

ORDINANCE No.

Adopt new Parking Pricing and Event District Policy as outlined in the Parking Management Manual to establish guidelines for managing public parking in the City (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. Parking management in the City of Portland is critical to economic vitality and livability. The City of Portland Bureau of Transportation actively manages parking through regulations and best practices; and parking policies were significantly updated as part of the 2035 Comprehensive Plan.
2. City Council adopted resolution 35486 January 24, 1996. This Resolution created TRN 3.102 *Parking Meter District Policy*, which established a Parking Meter Revenue Policy.
3. The current rate structure is not tied to utilization and encourages the use of long-term meters by single-occupant-vehicle commuters and leads to increased congestion and air pollution as more vehicles drive to and park in the city's meter districts.
4. On April 13, 2016 City Council passed Resolution 37204 directing the Bureau Transportation to develop a Performance-Based Parking Management program to develop a manual to guide management of public parking.
5. On December 21, 2016 City Council passed ordinance 188172 authorizing a contract with Kimley-Horn Associates Inc. to provide services to develop a Parking Management Plan, including Performance Based Parking Management and Event District Management plans.
6. In May 2017 PBOT established an Advisory Committee to provide guidance and develop recommendations on parking management within the City of Portland. The outcome of this process is the Parking Management Manual (PMM) Exhibit A.
7. The PMM outlines Performance Based Parking Management and Pricing and how PBOT will annually collect on-street parking data to effectively manage on-street parking in parking management districts based on demand. This data driven approach instructs the Bureau of Transportation to lower or raise the meter rate based on demand.
8. The purpose of Performance-Based Pricing is to ensure convenient, available parking through: increased turnover and redistribution of parking over space and

time thus maximizing the function of the parking system.

9. The PMM directs the Bureau of Transportation on managing parking in Event Districts where venues host regular events with more 10,000 attendees such as the Moda Center and Providence Park.
10. The purpose of implementing an Event District is to increase meter rates to incentivize transportation modes such as walking, biking, or taking transit. The Events District would use a performance-based pricing strategy with prices set for the demand during events as outlined in the PMM.

NOW, THEREFORE, the Council directs:

- a. The Portland Bureau of Transportation to implement the chapters of the Parking Management Manual that guide Parking Pricing and Event District Management.
- b. The Director of Transportation to recommend parking meter rates within the recommended range in the Parking Management Manual.
- c. The Bureau of Transportation to solicit review of any changes to parking meter rates with the annual City Budget Review Cycle prior to implementation.
- d. The Bureau of Transportation to implement Event District Parking management programs in a manner consistent with the Parking Management Manual in Exhibit A.
- e. The Bureau of Transportation to seek City Council Approval to set a new meter rate range if the range outlined in the PMM is not adequately managing parking demand.

Passed by the Council,

Commissioner Dan Saltzman
Prepared by: Kathryn Doherty-Chapman,
Malisa McCreedy
Date Prepared: 7/13/2018

Mary Hull Caballero
Auditor of the City of Portland
By

Deputy

IMPACT STATEMENT

Legislation title: Adopt new Parking Pricing and Event District Policy as outlined in the Parking Management Manual to establish guidelines for managing public parking in the City of Portland. This new ordinance will replace TRN-3.102, Resolution No. 35486

Contact name: Malisa McCreedy

Contact phone: 823-5810

Presenter name: Malisa McCreedy and Mauricio Leclerc

Purpose of proposed legislation and background information:

Background

TRN. 3.102, policy governing on-street parking management and parking meter rate setting is out of date and not aligned with the recently adopted Comprehensive Plan and Transportation System Plan.

New policies of the Comprehensive Plan include, among other things, recognizing the value and opportunity cost of the Curb Zone as a public space that needs to be managed to the highest and best use (Policy 9.55); managing on-street parking and loading in the public right of way to achieve mode share objectives, safety, economic vitality and livability, and using transportation demand management and pricing in areas of high parking demand (Policy 9.56); and recognizing the high public and private cost of parking by encouraging prices that reflect the cost of providing parking and balancing demand and supply (Policy 9.59).

The Comprehensive Plan projects an additional 260,000 residents and 142,000 additional jobs in Portland by 2035. As Portland grows, we must manage both the demand and supply of parking to achieve climate health, livability, and prosperity goals. Providing too much and/or underpriced parking can lead to more driving and less walking, cycling, and or transit use; inefficient land use patterns; and sprawl.

Since 2014, PBOT has been actively engaged in a public process to develop a Citywide Parking Strategy that will meet the policies of the proposed Comprehensive Plan and provide greater clarity, efficiency and transparency for how we manage public parking.

Over the past four years, the Bureau of Transportation has actively engaged the community to develop new goals for parking in residential and commercial areas outside downtown. The Central City Parking Policy Stakeholder Advisory Committee unanimously recommended the development of a data-driven parking management program. Based on the recommendation from the Central City Parking Policy Stakeholder Advisory Committee, City Council passed an ordinance directing PBOT to develop a Performance-Based Parking Management program.

Performance-Based Parking Management is a data-driven approach to managing parking to meet the demands of a growing City.

In May 2017 PBOT established an Advisory Committee to provide guidance and develop recommendations on parking management within the City of Portland. The outcome of this process is the Parking Management Manual (PMM).

In the spring of 2018 the Bureau of Transportation held an online Open House to solicit feedback on the Parking Management Manual.

Purpose

The purpose of updating the Parking Meter District Policy is to reflect the recently adopted *2035 Comprehensive Plan* and enable the Bureau of Transportation to use the most recent tools and strategies to manage parking.

The purpose of this Parking Management Manual is to provide operational guidelines to inform the implementation of adopted policy related to the citywide management of public parking. With Resolution 37204 (April 2016), City Council directed PBOT to develop this Performance-Based Parking Management Program, based on parking policies, accepted best practices performance targets, and defined program parameters.

This PMM is intended to be a reference document for internal personnel and stakeholders. The document is organized into the following chapters, each covering a distinct management topic:

- Establishing new Parking Management Districts
- Time Limits
- Pricing
- Establishing Event Districts
- Management of Truck Loading Zone signage

Establishing new Parking Management Districts

The PMM also provides clear guidance to the public on how to form a Parking Management District and a Parking Committee. Parking committees should include ten stakeholders consisting of 3 business owners, 5 residents and 2 employees from outside the PMD. Parking committees should also consider the equity implications of the changes.

Time Limits

There was previously no guidance or decision-making criteria for setting or changing time limits for on-street parking; and chapter three of the PMM provides clear guidance on parking time limits to ensure consistency and legibility for visitors.

Pricing

The PMM guides PBOT on data collection schedules and methods to track and measure the performance of the meter rates in each area. The Manual also outlines when a rate change is warranted, if a rate change is deemed necessary, when rates can be changed between \$.20 and \$.60 per hour annually, and the maximum annual adjustment of +/- \$.60. This ensures prices will not increase or decrease without council review. The process for changing meter rates is:

1. Annual data collection to determine parking occupancy/demand
2. Review data and evaluate if occupancy indicates a rate change based on data
3. PBOT Bureau Director recommends to City Council rate change based on data
4. Rate change is presented to City Council annually for approval as part of budget process rate fee schedule

Establishing Event Districts

The PMM directs the Bureau of Transportation on managing parking in Event Districts where venues host regular events with more 10,000 attendees such as the Moda Center, Convention Center and Providence Park. The event parking demand near these venues exceeds the supply. The purpose of implementing an Event District is to increase meter rates to incentivize transportation modes such as transit, biking and walking. The Events District would use a performance-based pricing strategy with prices set for the demand during events as outlined in the PMM.

Truck Loading Zones

There were previously 44 different truck loading zone signs causing confusion and conflicts between user groups. The PMM provides clear decision-making criteria for truck-loading zone signage which simplifies the system, improves the user experience and reduces conflicts.

Financial and budgetary impacts

Performance based pricing and event pricing are parking management tools; PBOT will evaluate many variables, with attention on turnover, occupancy, and access. Potential financial impacts will not be known until the options are identified and evaluated. Based on analysis from other cities who have implemented performance-based parking management often results in better management and in largely revenue neutral financial impacts. Council will have the final authority on rate changes as part of the budget process.

Community impacts and community involvement

The development of the PMM was a recommendation of Central City Parking Policy Stakeholder Advisory Committee. The PMM was developed with input and guidance from a SAC that represents a varied group of interests and geographic locations. The

development of the Citywide Parking Strategy has included communication with close to 1,000 people and more than 50 briefings, meetings and public events throughout the City.

During the meter rate adjustment process in 2015, PBOT examined who might be impacted by the change. The results of this study showed approximately 22% of the people parking on-street downtown were there for work; 1/3 of which were headed to jobs in the service industry.

While developing the Citywide Parking Strategy and Performance-based Parking Management manual, PBOT examined who benefits from, and who bears the burdens of this different approach to parking management. Cities that have implemented Performance-Based Pricing and Events District Pricing have significantly reduced parking search times, which benefits everyone using the transportation system, but especially those looking for predictable on-street parking.

Another result of the Performance-based Parking Management approach to managing parking is that in many cases, meter rates go down. After reviewing a map of the current high demand parking areas, it was concluded that the potential areas impacted most by a meter rate increase attract a high number of visitors to the area for purposes of dining and shopping. The number of areas which could see meter rate increases is much smaller compared to the areas that could potentially have rates lowered.

Budgetary Impact Worksheet

Does this action change appropriations?

- ☐ **YES:** Please complete the information below.
☒ **NO:** Skip this section

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount

KK 12-6-17