

PBOT

PORTLAND BUREAU OF TRANSPORTATION

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Jo Ann Hardesty Commissioner Chris Warner Director

Northwest Parking District Supply Subcommittee	Zoom Meeting June 2, 2022 1:00 p.m. – 2:30 p.m.
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To watch meeting recording go to:

https://us06web.zoom.us/rec/share/KT3hPSYe5NG877ym9QI-oYIKIP4apzZpc-JeZVId1ndRgpd_IpMC3h8422LBx30p.bn8tRMsRaM6twUI7

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Meeting Summary

Members in Attendance

Nick Fenster (NWBA)
Jeanne Harrison (NWDA)
Karen Karlsson (NWDA)
Rick Michaelson (At-Large)
Thomas Ranieri (NWBA)

Portland Bureau of Transportation (PBOT) Staff

Rae-Leigh Stark (Northwest Parking District Liaison)
Stanley Ong (Parking Program Specialist)

Consultant Staff

Guenevere Millius, Parachute
William Reynolds, RBT
Owen Ronchelli, RWC
Rick Williams, RWC

Public in Attendance

None

Introduction

Rae-Leigh started the meeting at 1:03 pm.

Online Survey and District Outreach

Rick W provided an update for the outreach and survey components of the NW off-street parking demand and feasibility study. Public engagement and outreach plan proposed supported by the project scope and the 2016 NW District Parking Plan. Changes to the survey have been made based off committee feedback. Now that they know it is feasible to create off-street parking from a code and policy point of view, they will reach out to developers to better understand how a potential partnership would be structured.

William reviewed the changes made to the survey. No one will answer all 53 survey questions. 18 are employee questions, 19 are resident questions, and 4 are visitor questions. Individuals who are both residents and employees will answer only the resident questions. This is the same survey length as what was used in the Central Eastside before the pandemic. There were about 1000 responses and the median response time was about 6-7 minutes. There were questions removed from the survey, but he is hesitant about removing mode split questions. It is difficult to identify someone as purely drivers and non-drivers since people often use different modes depending on their needs on that specific day.

Gwen provided an update on the outreach plan. They are focusing on learning about the public's parking experience. There will be an ad in the examiner in June for the July 6 open house. Postcards will be sent out. Poster and social media content are being developed. Incentive for open house is \$5.00 gift card to Fifty Licks, and incentive for the survey is a free Transportation Wallet raffle.

Focus groups are being discussed next week. Targeted demographic, dates and venue are still TBD. Will be looking at who would benefit the most from additional off-street parking.

Rick W said that developers are on the potential focus group list, but it may not be needed. Developers will be part of one-on-one work done by Tyler in exploring how potential partnerships may be structured.

Gwen said that the focus groups will focus on specific types of individuals that are sometimes left out of traditional outreach/feedback efforts to understand their lived experiences, such as shift workers at Legacy or residents of low-income housing. Developers and property owners are typically already involved in discussions about parking.

Discussion

Rick M asked how the project scope includes transportation mode split surveys and permit programs. Rick W said that it comes from the need to understand options in the district that would facilitate their trip.

Tom commented that there is a TDM subcommittee and that TDM strategies are often discussed at the committee meetings, so he does not think they are overlooking TDM strategies. He thought the project is supposed to determine locations for additional off-street parking since there was an apparent shortage of parking. He thinks the focus on increasing parking supply has been diluted and should be focusing on off-street parking supply. Seeing the trip-related questions in the survey was a shock.

Nick said that the length of the survey was a common concern of the committee. Removing the questions that do not directly relate to off-street supply seem like an easy way to shorten the survey. TDM and mode choice data is nice to have but may not be needed in order to understand what is needed to create additional off-street parking supply. The question they are trying to answer is what it would take to create additional off-street parking supply, and where would it be best located.

Rick W said that the scope calls to look at the travel questions and TDM strategies. The previous memo, and Tyler's work with EconW directly addresses understanding barriers to the development of new parking. The scope includes online surveys, public engagement, trying to engage with those who don't normally participate in the process, etc. The information they will get will supplement and support what TDM programs needs to be put into place/maintained in order to create additional off-street parking.

Karen said that the committee did not understand the level of TDM strategies in the scope. She does not want too many questions in the survey since people may not complete the survey. Although travel and TDM information is interesting, this project is supposed to be about increasing off-street parking supply.

Rick M asked how does mode split information impact off-street parking. Rick W said that an example is when looking at shared-use parking, it may better serve those who only drive into the district a few times a week such as those that work a hybrid schedule. William also said to serve the drivers who drive only a portion of the week, they need to understand trip habits.

Rae-Leigh suggested that the questions might be reordered. Lead with the off-street parking questions together, and then ask the travel behavior questions after. This way, those that stop mid survey will have potentially answered the off-street parking questions.

Rick M asked if the purpose of the project was not focused on off-street parking but instead parking management in the district, how would the survey be different? Rick W said that what they had done in response to the survey feedback, they focused the questions on

parking. If it was about parking management in general, they would focus on what it would take to get people out of their car.

Rick M said that this should be focusing on asking those who park on the street what would it take to get them to park off-street. William said that if this was broader, they would focus more on visitors. They are focusing on employees and visitors for this study since they are the group likely to be the initial targeted group to change behavior from parking on-street to parking off-street.

Tom asked what how success of the open house will be measured. The open house events that he's been to in the past tend to only attract those who are already involved in the neighborhood. He also asks what we know about the people who tend to respond to open houses. When looking at the population of NW and those that work there, how representative of the neighborhood are survey respondents? Regarding the focus groups, will they be in-person or online and what did Gwen mean by painting a human picture?

Gwen said that PBOT has an equity lens that they try to look through. In NW, there is a significant group that live below the median income level but there are not a lot of affordable projects. They would like to include those that would benefit the most from an improved parking system in the neighborhood. This will help answer why people feel like they need cars.

Rick M said that these questions are great to have answered but seem to be out of scope of the project. Rae-Leigh asked what he would like to see be asked in the focus groups. Rick M said that the purpose is to see if they need to increase the supply of off-street parking, what would it take to build it, and what would it take for people to use it. Looking at what it would take to get people out of their cars is a different study.

Rick W said that they will look at the barriers to developing and using parking. With shared use, they need to look at people that do not need to park on a consistent basis. With individuals living on lower incomes, they will need to look at how much subsidy is required.

Jeanne said that it seems that a challenge with previous open houses and focus groups is reaching employees; especially from smaller businesses such as bars, restaurants, and retail stores. Gwen said that they will look at who is responding to the survey, and then tweak the messaging to get additional responses from those that are underrepresented. Rick W also said that PBOT has a database of who currently have Zone M permits.

Rae-Leigh said that the survey will be sent to permit holders, and that we have an extensive contact list that includes employers.

Rick M said that it appears that demographic research has been done. Is that something that will be shared as part of the report? Rick W said that they will include it. Tyler might be able to share it with the committee at a future meeting.

Tom asked for follow up after the meeting if the focus groups will be in-person or online, and how the open house will be determined a success.

June 1 Data Collection Update

Rick W provided an update on the first round of data collection. 109 sites are included in the final count (initial goal was 120 sites). 7 of 13 secured sites are being included in the study. 9 surveyors were out for 14 hours.

General observational findings

- Generally busier later in the day at most off-street sites
- Legacy sites had more availability later in the day
- Occupancy at residential sites did not fluctuate much throughout the day
- Pay to park lots tend to be busier in the evening

Discussion

Rick M suggested to also look at the number of Zone M permits issued to residential buildings. Rick W said that they will be comparing the off-street parking occupancy to areas that have high concentrations of Zone M permits. This can help expand the shared-use program.

Next Steps

Rick W went over the next steps.

- June 10 Second round of off-street occupancy data collection
- June Data entry
- Late June Share initial data findings
- June-August Survey will be administered and adjust outreach as needed
- July 7 *Adding meeting based off Rick M's suggestion to discuss what adjustments need to be made for outreach, and to discuss initial findings*
- August 4 Next scheduled meeting

Discussion

Rick M suggested that an additional meeting be scheduled in July to discuss initial finding and where targeted outreach efforts are needed for additional survey responses.

Meeting Adjourned at 2:00 pm

PBOT Action Items

- Schedule an additional July meeting
- Tom asked for follow up after the meeting if the focus groups will be in-person or online, and how the open house will be determined a success.