

Draft

NW District Parking Plan Development Work Plan

SUMMARY OF RECOMMENDED COMMITTEE DISCUSSIONS

Attached is a further development of the work presented to the Northwest District 3+3+1 group at its meeting last month. The purpose here is to outline the actual steps recommended for structuring committee discussions, reaching consensus and finalizing products.

Committee meetings will be structured to accomplish the following tasks:

- A. Foundations: The Basics of Parking Management
 - 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. The information provided herein is intended to facilitate that formation process.

DISCUSSION OUTLINES

Attached are 5 outlines that frame the issue, objective, and steps necessary to reach a recommendation in each task area. It is assumed that committee meetings would be scheduled for approximately 90 minutes. Moving through task steps will be based on the dynamics of the group process.

TASK A – FOUNDATION: THE BASICS OF PARKING MANAGEMENT	
OBJECTIVE:	☒ <i>To familiarize the committee with past work, decisions, policies and guidance.</i> ☒ <i>To provide the committee with a grounding in the fundamentals of best practices in parking management.</i>
STEP 1	☒ A review of background materials associated with the 2000 – 2002 process on development of the NW District Plan ☒ Review of the NW District Parking Policy adopted as part of the NW District Plan
STEP 2	☒ Parking 101 – The basic elements of parking best practices. A primer in industry best practices for all elements of parking management, including on-street, off-street, demand management and economics.
STEP 3	☒ Reaffirming and refining elements already contained in the 2002 NW District Parking Concept Plan.
POINTS OF CONSENSUS	☒ 2009 Parking Policy Elements ☒ Best Practices ☒ 2002 Concept Plan as Framework for discussion ☒ Boundaries and Priorities
PRODUCT	☒ Tech Memo #1 – Consensus Document on Framework for Parking Management

TASK ELEMENT 1 - CREATION OF A METER DISTRICT AND FEE RECOMMENDATION
OBJECTIVE: ☒ <i>To better manage the on-street supply shared by residents, businesses and visitors through creation of a “pay-to-park” district.</i> ☒ <i>To establish a pay-to-park system that creates a flexible tool to manage the use of the limited on-street parking supply.</i> ☒ <i>To recommend an initial fee for use of on-street parking in the “pay-to-park” district.</i>
STEP 1 ☒ Engaging the committee in discussions and developing recommendations related to managing on-street parking in <u>commercial areas</u> of the district. This will be guided by information provided in the 2002 NW District Parking Concept Plan and include: - Streets/areas to “meter” - Setting time limits - Hours of enforcement ☒
STEP 2 ☒ Once areas for management are established, the committee will engage in discussions of meter rates and fees. This will be supplemented with examination of other areas in the Portland market and comparable cities.
STEP 3 ☒ The discussion of rates and fees will be supplemented with revenue generation models necessary for evaluation of revenue potential and revenue allocation planning. ☒ Development of revenue models and examination of other areas where revenue sharing is in place.
POINTS OF CONSENSUS ☒ Meter district boundaries ☒ Rules of Use ☒ Rates and Fees
PRODUCTS ☒ Tech Memo #2A –On-street Management Principals, Procedures & Plan – Commercial Area

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

STEP 1

- ☒ Engaging the committee in discussions and developing recommendations related to managing on-street parking in residential areas of the district. This will be guided by information provided in the 2002 NW District Parking Concept Plan and include:
 - Permit zone boundaries
 - Rules of use (residents, guests, employees)

STEP 2

- ☒ Once areas for management are established, the committee will engage in discussions of permit rates and fees. This will be supplemented with examination of other areas in the Portland market and comparable cities.

POINTS OF CONSENSUS

- ☒ Permit district boundaries
- ☒ Rules of Use (residents, guests, employees)
- ☒ Coordination of permit distribution/management
- ☒ Rates and Fees

PRODUCTS

- ☒ Tech Memo #2B –On-street Management Principals, Procedures & Plan – Residential Areas

TASK ELEMENT 3

CREATION OF A NORTHWEST PORTLAND TRANSPORTATION AND PARKING MANAGEMENT ASSOCIATION (TPMA)	
OBJECTIVE:	
☒	<i>To establish a TPMA to oversee the on-going management of parking and permit programs in the Northwest District Plan Area</i>
☒	<i>To create and implement programs to encourage residents, employees and visitors to use transportation modes other than driving.</i>
STEP 1	
☒	Presentation on TPMA's and a look at models and comparables from within the Portland area and other cities.
☒	Examination of a variety of organizational structures, funding, governance options.
STEP 2	
☒	Elements of a TPMA for NW. An examination and discussion of goals and targets for parking and transportation demand management that would be relevant to the NW district.
☒	An examination of potential programs and services that could be delivered to residents and businesses within the NW District to manage access, improve transportation efficiency and support alternative mode use.
STEP 3	
☒	What type of organizational structure would most benefit the NW District and deliver on the goals and targets and programs/services discussed in Step 2?
☒	What are legal and funding issues that need to be addressed to move forward with TMMPA formation?
POINTS OF CONSENSUS	
☒	TPMA structure and leadership
☒	TPMA service plan
☒	Agreement on funding to pursue/budget
☒	Timeline for formation
PRODUCT	
☒	Tech Memo #3 – Framework for TPMA Formation

TASK ELEMENT 4 – DEVELOPMENT OF A REVENUE ALLOCATION PLAN
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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.

STEP 1

- ☒ Review models and examples of parking revenue allocation plans in place in Portland (e.g., Lloyd District, Marquam Hill).

STEP 2

- ☒ Estimating revenue potential based on recommended meter district and fee structure(s) in Tasks 1 & 2.

STEP 3

- ☒ Develop a revenue allocation plan for the NW District

CONSENSUS POINTS

- ☒ Revenue forecasting to determine potential funds available to district
- ☒ Review of revenue allocation plan that establishes process, priorities and protocols for revenue distribution.

PRODUCT

- ☒ Tech Memo #4 – Framework for NW District Parking Meter/Permit District Revenue Allocation Plan and Process