

Portland's Northwest District Parking Plan Development – Meeting #12



— August 16, 2011 —

The Vision for the District

From Adopted NW District Plan

- Uniquely vibrant and livable environment
- A number of distinct, but well connected places
- Mixed use main street corridors, where commercial and institutional uses are concentrated.
- A diversity of land uses
- A variety of housing sizes and types – diverse population.
- New mixed use and commercial development – providing additional employment.

The NWD parking plan must support this vision.

Project Goals and Objectives

In Support of NW District Plan – Policy 4

- Better manage on-street supply for residents, businesses and visitors through creation of a “pay-to-park” district.
- Tailor time limits to encourage turnover, discourage commuter and PGE Park (now Jeld Wen) parking where appropriate.
- Create a permit program that exempts residents and a certain number of employees from the “pay-to-park” limits – encouraging non-SOV modes.
- Establish a Transportation & Parking Management Association
- Develop a parking revenue allocation plan

Proposed Approach

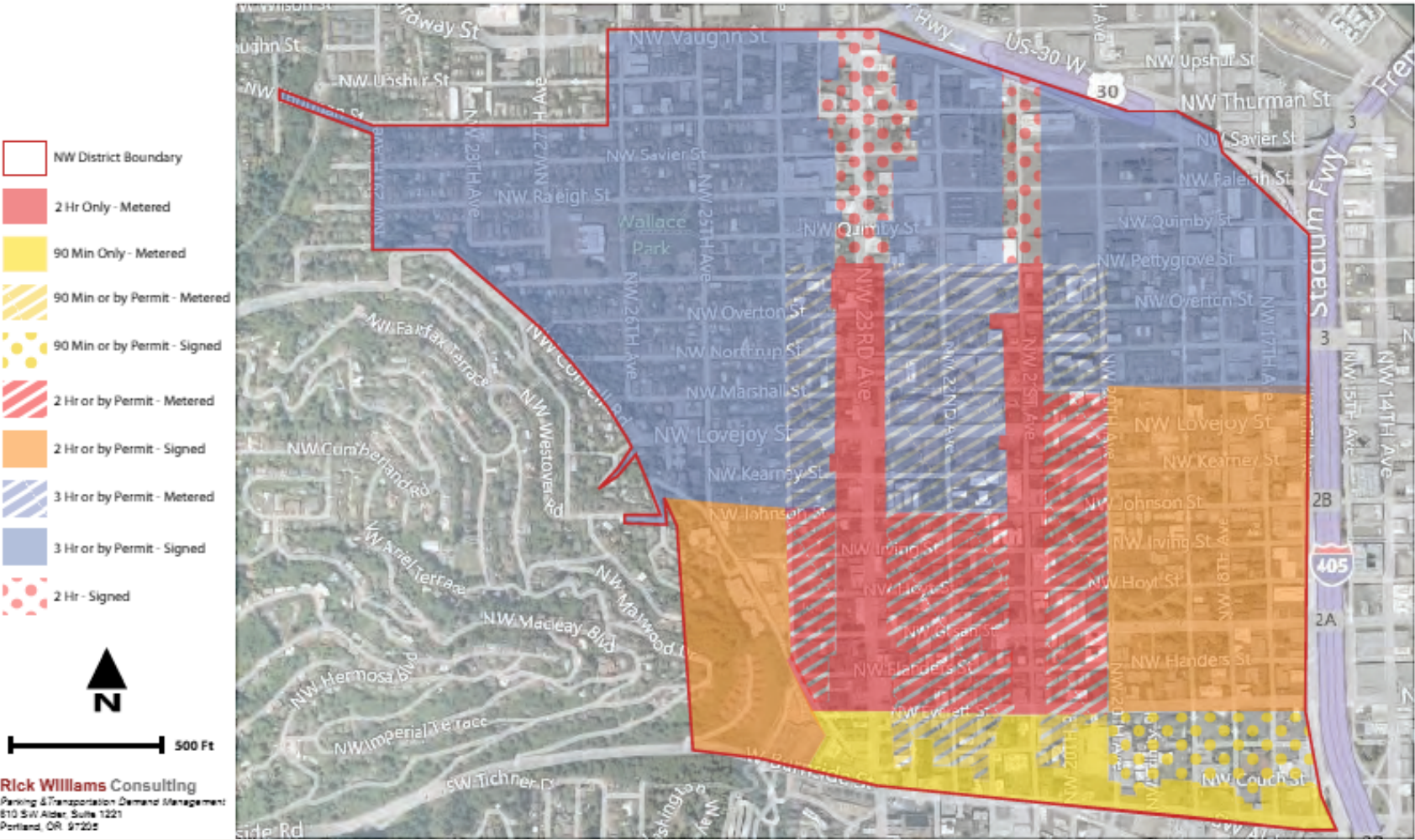
BOUNDARY

Recommended Approach
<ul style="list-style-type: none">• Burnside (south)• NW Vaughn (north)• I-405 (west)• NW Cornell/NW 29th (east)

- SAC recognizes spillover impacts and believes management area should be entire NW Plan District

Recommended Boundary

Northwest District: Paid Parking and Permit Program Options - *Recommended Parking Management District*



TIME LIMITS

Recommended Approach

- Commercial zone – NW 20th/NW 24th & Burnside to NW Pettygrove **(metered)**
 - Metered” (2 HR ONLY) on 21st/23rd from Pettygrove to Burnside – 90 MIN ONLY meters in commercial zoning along Burnside.
 - 2 HR ONLY (signed) on 21st/23rd north of Pettygrove to Vaughn.
 - Combination of 2 HR - 3HR or by permit (signed) remainder of district.
 - GAME DAY Overlay
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- In effect all days (during hours of enforcement)
 - Coordinated with “Game Day” overlay
 - 2011 approach recognizes baseball is not being played, with approach that is complementary of soccer schedule.

Game Day Overlay

Northwest District: Paid Parking and Permit Program Options - *Game Day Overlay*

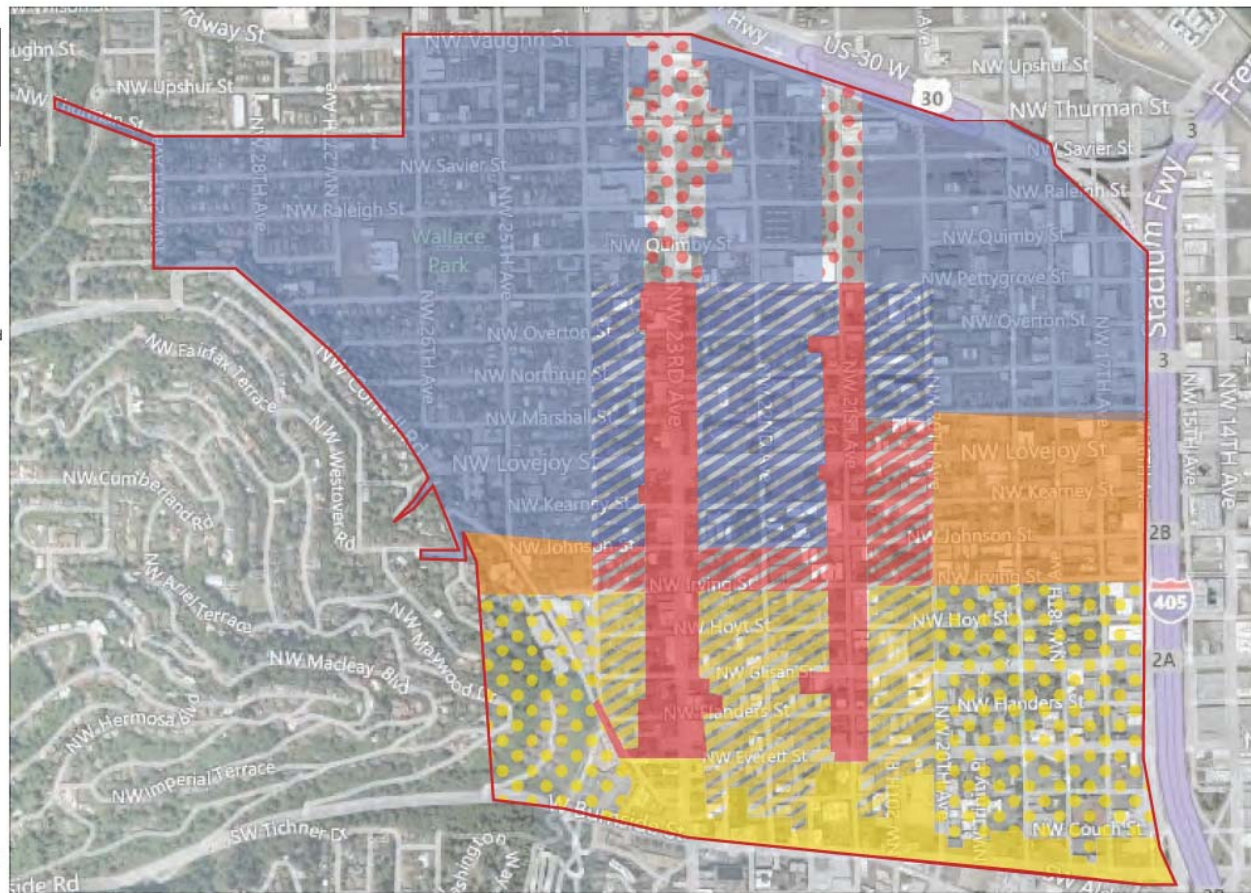
To be imposed on event days for a duration of 1 hour prior to 1 hour after event.

-  NW District Boundary
-  2 Hr Only - Metered
-  90 Min Only - Metered
-  90 Min or by Permit - Metered
-  90 Min or by Permit - Signed
-  2 Hr or by Permit - Metered
-  2 Hr or by Permit - Signed
-  3 Hr or by Permit - Metered
-  3 Hr or by Permit - Signed
-  2 Hr - Signed



500 Ft

Rick Williams Consulting
Parking & Transportation Demand Management
610 SW Alder, Suite 1221
Portland, OR 97205



- 90 minutes south of Irving on game days
- In effect one hour before and 1 hour after game

HOURS OF OPERATION - ENFORCEMENT

Recommended Approach

- 9 AM – 7 PM (Monday – Saturday)
 - “Event Overlay” for event days.
 - Free Sunday
- Consistent with downtown
 - Consider Sunday enforcement (1:00 p.m. – 7:00 pm.)

METERS & PRICING

Recommended Approach
<ul style="list-style-type: none">• Pay Stations• Pay & Display• \$1.60 per hour

- Equipment and Pay & Display is standard to downtown and Lloyd
- Pricing reflects current downtown/Pearl meter rates.

PERMITS

Recommended Approach

- **Residents** – All residents within the program boundaries will be eligible for permits.
- **Businesses** - Eligible to obtain exemptions for 50% of their full-time employees.
- **Good Sam** – Employees constrained to parking within the designated Good Sam campus growth boundary.

- All residents accommodated in permit areas/zones
- 2011 - Employee allocation calibrated to a drive alone mode split goal.

USE & PRICE OF PERMIT

Recommended Approach

- Permits not allowed on NW 21st/23rd during enforcement hours.
- \$45 PER YEAR (residents and business)
- Additional charge for 2nd Permit (RESIDENTS)
- Guest permits available (10 coupons for \$10 a book)
- Recommend limit on books sold to preclude sales to unauthorized users

Revenue Allocation & MRAC/TPMA



Estimated Revenue - @ \$1.60/hr.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Metered Area										
Revenues:										
Smart Meter Revenue	\$ 3,293,182	\$ 3,293,182	\$ 3,293,182	\$ 3,293,182	\$ 3,293,182	\$ 3,293,182	\$ 3,293,182	\$ 3,293,182	\$ 3,293,182	\$ 3,293,182
Citation Revenue	\$ 281,536	\$ 281,536	\$ 281,536	\$ 281,536	\$ 281,536	\$ 281,536	\$ 281,536	\$ 281,536	\$ 281,536	\$ 281,536
Total Revenues	\$ 3,574,718	\$ 3,574,718	\$ 3,574,718	\$ 3,574,718	\$ 3,574,718	\$ 3,574,718	\$ 3,574,718	\$ 3,574,718	\$ 3,574,718	\$ 3,574,718
Expenses:										
SmartMeter Startup Cost	\$ 346,000									
SmartMeter Operating Expenses	\$ 1,119,682	\$ 1,153,272	\$ 1,187,871	\$ 1,223,507	\$ 1,260,212	\$ 1,298,018	\$ 1,336,959	\$ 1,377,068	\$ 1,418,380	\$ 1,460,931
Enforcement Startup Cost	\$ 302,100									
Ongoing Enforcement	\$ 593,270	\$ 611,068	\$ 629,400	\$ 648,282	\$ 667,731	\$ 687,763	\$ 708,395	\$ 729,647	\$ 751,537	\$ 774,083
Total Expenses	\$ 2,361,052	\$ 1,764,341	\$ 1,817,271	\$ 1,871,789	\$ 1,927,943	\$ 1,985,781	\$ 2,045,354	\$ 2,106,715	\$ 2,169,916	\$ 2,235,014
NET METERED AREA	\$ 1,213,666	\$ 1,810,377	\$ 1,757,447	\$ 1,702,929	\$ 1,646,775	\$ 1,588,937	\$ 1,529,364	\$ 1,468,003	\$ 1,404,802	\$ 1,339,704
Area Permit Parking Program (APPP)										
Revenues:										
Annual Permit Revenue	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000
Citation Revenue	\$ 51,500	\$ 51,500	\$ 51,500	\$ 51,500	\$ 51,500	\$ 51,500	\$ 51,500	\$ 51,500	\$ 51,500	\$ 51,500
Total Revenues	\$ 591,500	\$ 591,500	\$ 591,500	\$ 591,500	\$ 591,500	\$ 591,500	\$ 591,500	\$ 591,500	\$ 591,500	\$ 591,500
Expenses:										
Permit Program processing/admin	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000	\$ 540,000
Enforcement Startup Cost	\$ 169,500									
Enforcement ongoing	\$ 373,315	\$ 384,514	\$ 396,050	\$ 407,931	\$ 420,169	\$ 432,774	\$ 445,758	\$ 459,130	\$ 472,904	\$ 487,091
Total Expenses	\$ 1,082,815	\$ 924,514	\$ 936,050	\$ 947,931	\$ 960,169	\$ 972,774	\$ 985,758	\$ 999,130	\$ 1,012,904	\$ 1,027,091
NET APPP	\$ (491,315)	\$ (333,014)	\$ (344,550)	\$ (356,431)	\$ (368,669)	\$ (381,274)	\$ (394,258)	\$ (407,630)	\$ (421,404)	\$ (435,591)
NET REVENUE AVAILABLE	\$ 722,351	\$ 1,477,363	\$ 1,412,897	\$ 1,346,498	\$ 1,278,106	\$ 1,207,663	\$ 1,135,106	\$ 1,060,373	\$ 983,397	\$ 904,113
51% to TMA	\$ 368,399	\$ 753,455	\$ 720,578	\$ 686,714	\$ 651,834	\$ 615,908	\$ 578,904	\$ 540,790	\$ 501,533	\$ 461,098

Meter Revenue Allocation Committee (MRAC) Lloyd District Example

Net Revenue

- Agreed upon methodology to calculate Net Meter Revenue.
- LD receives 51% of net revenue. Funds harbored in LTMA annual contract.
- Routine reporting of revenue balance (funds collected, expended, roll over, etc.).
- Contracting requirements for initiating projects or programs funded with net revenue.

Use of Meter Revenue

Examples of Projects Funded with Meter Revenue

- Funding for TPMA
- Transit incentive programs, outreach, events, trainings and educational programs for employers/employees.
- Personalized transit, bike, walk trip planning (individualized marketing)
- District performance monitoring (utilization/capacity)
- Fareless Square
- Bike facilities and programs
- Lighting and safety improvements
- Signage & Wayfinding
- Pedestrian improvements – pedestrian crossings (NE 9th, 8th, 6th)

TPMA Formation

What a TPMA can do:

1. Serve as a forum for parking/transportation demand management (TDM) for district
2. Allocate/manage on-street permit program and district revenue (MRAC)
3. Liaison shared use parking opportunities between private properties
4. Launch employee transportation demand management programs
5. Monitor district performance
6. Advocate district transportation priorities at local, regional, state level
7. Leverage resources and projects (public, private)

come visit the
ONE-STOP
Transportation Shop

AS SEEN AT THE LEVEL DISTRICT TMA

Transit Passes
SmartMeter cars
FlexCar registration
carPOOL registration

BUT WAIT, THERE'S MORE!

ACT NOW, AND YOU ALSO GET:

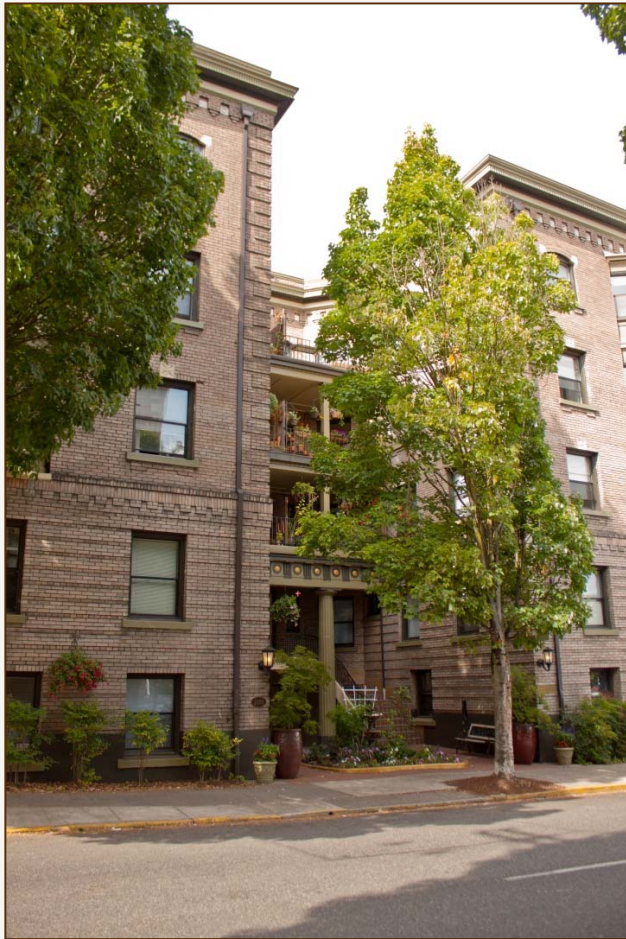
TRIP Planning + MAPS
A Place to Browse
Fun Stuff

PeDESTrian information
Bike locker rentals
Bike accessories

YES! At the
Commuter connection

You mean I can get all that in one place?

Store hours: Tue-Fri 11-4
700 NE Multnomah, Ste 340
www.ldtma.com



YOUR QUESTIONS?