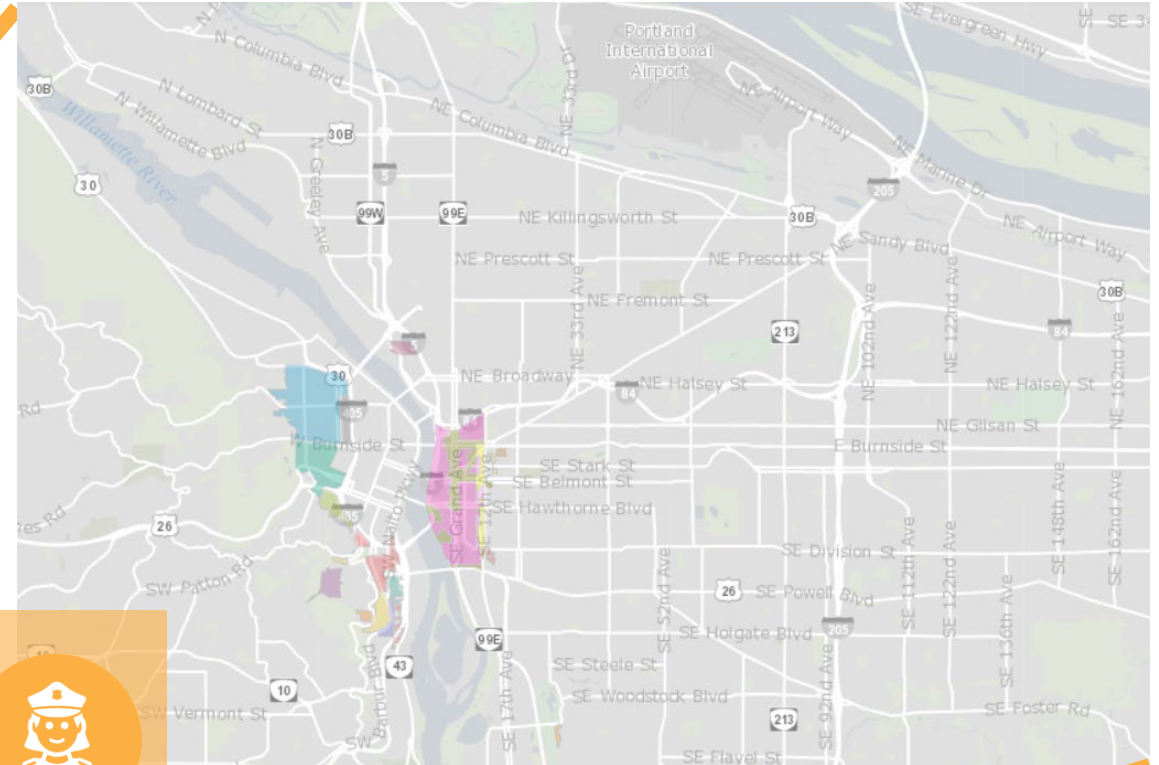
To End, How Does It Work Together?

PBOT Parking Operations



Source: 2035 Transportation System Plan

To End, How Does It Work Together?



To End, How Does It Work Together?

Ideal for.....

2 HRS

Short-term
Visitors

On-street
Metered/Signed
Parking

4 HRS

Mid-term
Visitors

Off-street
SmartPark
Parking

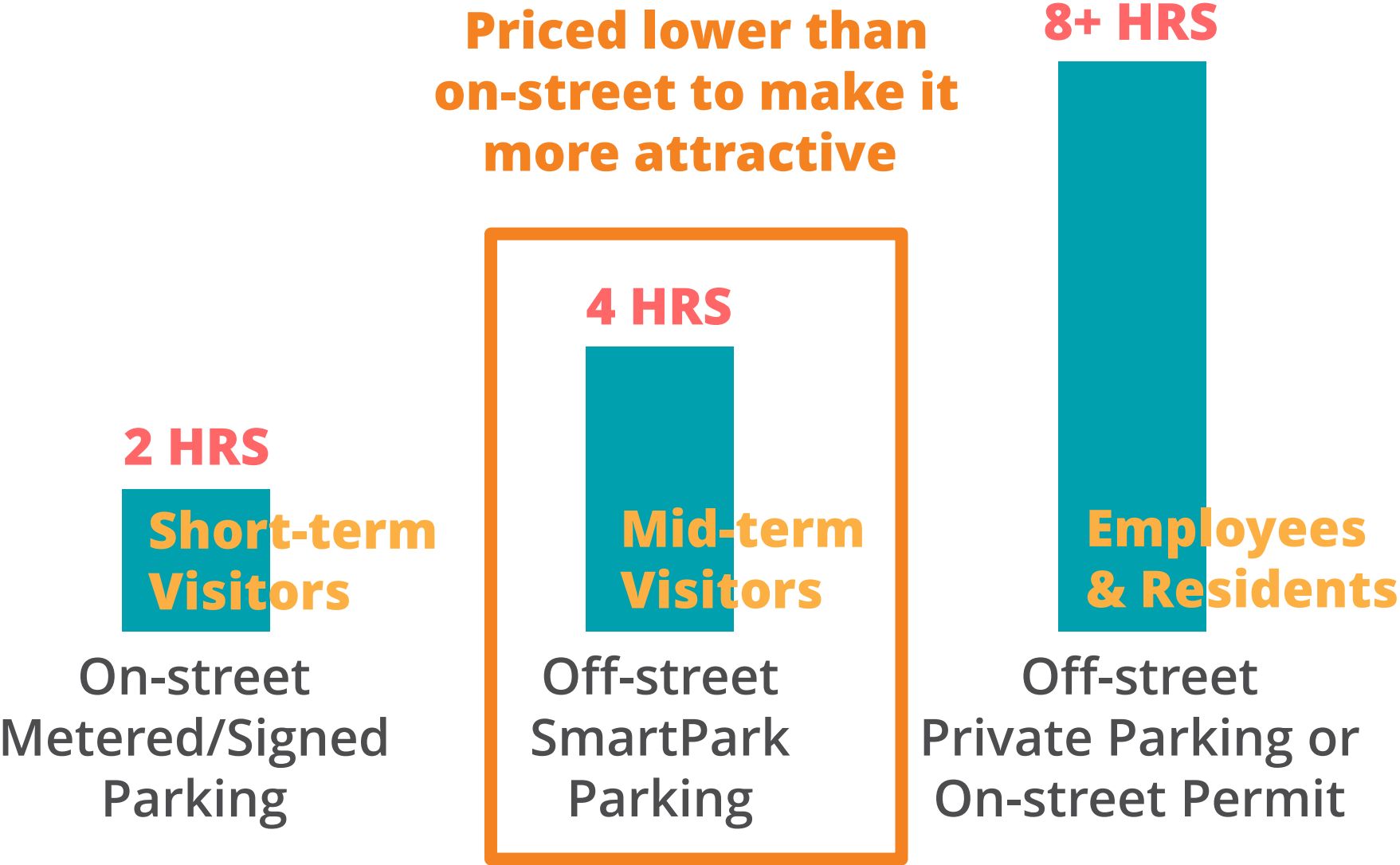
8+ HRS

Employees
& Residents

Off-street
Private Parking or
On-street Permit

To End, How Does It Work Together?

Ideal for.....



This is **Why** PBOT Manages Parking

Support economic vitality and **local business needs** through turnover

Reduce carbon emissions and maintain **air quality**

Improve area **traffic circulation** and **safety**

Balance the competing needs of the curbside in addition to parking

Increase the number of people **walking, biking, taking transit, and carpooling**

Reduce demand for parking and private vehicle ownership

Thank you.

Rae-Leigh Stark

NW Parking District Liaison
Parking Operations

Questions or Comments?

Rae-Leigh.Stark@PortlandOregon.gov

