



1120 SW Fifth Ave, Suite 1331, Portland OR 97204
Phone: 503-823-4000 Portland.gov/Transportation

NW Parking District TDM Subcommittee Meeting Agenda

Thursday, February 1, 2024
3 – 3:30 p.m.

To attend the virtual Zoom meeting:

<https://us06web.zoom.us/j/86835832059?pwd=b04zkN9PSuEYAanDo8agUbsHJHjm0o.1>
OR call in by phone: 1-888-788-0099, Meeting ID: 868 3583 2059, Password: 985498

Task	Presenter	Time
Welcome and Announcements	Stanley Ong, PBOT	3 p.m.
Thesis LLC 50+ Zone M Permit Request	Thesis LLC	3:05 p.m.

Are you a member of the public? Welcome and thank you for joining! The committee is happy to hear from you. For your convenience, public comment is in the middle of the agenda. You will have the opportunity to introduce yourself and provide comment then. If you'd prefer to submit your comment before the meeting, please email the NW Parking District Liaison at NWParkingDistrict@portlandoregon.gov or 503-865-6244. For project updates and meeting announcements, please [sign up for email updates here](#).



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From: [Stark, Rae-Leigh](#)
To: [Ong, Stanley](#)
Subject: FW: Request for Additional Parking Permits (Exception Application) - Thesis LLC
Date: Thursday, January 18, 2024 4:09:11 PM

From: Michelle Wright <michelle.wright@thesis.agency>
Sent: Friday, January 12, 2024 7:28 AM
To: Stark, Rae-Leigh <Rae-Leigh.Stark@portlandoregon.gov>
Subject: Re: Request for Additional Parking Permits (Exception Application) - Thesis LLC

Hi Rae-Leigh,

Thesis has around 250 FTE employees in the Portland office. We only foresee expansion for about 10 FTE employees in 2024. I am requesting 25 more passes for a total of 75.

Thank you.

On Wed, Jan 10, 2024 at 8:45 PM Stark, Rae-Leigh <Rae-Leigh.Stark@portlandoregon.gov> wrote:

Thanks Michelle. A few quick questions: what is the FTE in the Portland office? Do you have expansion plans for this year – if so how big with the FTE grow? How many permits are you requesting?

Rae-Leigh Stark (she/her)
Parking District Project Manager
Parking Operations

Please note, I work Monday-Thursday

Portland Bureau of Transportation
1120 SW Fifth Ave, Suite 1331
Portland, OR 97204
503-865-6244
rae-leigh.stark@portlandoregon.gov
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711.

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口笔译服务 | Устный и письменный перевод | Turjumaad iyo Fasiraad
Письмовий і усний переклад | Traducere și interpretariat |
Chiaku me Awewen Kapas | Translation and Interpretation: 503-823-5185

From: Michelle Wright <michelle.wright@thesis.agency>

Sent: Tuesday, January 9, 2024 7:07 PM

To: Stark, Rae-Leigh <Rae-Leigh.Stark@portlandoregon.gov>

Subject: Request for Additional Parking Permits (Exception Application) - Thesis LLC

Dear Ms. Stark,

I am writing on behalf of Thesis, LLC, located in Zone M, regarding our current parking permit allocation.

Coming out of the pandemic, it is important to us that we create opportunities to come together as a team and business community. In that spirit, we doubled down on Portland and built a new Thesis HQ (2375 NW Savier Street) to renew our connection with our staff and city. Now, we find ourselves in need of additional parking permits to accommodate our expanding workforce and to fully realize our sense of community, internally and externally.

We understand the stipulations and exception criteria outlined in the parking permit guidelines. Thesis is committed to minimizing the demand for parking and has taken proactive steps to reduce our reliance on parking spaces. However, with our building being as new as it is, we have yet to have the opportunity to establish and/or mature additional initiatives. We are open to engaging with an SAC subcommittee to discuss further strategies to reduce parking demand, including exploring opportunities for reduced-cost Transportation Wallets, developing outreach programs, and seeking advice on TDM best practices.

To address the exception criteria outlined by the SAC and PBOT staff, we would like to highlight the following:

- **Nature of Business:** Thesis is a digital agency. Founded in Portland over 20 years ago, we proudly connect exceptional brands with consumers by making digital experiences more human.
- **Hours of Operation:** Our employees enjoy a consistent working schedule (Monday–Friday, 8am–7pm PT, with some leaders extending into nights and weekends). Vehicles would primarily remain stationary during the work day, with minimal coming and going.

Commuting Employee Zip Codes: Though our employee base is national, most of our Staff resides in the Portland Metro Area and surrounding Oregon / SW Washington suburbs. On any given day, folks come in from Portland Proper, Salem / Albany, Bend, Seattle, West Linn / Lake Oswego / Happy Valley, Newberg, Vancouver / Camas / Battleground, etc.

- **Current Permit Usage:** Thesis was assigned 50 PBOT permits, all of which were claimed by eager employees. However, daily utilization varies (~25 used at any given time), with Wednesday and Thursday being the peak days but never reaching total attendance.
- **Dedicated Off-Street Parking:** Thesis HQ offers 14 on-site parking spots, all of which are reserved for Executive Leadership, except for 2–3 reserved for customers only. There is no off-street parking available for general Staff.
- **Transportation Incentives:**
 - **Financial?** Yes, we reimburse up to \$75 monthly for Commute Expenses. Allocated PBOT permits are paid via that monthly budget.
 - **Bike Parking?** Yes, we offer long-term bike parking within our HQ.
- **Transportation Education:**
 - **Transportation Information?** Yes, we have made ample transportation information available to employees, including Trimet routes, bike-room specs, carpool encouragement, and alternative paid parking options.
 - **Regional / Citywide Competition Participation / Goals to Reduce Driving?** TBD. Our building has stood for only one month. While we are committed to sustainable transportation now and always, we have yet to have the opportunity to set actionable goals in this area. We are working to meet the needs of our staff immediately and are eager to strategize ways to reduce drive-along trips and parking permit demand in early 2024. In the meantime, we've founded *We Believe In Portland*, a movement that aims to reinvigorate Portland and its business community, and a company *Litter League*, which mobilizes employees to pick up trash in Slabtown each month.

As a Certified B Corporation™, we are committed to sustainable transportation practices and adhering to the outlined exception criteria and stipulated fees. Still, we believe our request for additional parking permits is justified and well-intended. We look forward to discussing this matter further and collaborating on finding solutions that align with the goals of the NW Parking SAC, PBOT, and Thesis.


Thank you for considering our request.

Sincerely,

Michelle Wright

--

Michelle Wright
Facilities Manager |
She/Her
[\(503\) 221-6200](tel:(503)221-6200)


 thesis.agency
[Instagram](#) | [LinkedIn](#)



Our B Corp™ certification recognizes our daily work as a force for inclusive and sustainable change.

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