

June 4, 2015

Central City Parking Policy Update

DRAFT Performance-based Parking Management

Policy Principles

This document outlines Policy Principles for developing Performance-based Parking Management for parking meter districts.

At the April SAC meeting, SAC members voted to continue to explore and potentially support implementation of Performance-based parking management in Portland. A performance-based parking management approach uses tools such as improved data and information, and variable pricing in order to more efficiently manage parking demand and ensure reliable parking availability both on and off-street. Please refer to the memorandum circulated at our last meeting, *Variable Pricing as part of Performance-based Parking Management* for more detail.

This document is intended to explain high level policy goals and considerations in order to move forward with performance-based parking management. The following policies lay out a basic policy framework of a future program that will contain more detail, including operating procedures for when and how to start a meter district, how to adjust parking meter rates based on occupancy and turnover data and how to manage public on and off street parking as an integrated system.

Performance-based Parking Management Policy Framework Principles for existing and new public parking metered areas.

Primary goals and outcomes

1. The key outcome of the system would be to increase parking availability and better meet customer needs in an area by more efficiently managing existing parking resources to serve multiple goals, including:
 - a. Support local and business access
 - b. Reduce cruising for parking
 - c. Reduce congestion and carbon emissions (greenhouse gas emissions)
 - d. Promote non-auto transportation options
 - e. Increase efficiency of overall transportation system
2. Parking turnover and short term trips would continue to be encouraged.

Operational framework

1. City would continue to improve the customer experience by improving parking availability, providing better information about parking location and pricing, expanding payment options and convenience, and providing more customer friendly time limits while still encouraging turnover.

2. City would administer a parking management program that is flexible to changes and adjustments, but also provide a basic level of predictability, consistency and clarity that will make the system easy to navigate.
3. City would set a parking availability target. This target could be a single percentage utilization rate (e.g 85% occupancy) or a range of occupancy levels for when to increase and decrease rates. The occupancy target would be accomplished primarily via pricing or in combination with time limits.
4. City would vary parking meter rates, time stays and enforcement hours by area and/or time of day to meet the parking availability targets. Rates would be adjusted on a defined schedule to provide predictability and influence parking demand in different areas.
5. City Council would change Title 16 of the City's Code to give the Portland Bureau of Transportation Director the administrative authority to adjust meter rates within a range (complementing the existing administrative rules for SmartPark), change enforcement hours and start new parking meter areas as needed based on a previously defined and clearly articulated policy framework, with availability targets as the core metric.
6. City would conduct regular parking utilization and turnover studies and publish information in an easy-to-read format to provide transparency for how parking rate decisions are made, generate trend data information, and inform how prices differ by area or time of day so price can influence individual travel behavior.
7. City would rely on pricing and improved way-finding signage to encourage visitors to use the SmartPark off-street garage system before the on-street system. City would encourage longer parking stays to be in off-street facilities and coordinate on and off-street parking prices accordingly.
8. City of Portland would manage meter parking areas with the expectation of at least recovering the administrative costs of running a metered system.