DEVELOPED FOR

CITY OF PORTLAND OREGON 1851

Portland's

PARKING

MANAGEMENT MANUAL

PRESENTATION

North Texas COG - Parking Symposium

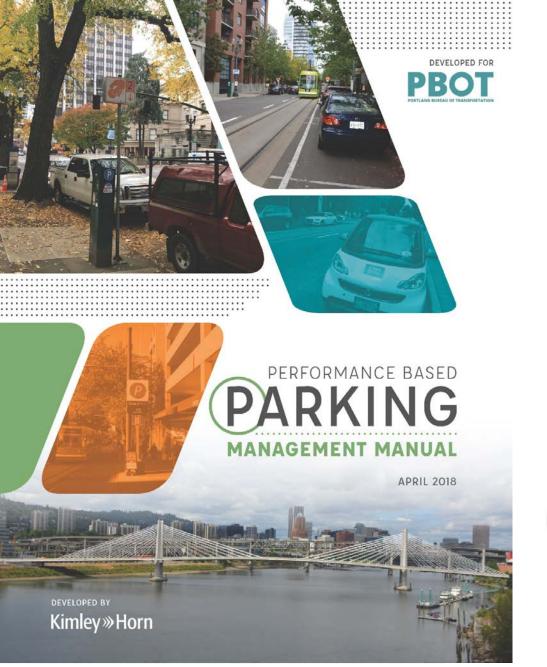Finding the Balance in Parking: Economics, Community, And Mobility

Kimley»Horn + »RBT CONSULTANTS

OUTLINE

- Introduction and Background
- Performance-Based Approach:
  - Time Limits
  - Truck Loading Zones
  - Pricing
- Parking Management Districts
  - Establishing Districts
  - Implementing Strategies
  - Performance Monitoring
  - Revenue Allocation
- Questions

DEVELOPED FOR
PBOT
PORTLAND BUREAU OF TRANSPORTATION

PERFORMANCE BASED
PARKING
MANAGEMENT MANUAL

APRIL 2018

DEVELOPED BY
Kimley»Horn

- **Purpose** of the parking system
- **Performance** targets
- **Procedures** for establishing new meter districts
- **Using data** to adjust rates, set frequency of adjustments, establish hours of enforcement, monitor and evaluate operations
- **Communication** procedures for parking management
- **Coordinating** on- and off-street parking into a more seamless system

PROJECT TEAM INTRODUCTIONS

- PBOT Project Leads
  - Chris Armes
  - Malisa McCreedy
- Consultant Team

Dennis Burns

Vanessa Solesbee

William Reynolds

Rick Williams

Pete Collins

Joe Spencer

GUIDELINES INCLUDED:

- **Standardized Time Limits**
  - **15-Minutes or 30-Minutes**
  - **2 Hours**
  - **4 Hours**

- **For New Parking Management Districts in Commercial Corridors:**
  - **Default Time Limit: 2 Hours**
  - **Default Start Time: 10 am**

TIME LIMITS

CRITERIA FOR HIGH-TURNOVER SPACES

On-street parking on the block is **managed with either time limits or meters;** no high turnover stalls will be implemented in areas where on-street parking is unrestricted
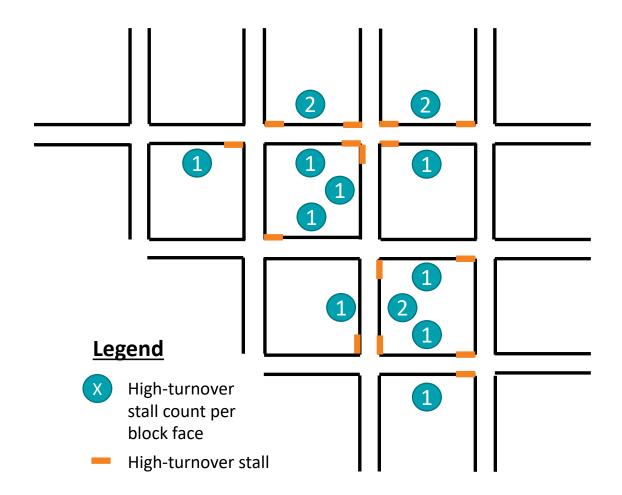
The requesting business is recognized as a qualified high turnover business type or is able to demonstrate an **average stay duration of 15 minutes or less**

The requesting business **does not have private off-street parking** available for customers

On-street parking occupancy on the adjacent block **exceeds 85% at least two hours** during the most recent round of data collection[1]

Legend

(X) High-turnover stall count per block face

— High-turnover stall

CRITERIA FOR 4-HOUR ZONES

The proposed four-hour zone includes **at least 40 on-street parking stalls on contiguous blocks** for conversion from two-hour parking to four-hour parking

There are multiple identified destinations within the proposed 4-hour zone where the **average visitor stay duration is between 2 and 4 hours**

There are **no public off-street parking facilities near the proposed 4-hour zone,** or the average occupancy reaches or exceeds 85% during 3 or more hours during the day in all nearby off-street public parking areas of the proposed 4-hour zone
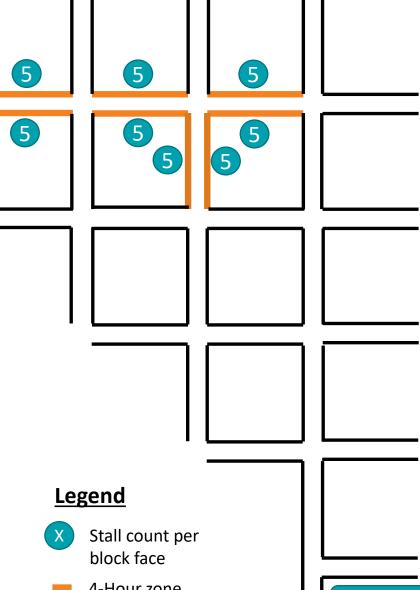
The **average parking duration** on each block proposed for conversion is **2 hours or longer** based on citation and occupancy data

Legend

(X) Stall count per block face

▬ 4-Hour zone

Parking

TRUCK LOADING ZONE GOALS:

Loading Zone
Management Goals:

Enhance mobility and accessibility in commercial districts; prioritizing an engaging and attractive pedestrian experience.

Balance the access needs of freight operators, visitors, customers, residents, and employees.

Strengthen commerce and economic vitality.

Create streets that are well planned, managed, adaptable, and maintained
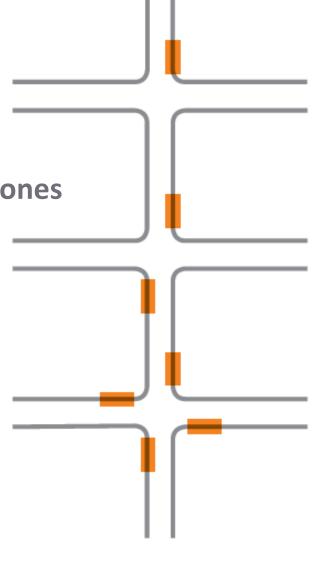
PARKING MANAGEMENT MANUAL

GUIDELINES INCLUDED:

- **Establish 5 Loading Zone Options**
- **Maximize Use of Combination Zones**
- **Establish Preferred Location on Block**
- **Maintain current 30-minute time limits in truck loading zones**
- **Prioritize placement of TLZs on certain types of streets**
- **Initiate a review process to confirm on-going need**

GUIDELINES INCLUDED:

- **Consistent Approach to Loading Zone Management**

- **Support Business Needs while Providing Access for All Users**
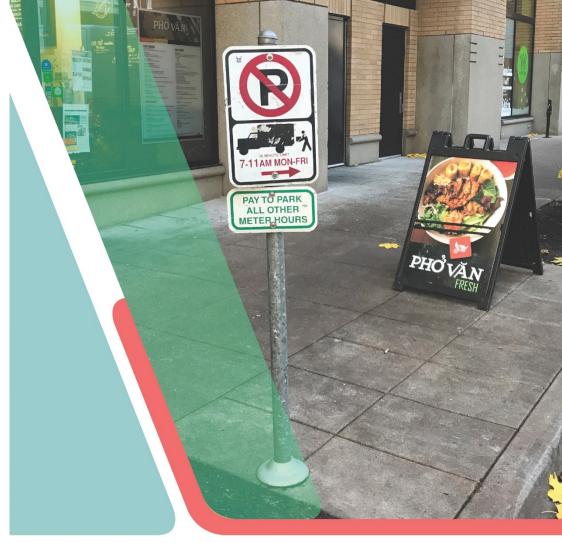
Proposed guidelines supported by the Portland Freight Committee

KEY ISSUES TO ADDRESS:

- **No specific metrics identified to guide when to implement on-street paid parking**
  - **1996 Meter District Policy contains no specific minimum requirements.**

- **No formal data-driven on-street rate adjustment process**
  - **Periodic adjustments authorized by City Council.**

- **No ability to manage demand based on data within meter districts.**
  - **Flat rate across each district.**

PRICING

IMPLEMENTING ON-STREET PAID PARKING

Requirement 1: Parking Management District (PMD)

Requirement 2: Existing Parking Management

Requirement 3: Minimum Size

| Minimum Size | At least **80** on-street stalls | At least **10** contiguous block faces |

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IMPLEMENTING ON-STREET PAID PARKING

Minimum parking demand requirements for paid on-street parking

Average occupancy reaches or exceeds

85% during 3 or more hours

during the day

Average occupancy reaches or exceeds

70% during 5 or more hours

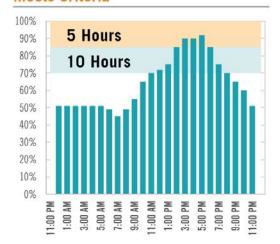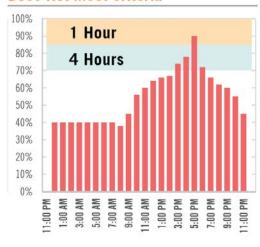during the day

Requirement 4: Minimum Parking Demands
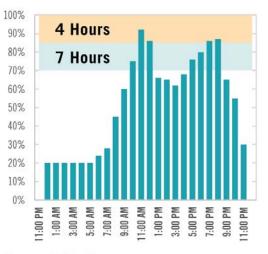
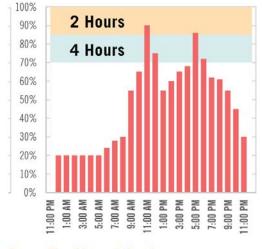**Requirement 5: Outreach to Surrounding Areas**

Meets Criteria

5 Hours
10 Hours

Does Not Meet Criteria

1 Hour
4 Hours

4 Hours
7 Hours

Meets Criteria

2 Hours
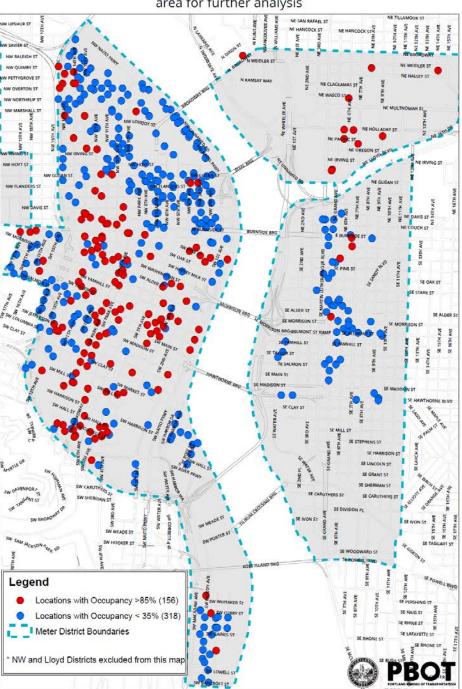4 Hours

Does Not Meet Criteria

DATA-DRIVEN RATE ADJUSTMENTS

PBOT receives very few comments that rates are too high, but <u>frequently</u> hears that finding on-street parking is very difficult in some parts of the City.

The Purpose of Performance-Based Pricing

Ensuring convenient, available parking through:

Increased turnover

Redistribution of parking

Tiered parking options

Legend

● Locations with Occupancy >85% (156)

● Locations with Occupancy < 35% (318)

┅ Meter District Boundaries

* NW and Lloyd Districts excluded from this map

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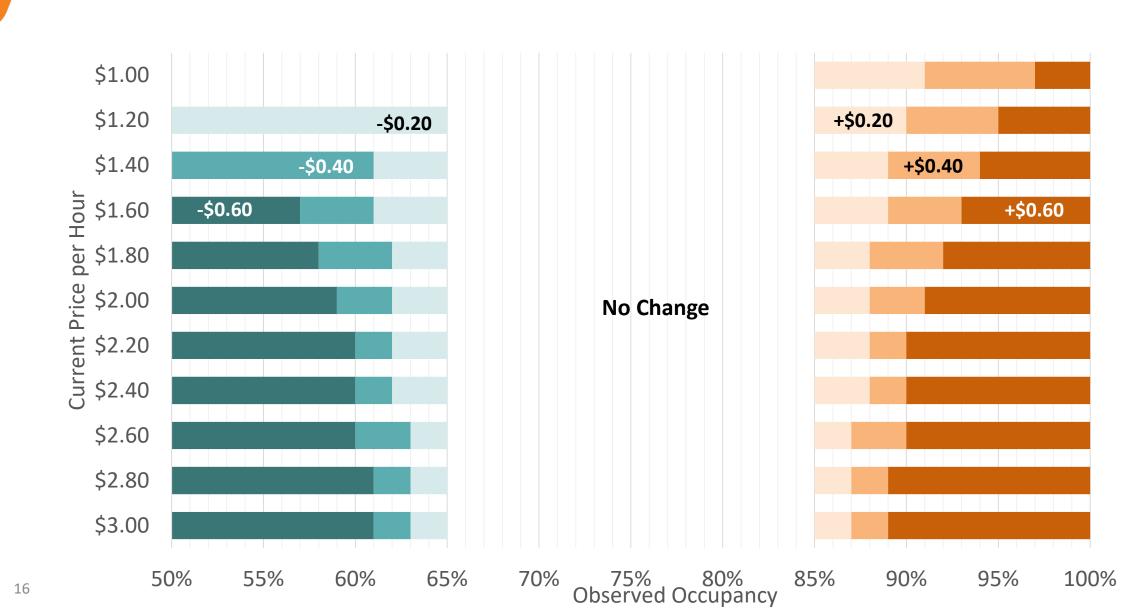
PERFORMANCE-BASED PRICING COMPARISON

	Seattle	SF Park
Price Range	$0.50 - $5.00	$0.25 - $6.00
Adjustment	$0.50	$0.25
Guidance	> 90%: Increase > 85%: Watch for 1 Year < 70%: Watch for 1 Year < 65%: Decrease	> 80%: Increase < 60%: Decrease < 30%: Decrease ($0.50)
Period	12 Months	2 Months
Time Limits	2 Hours 3 Hours (after 5pm) 4 Hours 10 Hours	4 Hours No Limit

ANNUAL RATE REVIEW PROCESS

ANNUAL RATE REVIEW PROCESS

METER RATES SHOULD BE REDUCED ACCORDING TO FIGURE 4-2:
If the observed peak occupancy for a district **is less than 65%**

METER RATES SHOULD BE INCREASED ACCORDING TO FIGURE 4-2:

If the observed average peak occupancy for the district **exceeds 85%**

Average occupancy reaches or exceeds **85% during 3 or more hours during the day**

Average occupancy reaches or exceeds **70% during 5 or more hours during the day**

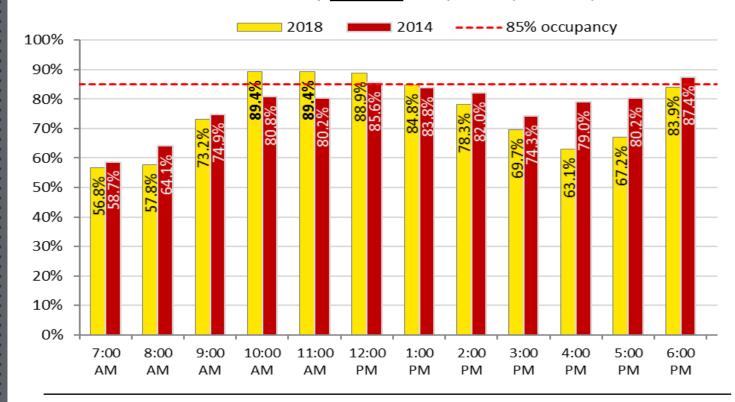Annual on-street meter and SmartPark pay station transactions have not **decreased since the last meter rate increase**

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EXAMPLE #1 – OFFICE DISTRICT

2018 Office District Parking Utilization
Weekday <u>on-street</u> occupancies (198 stalls)

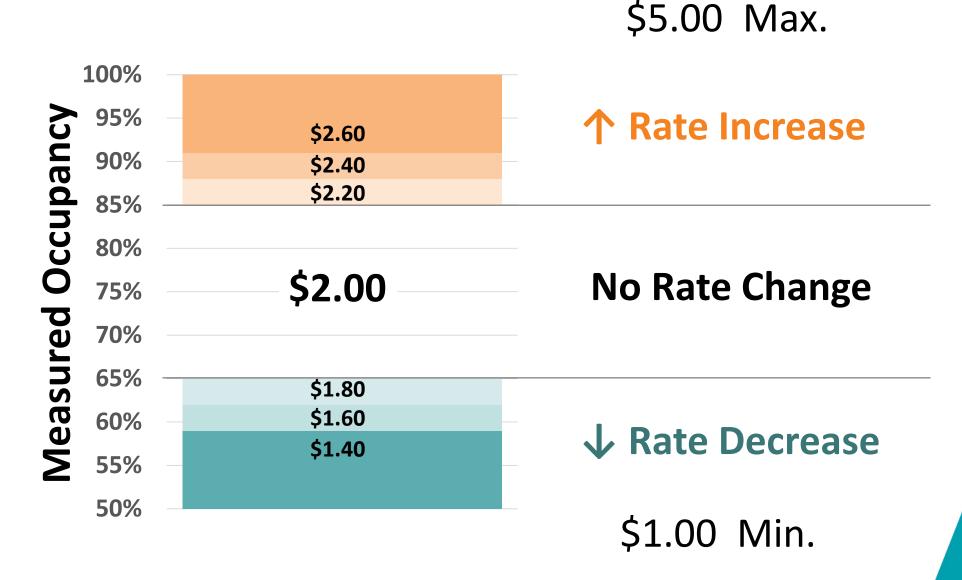Legend: 2018 | 2014 | ----- 85% occupancy

Time	2018	2014
7:00 AM	56.8%	58.7%
8:00 AM	57.8%	64.1%
9:00 AM	73.2%	74.9%
10:00 AM	89.4%	80.8%
11:00 AM	89.4%	80.2%
12:00 PM	88.9%	85.6%
1:00 PM	84.8%	83.8%
2:00 PM	78.3%	82.0%
3:00 PM	69.7%	74.3%
4:00 PM	63.1%	79.0%
5:00 PM	67.2%	80.2%
6:00 PM	83.9%	87.4%

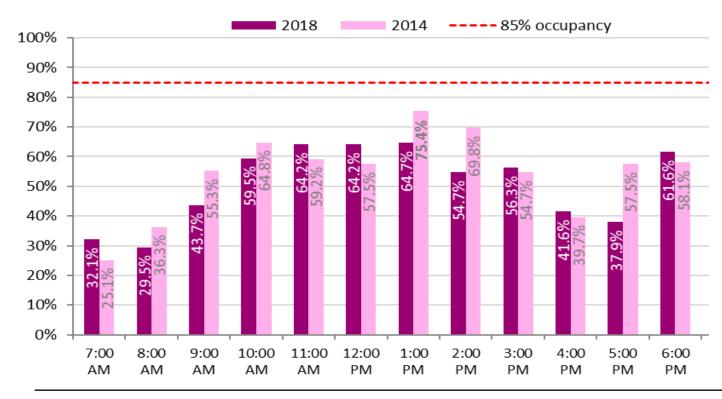| Hours ≥ 70%	Hours ≥ 85%	Peak Occupancy
7	3	89.4%

ANNUAL RATE REVIEW PROCESS

$5.00 Max.

↑ **Rate Increase**

No Rate Change

↓ **Rate Decrease**

$1.00 Min.

Measured Occupancy

- 100%
- 95%
- 90%
- 85%
- 80%
- 75%
- 70%
- 65%
- 60%
- 55%
- 50%

$2.60
$2.40
$2.20

$2.00

$1.80
$1.60
$1.40

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EXAMPLE #1 – GOOSE HOLLOW

2018 Goose Hollow Parking Utilization
Weekday <u>on-street</u> occupancies (190 stalls)

Legend: ■ 2018 ■ 2014 ----- 85% occupancy

Time	2018	2014
7:00 AM	32.1%	25.1%
8:00 AM	29.5%	36.3%
9:00 AM	43.7%	55.3%
10:00 AM	59.5%	64.8%
11:00 AM	64.2%	59.2%
12:00 PM	64.2%	57.5%
1:00 PM	64.7%	75.4%
2:00 PM	54.7%	69.8%
3:00 PM	56.3%	54.7%
4:00 PM	41.6%	39.7%
5:00 PM	37.9%	57.5%
6:00 PM	61.6%	58.1%

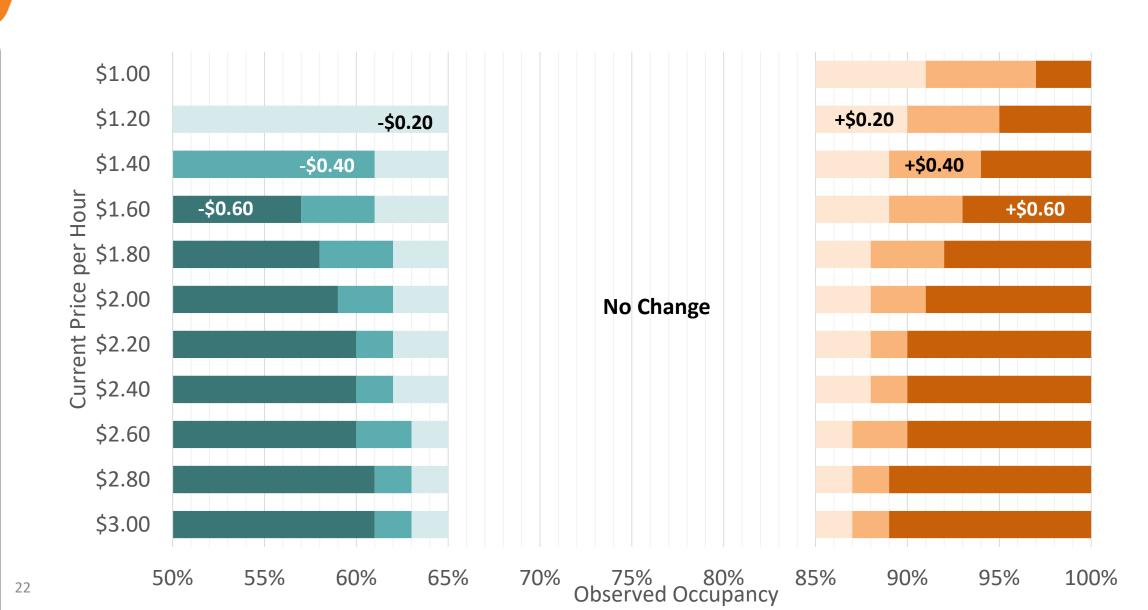| Hours ≥ 70%	Hours ≥ 85%	Peak Occupancy
0	0	64.7%

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ANNUAL RATE REVIEW PROCESS

GUIDELINES INCLUDED:

- **Performance-Based Process**
  - **Performance Target: 65% - 85% occupied during peak period**

- **Standardized Annual Review Process**
  - **Either no change, or adjust up or down by $0.20, $0.40, or $0.60 based on data**

- *Over Time, More Options within Each Meter District*
  - **Targeted rate increases only in very high demand areas**
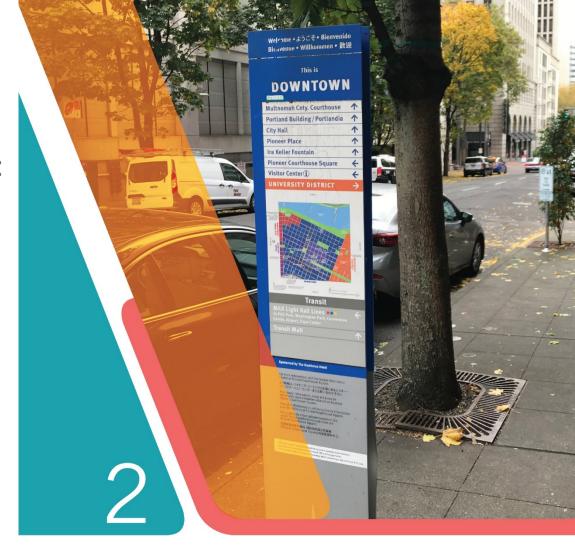 - **Reduced priced options in SmartPark garages and in areas with lower demand**

PRICING

GUIDELINES INCLUDED:

- **Establishing New Parking Management Districts**

- **Implementing Strategies and Monitoring Performance**

- **Net Meter Revenue Allocation**

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PARKING
MANAGEMENT
DISTRICTS (PMD)

ESTABLISHING A PMD:

1. **Initiate Request for New Parking Management District (PMD)**

2. **Establish Preliminary District Boundaries**

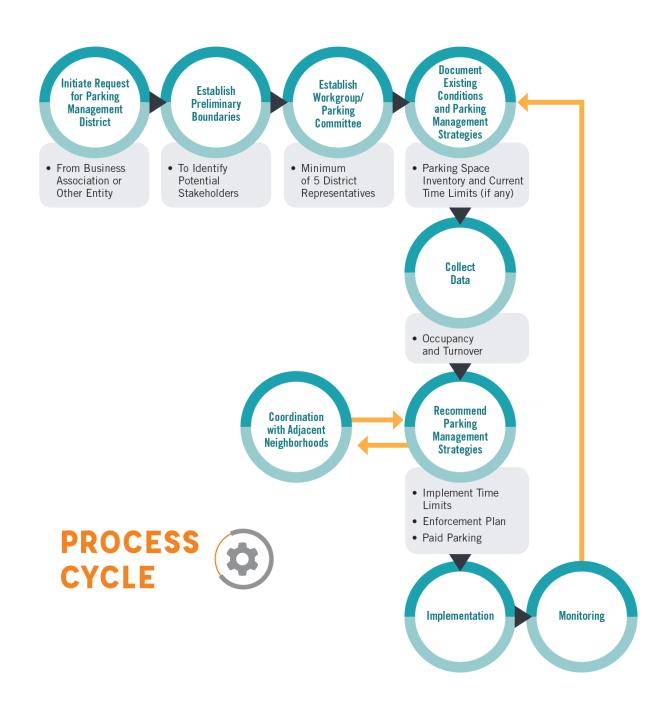3. **Establish Workgroup or Parking Committee**

THIS GUIDANCE APPLIES TO:

- ☐ Downtown (including
- • Pearl, South Waterfront, Old Town, and Goose Hollow)
- ☐ Marquam Hill
- ☐ Lloyd
- ☐ Central Eastside
- ☐ Northwest
- ☑ **Future Parking Management Districts**

PROCESS CYCLE:

4. **Document Existing Conditions and Active Parking Management Strategies**

5. **Collect Data**

6. **Recommend Parking Management Strategies**
   - **Coordination with Surrounding Areas**

7. **Implementation**

8. **Monitoring**

PROCESS CYCLE

Initiate Request for Parking Management District
- From Business Association or Other Entity

Establish Preliminary Boundaries
- To Identify Potential Stakeholders

Establish Workgroup/Parking Committee
- Minimum of 5 District Representatives

Document Existing Conditions and Parking Management Strategies
- Parking Space Inventory and Current Time Limits (if any)

Collect Data
- Occupancy and Turnover

Coordination with Adjacent Neighborhoods

Recommend Parking Management Strategies
- Implement Time Limits
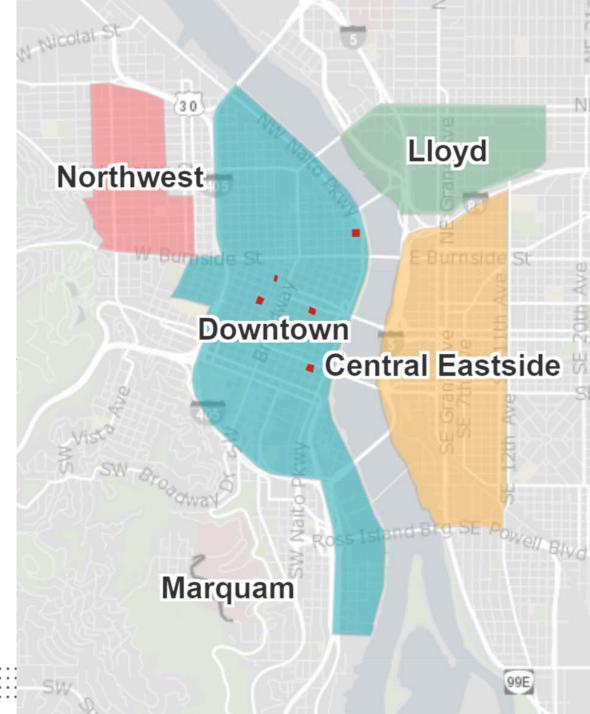- Enforcement Plan
- Paid Parking

Implementation

Monitoring

BACKGROUND ON PORTLAND'S METER DISTRICTS

- Downtown
- Lloyd
- Marquam Hill
- Central Eastside
- Northwest

REVENUE ALLOCATION POLICY

The **Revenue Allocation Policy** section of TRN 3.102 gives the following specific guidelines:

A majority of net meter revenue should go to services and programs within the meter district in which they were generated

Meter system revenues are to be allocated to support transportation and parking services

Revenue remaining after capital and operating costs are covered may be allocated to support transportation services within the meter district and citywide

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EXAMPLE NET METER REVENUE PROJECTS

R = Required | **O** = Eligible

PROGRAM MANAGEMENT, MARKETING, AND OUTREACH (M)

M.1	Develop work plans to attain identified mode split goals	**R**
M.2	Awareness campaigns and direct marketing	**R**
M.3	Materials and services, such as graphic design and printing	**R**
M.4	Evaluation and analysis, such as surveys and public outreach for specific programs and projects	**R**

TRANSPORTATION DEMAND MANAGEMENT (T)

T.1	TriMet Pass program to provide transit passes to district employees, residents, or as an opt-out incentive	**O**
T.2	Subsidized BIKETOWN memberships for district employees, residents, or as an opt-out incentive	**O**

CAPITAL PROJECTS (C)

C.1	Area walking maps and installation of pedestrian wayfinding signs	**O**
C.2	Design and installation of new sidewalks or curb extensions	**O**
C.3	Design and installation of crossing safety improvements	**O**

PARKING MANAGEMENT MANUAL

Contact Us:

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Email: Dennis.Burns@Kimley-Horn.com
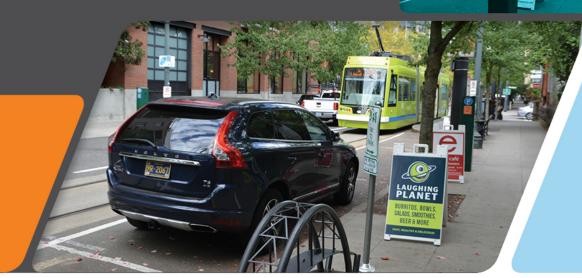
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CONSULTANTS

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THANKS FOR COMING!

QUESTIONS?

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PORTLAND BUREAU OF TRANSPORTATION

ADDITIONAL SLIDES

OVERVIEW OF TOPICS COVERED

1. **Introduction**
2. Parking Management Districts
3. Time Limits
4. Pricing
5. Event Districts
6. Truck Loading Zones

1

INTRODUCTION

PARTNERS

OCOM

GO LLOYD
MOVING. CONNECTING. GROWING.

PORTLAND
BUSINESS ALLIANCE
Commerce · Community · Prosperity

PEARL DISTRICT
NEIGHBORHOOD ASSOCIATION
EST. 1991

VENTUREPORTLAND
Growing Business. Connecting Neighborhoods.

CENTRAL
EASTSIDE
INDUSTRIAL
COUNCIL

NORTHWEST
portland
PARKING

PORTLANDERS FOR PARKING REFORM

PORTLAND
DOWNTOWN NEIGHBORHOOD ASSOCIATION

Portland Freight Committee

COMMITTEE'S CHARGE

- Guide Development of a Parking Management Manual that:
  - Provides consistent **citywide** guidance
  - Utilizes a **performance-based, data-driven** approach
  - Ties the entire **public parking system** together

- Drive Implementation
  - Advance recommendations to Council
  - Champion the performance-based process

- Role & Expectations
  - Bring perspective of districts / neighborhoods
  - Collaboratively develop a more global perspective
  - Provide guidance to staff and consultants
  - Serve as project advocates

PARKING MANAGEMENT MANUAL

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PUBLIC OUTREACH

1. Citywide Parking Strategy Process
   - Communication with close to 1,000 people
   - Support for data-driven management.
   - Recommendation to Develop a Performance-Based Parking Management Manual

2. Parking Management Manual Online Open House
   - Available in 10 languages online (February 2018)
   - Comments from 12 individuals
   - Multiple comments in support of using data to set rates.

3. Letters of Support
   - 7 Emails of Support from Individuals
   - Go Lloyd
   - Portland Business Alliance
   - Portland Freight Committee
   - Bureau of Planning and Sustainability

"I'm very excited to see data & performance be used to set parking policy…"

"I think a data-driven approach is the best way to set parking management policy"

"I like that hourly parking prices will be adjusted to meet demand."

"Bravo! I encourage the Commissioners to approve it when it gets to them this time, because studied, data-based policymaking is what we need."
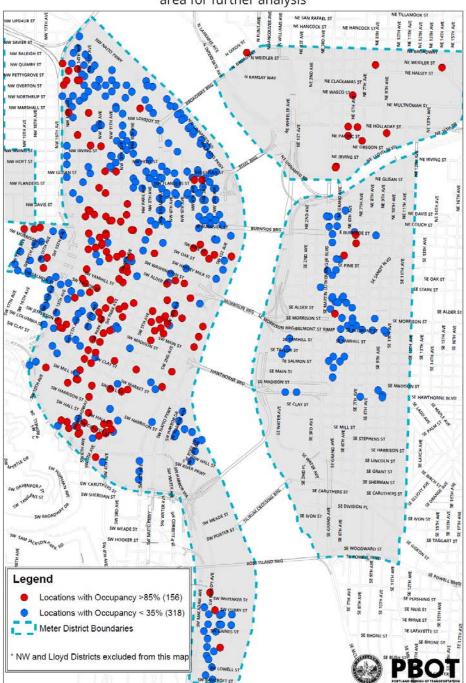
Kimley»Horn

DESIRE FOR DATA-DRIVEN MANAGEMENT
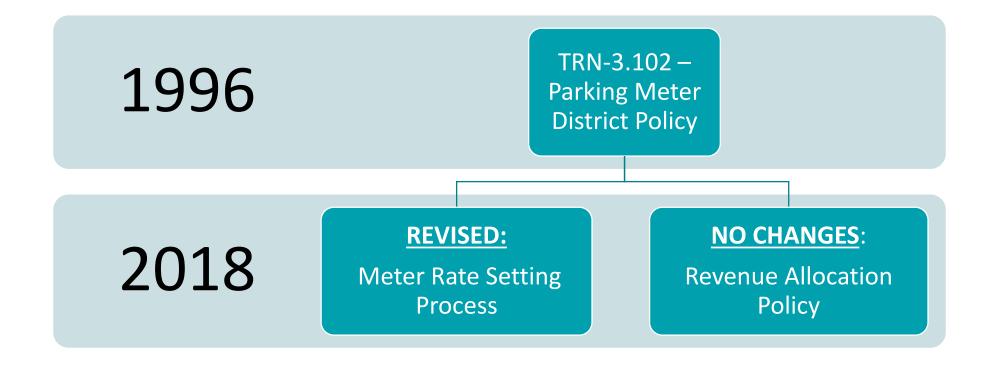
PBOT receives <u>very few</u> comments that rates are too high, but <u>frequently</u> hears that finding on-street parking is very difficult in some parts of the City.

Performance Based Pricing
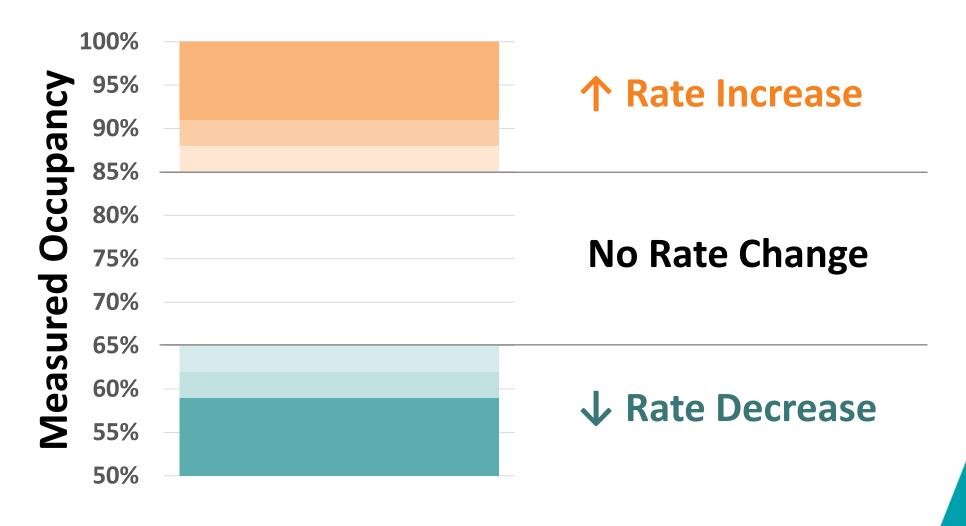area for further analysis

Legend
- Locations with Occupancy >85% (156)
- Locations with Occupancy < 35% (318)
- Meter District Boundaries

* NW and Lloyd Districts excluded from this map

UPDATES TO TRN-3.102

1996

2018

TRN-3.102 – Parking Meter District Policy

REVISED:

Meter Rate Setting Process

NO CHANGES:

Revenue Allocation Policy

ANNUAL RATE REVIEW PROCESS

↑ **Rate Increase**

No Rate Change

↓ **Rate Decrease**

Measured Occupancy

100%
95%
90%
85%
80%
75%
70%
65%
60%
55%
50%

Kimley»Horn

KEY ISSUES TO ADDRESS:

- **On-Street Pricing Around Large Venues Does Not Incentivize the Uses of Alternative Modes:**

	Cost
Off-Street Event Parking	$26.00
Transit	$10.00
Biketown	$9.60*
On-Street Parking (@ $1.00/hr)	$4.00

- **No Guidelines for Implementation and Rate Adjustments**

EVENT DISTRICTS

CRITERIA FOR EVENT DISTRICT

Requirement 1: Event Size

Requirement 2: Data Driven

Requirement 3: Utilize Existing Metered Parking

Requirement 4: Publish Dates in Advance

METER DISTRICT RATE	INITIAL EVENT DISTRICT RATE
$1.00	
$1.20	$3.00
$1.40	
$1.60	
$1.80	$4.00
$2.00	
$2.20	$5.00
$2.40	
$2.60	
$2.80	$6.00
$3.00	
$3.20	$7.00
$3.40	
$3.60	
$3.80	$8.00
$4.00	
$4.20	$9.00
$4.40	
$4.60	
$4.80	$10.00
$5.00	

ANNUAL RATE REVIEW PROCESS

GUIDELINES INCLUDED:

- **Establishing Event Districts**
  - **Providence Park (Existing)**
  - **Rose Quarter**
  - **Convention Center**

- **Standardized Annual Review Process**
  - **Adjust rates based on data to incentivize the use of alternative modes**

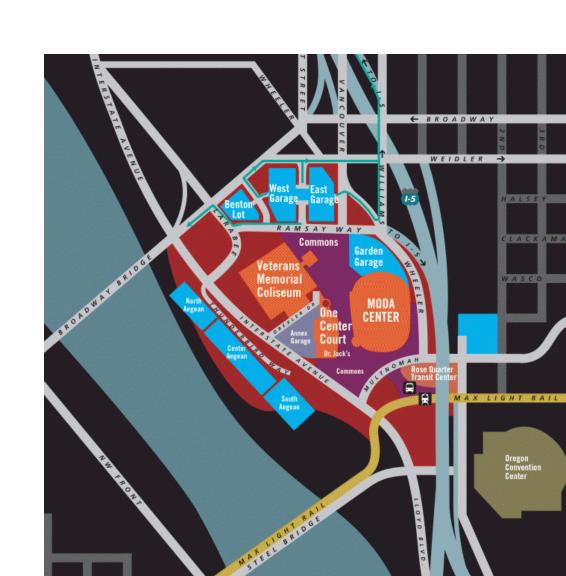*Proposed guidelines supported by the Oregon Convention Center and the Rose Quarter*

EVENT DISTRICTS

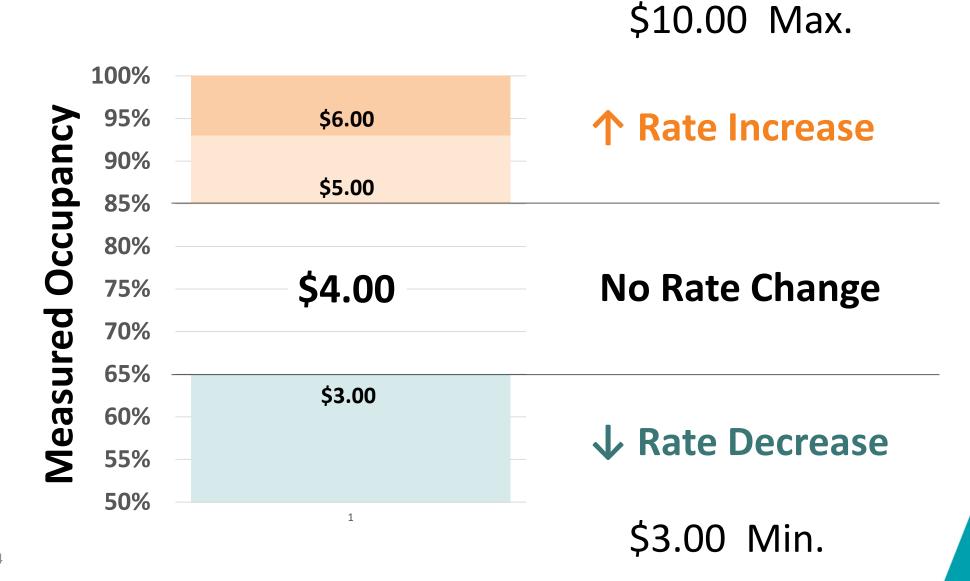# EXAMPLE TRANSPORTATION COSTS FOR EVENT IN ROSE QUARTER

2 People, Stay of 4 hours

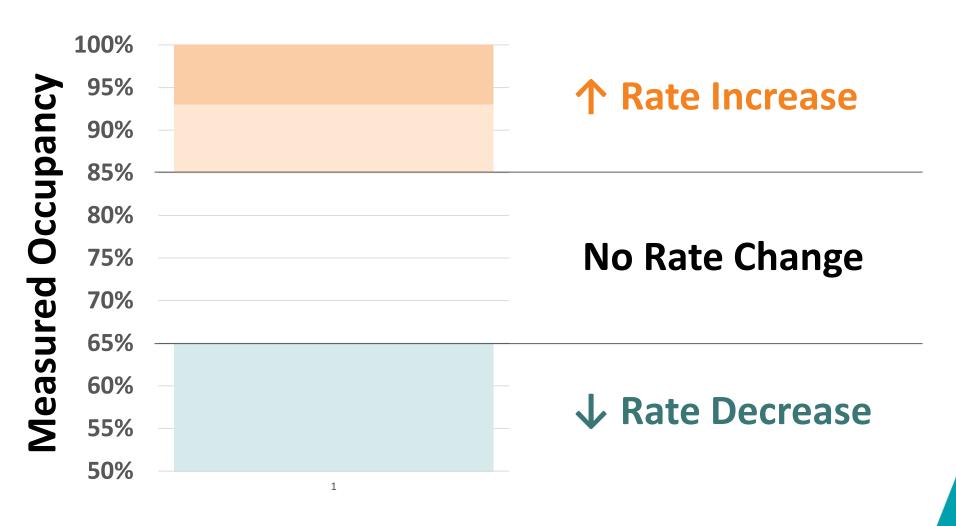|	Cost
Off-Street Event Parking	$26.00
Transit	$10.00
Biketown	$9.60*
On-Street Parking (@ $1.00/hr)	$4.00

*Assuming a 30-minute ride each way

EVENT DISTRICT RATE REVIEW PROCESS

$10.00 Max.

↑ Rate Increase

No Rate Change

↓ Rate Decrease

$3.00 Min.

Measured Occupancy

| 100% |
95%	$6.00
90%	
85%	$5.00
80%
75%	$4.00
70%
65%
60%	$3.00
55%
50%

EVENT DISTRICT RATE REVIEW PROCESS

↑ **Rate Increase**

No Rate Change

↓ **Rate Decrease**

(Chart Y-axis: Measured Occupancy, ranging from 50% to 100%)

RATE ADJUSTMENT PROCESS

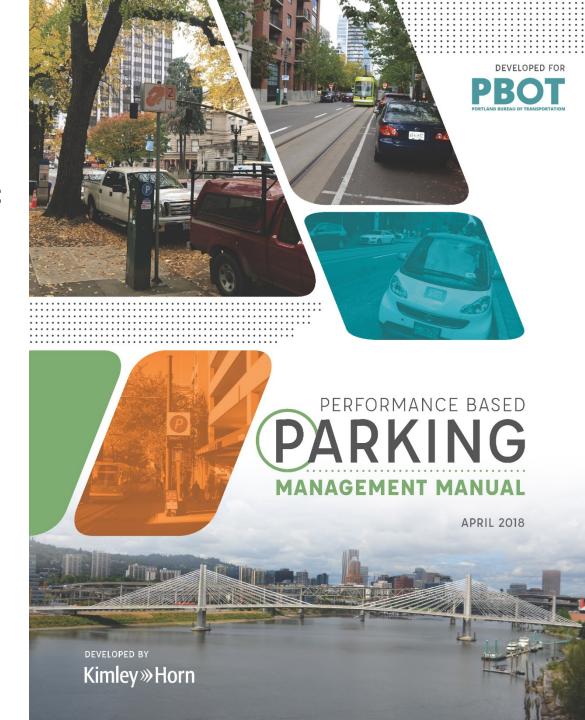|	Meter Districts	Event Districts
Maximum Hourly Rate	$5.00	$10.00
If Greater Than 85% Occupied	+0.20, +$0.40, or +$0.60	+1.00, +$2.00, or +$3.00
If Between 65% and 85% Occupied	No Rate Change	No Rate Change
If Less than 65% Occupied	-0.20, -$0.40, or -$0.60	-1.00, -$2.00, or -$3.00
Minimum Hourly Rate	$1.00	$3.00

PUBLIC OUTREACH

Adopt Parking Management Manual to establish guidelines for managing public parking in the City of Portland (Ordinance)

NOW, THEREFORE, the Council directs:

a. The City Council adopts the Parking Management Manual to guide management of the public parking system and directs the Bureau of Transportation to implement the guidelines contained in the Manual.

b. This ordinance is binding City policy.

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PERFORMANCE BASED
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MANAGEMENT MANUAL
APRIL 2018

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EXAMPLE NET METER REVENUE PROJECTS

PROGRAM MANAGEMENT, MARKETING, AND OUTREACH (M)		
M.1	Develop work plans to attain identified mode split goals	R
M.2	Awareness campaigns and direct marketing	R
M.3	Materials and services, such as graphic design and printing	R
M.4	Evaluation and analysis, such as surveys and public outreach for specific programs and projects	R
M.5	Contract with outside staff to administer specific TDM programs or projects to help achieve mode split goals identified in the district work plan. This includes staff time for programs that provide information, incentives, and encouragement to district employees and residents to walk, bike, carpool, and use transit more often, as well as funding for special events and targeted outreach to employers and district employees.	O
M.6	Develop and promote a shared parking program	O
M.7	Perform shared-use parking analysis related to capital projects to determine impact	O

R = Required | O = Eligible

EXAMPLE NET METER REVENUE PROJECTS

TRANSPORTATION DEMAND MANAGEMENT (T)		
T.1	TriMet Pass program to provide transit passes to district employees, residents, or as an opt-out incentive	O
T.2	Subsidized BIKETOWN memberships for district employees, residents, or as an opt-out incentive	O
T.3	Company or district-wide ridesharing networks using DriveLessConnect with incentives to carpool	O
T.4	Free day and week passes on TriMet to encourage people to try transit	O
T.5	District-wide BIKETOWN zones that allow commuters and customers to park at any bike rack without paying a fee	O
T.6	Free or discounted bicycling and walking safety accessories such as lights, locks, and rain gear	O
T.7	Subsidized car-share memberships	O

R = Required | **O** = Eligible

EXAMPLE NET METER REVENUE PROJECTS

CAPITAL PROJECTS (C)		
C.1	Area walking maps and installation of pedestrian wayfinding signs	O
C.2	Design and installation of new sidewalks or curb extensions	O
C.3	Design and installation of crossing safety improvements	O
C.4	Bicycle infrastructure including bicycle network improvements or bicycle storage	O
C.5	Any project identified in the adopted Transportation System Plan	O
C.6	Transit tracker kiosks to provide arrival and departure information	O
C.7	Enhanced transit service or transit reliability improvements in partnership with TriMet and/or Portland Streetcar	O
C.8	Increase supply of off-street parking once all best practices have been implemented on-street and TDM tools are utilized	O

R = Required | **O** = Eligible

WRAP UP

1. Introduction
2. Parking Management Districts
3. Time Limits
4. Pricing
5. Event Districts
6. Truck Loading Zones

DEVELOPED FOR
PBOT
PORTLAND BUREAU OF TRANSPORTATION

PERFORMANCE BASED
PARKING
MANAGEMENT MANUAL

APRIL 2018

DEVELOPED BY
Kimley»Horn