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**Steve Novick** Commissioner **Leah Treat** Director

## The Future of Parking: Portland Parking Symposium

Monday, June 29, 2015

Program from 1-6 p.m. Please RSVP\*

Drop-in reception + open house from 6-8 p.m. No RSVP required.

Portland Building 1120 SW Fifth Ave. Second Floor, Portland, OR 97204

\*Please RSVP to Francesca Patricolo at [PDXparking@portlandoregon.gov](mailto:PDXparking@portlandoregon.gov) or (503) 823-5282

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### Event program

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#### Welcome 1 p.m.

Opening remarks by Art Pearce, Manager of Transportation Policy, Planning and Projects for the Portland Bureau of Transportation. Remarks by Portland Transportation Commissioner, Steve Novick and Portland Bureau of Transportation Director, Leah Treat.

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### Keynote presentation + audience Q & A

#### **Our growing city: Parking for healthy, vibrant communities**

Our region is growing and our city is expected to absorb a great share of that growth. If we plan well, we can capitalize that growth into thriving neighborhoods where more Portlanders can enjoy healthy and active lifestyles, living within a short walk or bike ride to great services and neighborhood amenities. But growth also brings pressures already being felt in our existing neighborhoods. Doing nothing to address parking issues is not an option. As we adjust to our changing community, we have an opportunity to identify strategies to help create the places we want while we preserve the aspects of our communities that we cherish the most. Discover principles of economics and availability of parking in the context of population growth and find out why experts say there is no such thing as “free parking.”

#### Keynote:

**Jeffrey Tumlin**, renowned parking and transportation expert, Owner and Principal of Nelson Nygaard in San Francisco and author of *Sustainable Transportation Planning: Tools for Creating Healthy, Vibrant and Resilient Communities*.

## Developer panel presentation + audience Q & A

### **Developer perspectives: Effects of growth and development trends on parking**

Have you ever wondered why developers build the amount of parking they build? Find out what all goes into consideration when developers plan what gets built where and how. Gain insight into the ways developers are altering their approaches to address growth and how they can be good neighbors in the process.

Presenter:

Overview of the economics of parking development and how that affects the provision of parking by **Rick Williams**, Owner and Principal of Rick Williams Consulting; a local parking policy and planning firm with national experience and reputation.

Panel:

**Craig Davis**, Principal and Corporate Director for GBD Architects Inc., responsible for the Hassalo on Eighth development; a three-building, 657-unit transformation of the Lloyd district into a LEED Platinum community.

**Sam Rodriguez**, Senior Managing Director for Mill Creek Residential Trust; a national company responsible for recent developments in NW Portland with subterranean parking.

**Ed McNamara**, Developer and Owner of Turtle Island Development LLC, formed in 2002. His company focuses on mid-rise, affordable rental housing that is energy-efficient and transit-oriented. Prior to forming Turtle Island, Ed worked for Prendergast and Associates and served as the second Executive Director of REACH Community Development, Inc.

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**Break 3:30 p.m.**

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## Community panel presentation + audience Q & A

### **Community experiences with parking solutions**

Action can start with *you*. Hear from individuals who experienced local parking problems and worked with their communities and local government to develop area-specific parking solutions. Involved community members discuss how neighbors and businesses can be part of the solution and come up with tools to best fit their unique places and parking challenges.

Panel:

**Ron Walters**, Northwest District Association Board Member and long-time advocate for neighborhood parking and transportation improvement. He served as NWDA President for three years during in the City-community process that resulted in the 2012 Northwest Parking Plan. Today he is a Commissioner-appointed member of the Northwest Parking Stakeholder Advisory Committee, which develops parking management policies and programs to optimize parking supply and demand in Northwest Portland.

**Judi Hyman**, Parking Technical Advisory Group (PTAG) co-chair, City of Tacoma Washington. The PTAG is a citizen volunteer group made up of various stakeholders who review current parking policies and make suggestions for changes to the City Manager and City Council. The group has been the driving force in many successful alterations to the Parking System. Ms. Hyman has been a part of PTAG since its early iteration in 2008 when the group was formed to begin its first task of integrating paid parking in the downtown area.

**Peter Stark**, Executive Director of the Central Eastside Industrial Council's Transportation and Parking Advisory Committee (TPAC). Mr. Stark participated in developing the Central Eastside Parking Management Plan that established the need for a Transportation and Parking Management Association. The TPAC works with businesses and nearby neighborhoods to directly address district parking problems.

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## Innovation panel presentation + audience Q & A

### **Innovative responses to parking trends, issues and concerns**

Cities are coming up with new strategies to help communities handle inevitable growth while maintaining or enhancing their community goals. At the same time, innovative firms are pioneering new tools that may turn out to have surprising impacts on parking trends. Be inspired to think outside of our existing toolbox to consider new approaches to facing our parking challenges.

Panel:

**Mary Catherine Snyder**, Parking Strategist for the City of Seattle Department of Transportation brings Seattle examples of performance-based parking management, innovative area parking permit programs and other parking management technology.

**Tommy Hayes**, Transportation Policy Manager for Lyft, and **Ken Hills**, Portland Manager of Car2Go, illustrate how trends in ridesharing and car-sharing can be seen as Transportation Demand Management tools that contribute to less parked cars.

**Paulo Nunes-Ueno**, the new Transit and Mobility Division Director for the Seattle Department of Transportation, and former Transportation and Sustainability Director at Seattle Children's Hospital, examines a policy framework to require things like bus passes, car or bike share memberships for new residential developments in center city neighborhoods and other areas frequently served by transit.

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**Closing 6 p.m.**

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### **Drop-in reception + open house 6-8 p.m. (no RSVP required)**

Come engage with us! Mingle with panelists, learn about businesses and organizations providing Transportation Demand Management tools and resources, get more information from Portland districts working on their parking and engage with the two main projects of the Portland Bureau of Transportation's **Citywide Parking Strategy**: the **Central City Parking Policy Update** and the **Centers and Corridors Parking Study**. Enjoy food and festivities and tell the City of Portland what you think about the future of parking. We want to hear from you!