

Discussion Draft Development Work Plan

SUMMARY OF RELEVANT ISSUES AND EXPECTATIONS

Pertinent to development of a parking and transportation management plan for the Northwest District, City Council approved Resolution 36744 on October 21, 2009. Specific language related to this issue called for appointment of a “Northwest Parking and Transportation Management Association work group to begin implementation of a comprehensive on-street parking plan” for the Northwest District. The Resolution also specifically directed the Bureau of Transportation to bring an ordinance to City Council that would accomplish four specific tasks.

These tasks require:

1. Creation of a meter district and recommended meter fee
2. Creation of a permit district
3. Creation of a Northwest Portland Transportation and Parking Management Association (TPMA)
4. Development of a revenue allocation plan.

To date, Mayor Adams has appointed a small working group made up of residential and business representatives to review previous plan work and initiate formation of a larger stakeholder advisory committee charged with completing the tasks referenced above.

DISCUSSION OUTLINES

Attached are 4 outlines that frame the issue, objective, key questions and policy and plan references for each of the four Council directed plan elements. These outlines are intended to assist stakeholders in understanding each element and anticipate key questions.

**TASK ELEMENT 1 - CREATION OF A METER DISTRICT AND FEE
RECOMMENDATION**

OBJECTIVE:

- To better manage the on-street supply shared by residents, businesses and visitors through creation of a “pay-to-park” district.*
- To establish a pay-to-park system that creates a flexible tool to manage the use of the limited on-street parking supply.*
- To recommend an initial fee for use of on-street parking in the “pay-to-park” district.*

KEY QUESTIONS

Boundaries: Reaffirm and/or revise boundaries for metered “pay-to-park” areas established in the 2002 On-street Parking Concept Plan (W Burnside, SW 16th Avenue, NW Pettygrove and NW 25th Avenue)

Time Limits: Reaffirm and/or revise time limit recommendations established in the 2002 On-street Parking Concept Plan (ranging from 2 – 4 hours).

Hourly Rates: Reaffirm and/or revise rates recommended in the 2002 On-street Parking Concept Plan (a consistently applied rate of \$1.00 per hour)

Hours of Operation: Reaffirm and/or revise recommended operating hours established in the 2002 On-street Parking Concept Plan (seasonal hours calibrated to “PGE Park Season.”)

ADDITIONAL INFORMATION AND/OR DATA NEEDS (AS NECESSARY)

- Review of meter rates in Portland Central City and/or rates from other jurisdictions
- Review of “meter district” policies and operational formats in place in downtown and Lloyd District
- Review of new technologies for on-street parking

CONSISTENCY WITH ADOPTED POLICY AND/OR CONCEPT PLAN

- A plan to establish a parking management district is consistent with Policy 4.1: Parking of the adopted Northwest District Plan which calls for better management of the on-street parking supply and specifically references a “pay-to-park” system/district.
- The 2002 Concept Plan provides specific direction to this process by way of recommendations for implementation.

TASK ELEMENT 2 - CREATION OF A PERMIT DISTRICT

OBJECTIVE:

- To better manage the on-street supply shared by residents, businesses and visitors through creation of a “pay-to-park” district.*
- To create a permit program that exempts residents and a certain number of employees from the “pay-to-park” limits.*
- To provide incentive for residents and employees to use a means of transportation other than driving*

KEY QUESTIONS

- Boundaries: Reaffirm and/or revise boundaries for permit areas established in the 2002 On-street Parking Concept Plan (Zones K and L)
- Permit eligibility: Clarify eligibility criteria for whom is allowed to purchase a permit and specific areas for use.
- Pricing: Reaffirm and/or revise pricing recommendations established in the 2002 On-street Parking Concept Plan (1/2 the rate of the City’s cost of administering).
- Exemptions, Guests and Renewals: Reaffirm and/or revise recommended operating guidelines established in the 2002 On-street Parking Concept Plan.

ADDITIONAL INFORMATION AND/OR DATA NEEDS (AS NECESSARY)

- Review of policies and operational formats of existing Portland area residential permit program(s).

CONSISTENCY WITH ADOPTED POLICY AND/OR CONCEPT PLAN

- A plan to establish a parking permit program is consistent with Policy 4.1: Parking of the adopted Northwest District Plan which calls for creation of a permit program for both residents and employees.
- The 2002 Concept Plan provides specific direction to this process by way of recommendations for implementation.

TASK ELEMENT 3
**CREATION OF A NORTHWEST PORTLAND TRANSPORTATION AND PARKING
MANAGEMENT ASSOCIATION (TPMA)**

OBJECTIVE:

- To establish a TPMA to oversee the on-going management of parking and permit programs in the Northwest District Plan Area
- To create and implement programs to encourage residents, employees and visitors to use transportation modes other than driving.

KEY QUESTIONS

- TPMA Formats: What are TPMA's and how are they structured and funded?
- Organization: Who should be represented on/in a NW District TPMA?
- Synergies: Should a free-standing or affiliated (with an existing non-profit) TPMA be pursued?
- Goals and Objectives: Should specific mode split targets be established that guide and inform organizational decision-making on policy, operations and programs?
- Services and program delivery: Within the framework of parking and transportation demand management, what are the programs and services that would be most beneficial to residents, employees and visitors of the NW District Plan area?
- Funding/Sustainability: What are staffing needs, funding needs and sources of revenue necessary to sustain a TPMA within the NW District Plan area?

ADDITIONAL INFORMATION AND/OR DATA NEEDS (AS NECESSARY)

- Evaluation of TPMA and TMA organizations in Portland and Pacific NW.
- Budget estimating.
- Work plan development.

CONSISTENCY WITH ADOPTED POLICY AND/OR CONCEPT PLAN

- A plan to create a TPMA is consistent with Policy 4.1: Parking of the adopted Northwest District Plan which calls for creation of such an organization.

TASK ELEMENT 4 – DEVELOPMENT OF A REVENUE ALLOCATION PLAN

OBJECTIVE:

- To develop a plan that keeps a part of revenues generated by the “pay-to-park” district to be used for location transportation demand management programs and parking improvements.

KEY QUESTIONS

- Revenue potential: What is the amount of revenue that might be generated in the “pay-to-park” district?
- Allocation of revenue: What is the revenue allocation formula that the working group would recommend (e.g., % of gross, % of net, negotiated flat fee, etc.)?
- Administration of a revenue allocation plan: How would revenue be tracked and accounted for – annually and over time? Would responsibility for administration of revenue be through the TPMA or a Meter Revenue Allocation Committee (MRAC)?
- Expenditure of Funds: What projects, programs and/or priorities would be eligible for district generated funds? Who sets and approves priorities?
- New fees and rates: Over time, how are rates established and implemented?

ADDITIONAL INFORMATION AND/OR DATA NEEDS (AS NECESSARY)

- Revenue forecasting to determine potential funds available to district
- Review of revenue allocation plan in place in Lloyd District (currently the only meter district with a formal revenue allocation plan).

CONSISTENCY WITH ADOPTED POLICY AND/OR CONCEPT PLAN

- Specifically called for in Policy 4.1, Parking.
- Specific program objective in 2002 Concept Plan which calls for “a majority [of revenue] to be dedicated to the benefit of the neighborhood to fund other parking or transportation projects/programs.”