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Steve Novick Commissioner **Leah Treat** Director

The Future of Parking: Portland Parking Symposium Monday, June 29, 2015

Event report
July 9, 2015

Purpose

The Portland Parking Symposium was a shared learning experience for City staff, leadership and community members to come together to gain insight into growing pressures and concerns about Portland parking and the factors leading to these changes. Participants explored new, upcoming ideas and trends about parking and developed common understanding around innovative concepts and best practices that will inform Portland's Citywide Parking Strategy.



Outreach

The communications plan for the event, which guided the outreach and equity analysis, started with Office of Neighborhood Involvement email lists (which included neighborhood associations and coalitions, community groups and business associations), staff added emails from PBOT committees. After three email blasts, press coverage, internal and external social media shares and announcements at all PBOT-affiliated committee meetings throughout the month of June, the interested parties list grew to 650 individuals as attendees RSVP'd to PDXparking@portlandoregon.gov.

An equity analysis, conducted in early June, using the RSVP list and email open rate data and identified two areas for additional targeted outreach in North and East Portland. Staff was able to intervene by posting flyers in grocery stores, libraries and community centers and by engaging the City's Public Involvement Best Practices Program Coordinator, who additionally forwarded our announcement emails to neighborhood coalitions on our behalf. Through these efforts, staff ultimately received over 130 RSVPs and successfully reached a broad audience citywide.

Attendance in the venue was nearly at capacity (160) for the first half of the event, with about $\frac{3}{4}$ attendance retention for the second half and participants were notably engaged throughout.

Program

The symposium program ran from 1-8 p.m. on Monday, June 29, 2015 in the Portland Building Auditorium. It included an active program until 6 p.m., followed by a drop-in open house and reception until 8 p.m. in Room C. The program began with brief opening remarks by Leah Treat and Commissioner Novick, followed by a keynote presentation (*Our growing city: Parking for healthy, vibrant communities*) by Jeffrey Tumlin, a parking and transportation expert from Nelson Nygaard in San Francisco.



Following the keynote, there were three panel presentations:

- **Developer Panel:** A parking consultant, an architect and two different local developers discussed the effects of growth and development trends on parking using local examples for illustration including Hasslo on Eighth in the Lloyd District.
- **Community Panel:** Neighbors with experience developing the Northwest Parking Plan and Central Eastside Parking Management Plan and a guest community member from Tacoma, WA each spoke about their journeys experiencing different parking issues in their communities and working with local government on solutions.
- **Innovation Panel:** Two guests from the Seattle Department of Transportation and representatives from Lyft and Car2Go discussed tools that contribute to less parked cars and policies, such as performance-based parking management, that create more efficient use of on-street parking.

The drop-in reception and open house featured information about and engagement around PBOT's Citywide Parking Strategy including the Central City Parking Policy Update and the Centers and Corridors Parking Study. Attendees also had the opportunity to talk to each other and learn from businesses and organizations who tabled during the reception to share about their innovative Transportation Demand Management tools and resources.

What we heard



Themes from audience engagement throughout the symposium included concerns that City policies incentivize driving rather than transportation demand management, concerns regarding safety for bikes and pedestrians (including those with mobility impairment and disabilities), concerns over the effects of new development on existing neighborhoods and concerns about tradeoffs for other priorities including affordable housing and parks. Public feedback also showed interest in methods to improve efficient use of existing parking, empower communities

to identify and resolve some of their own localized parking issues in their own ways and improve public involvement and inter-agency planning around the issue.

Ongoing engagement

Video of the event will be made available via the City's YouTube account and an electronic public will build upon feedback gathered at the event. Staff intends to discuss outcomes of the symposium with the TSP Transportation Expert Group, Centers and Corridors Parking Study committee and the Central City Parking Policy Update Committee –all of which are comprised of members of the public– to inform the overall Citywide Parking Strategy.



More information

Photos from the event, notes from each audience Q & A session, the PowerPoint presentations from each of the twelve presenters, specific responses from the feedback questions activity and Citywide Parking Strategy posters from the open house may now all be found on the symposium webpage. Staff will send a follow-up email to the interested parties list in the coming days with a link to the symposium webpage and a list of its latest resources.

More information may be found on the symposium website at <http://bit.ly/pdxparking>.