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

Notes from Q & A sessionsⁱ

Keynote presentation

Q: Who pays for the carshare parking spaces? How is that equitable?

A- Carshare providers rent the spaces at market rate. They typically rent it so it doesn't change the rates of the housing units. It allows people to shed cars, but still have access to a car if needed. They are effective in improving mobility, the cost of buying and insuring a car is very expensive. Car share is very effective if regulated well to improve mobility for lower income households because it allows them to shed a car.

Q: What do you do with a situation like Hoboken with all those residential permits and the demand well exceeding the supply?

A- What we know from the Arlington, VA decision: You cannot restrict parking by a class of persons, thus you can't charge the market price. Often residents store other things in their garage than their car. Some cities have tried to force their residents to store their car in their garages, but that typically doesn't work. Scarcity between residents is tough, we have very few tools, price, market, time. Price is the optimal approach. Use price, but then you can longer use permits, you can't use both. Use pay by license plate on street parking, use cellphone, or let them pay by the day/hour/week so they can choose the permit that works for them. Cities like Hoboken saw significant number of households shedding cars because they could put in carshare on each block. However, you can't impose these tools, the neighborhoods need to vote for them.

Q: Shared parking facilities, how do you manage shared parking in entertainment has a higher demand than the other ones?

A- This is tricky. It requires mutual understanding between businesses, they need to recognize that they are in it together. You also need a third party to coordinate the communication to the users/shoppers, organize the businesses, handle the liability, and mitigate any unintended consequences. Valet parking is a good tool in these cases, can fit 20-30% more parking spaces when you use valet. Simpler than coordinating adding more supply, etc.

Q: Health: obesity epidemic. 10,000 steps per day, Dr. are prescribing parking farther away and walking more. Are you aware of communities that have linked that?

A- Bodies are designed to have 10,000 steps per day. How do we talk about parking to help public health outcomes? I am not aware of any cities doing this. But I find it very interesting. Also consider how many extra steps happen in a park once district. We all grossly underestimate the number of steps and the pleasantness of the park once district, like small main streets and downtowns like Portland. We need to bring back the pleasure of walking, which is why I like Portland, it's so pleasant to walk here. I get more steps in because the experience of walking is delightful.

Q: Denser parts of Portland still requires off street parking spaces, so then we get driveways and curb cuts which cause safety concerns, and also take away public on street parking. Can you comment on this policy? Off street parking on areas outside 500 feet of a transit stop have to build parking, sullyng the pedestrian environment.

A- We need to manage off street and on street together. You can limit the number of off street spaces which is helpful. Some cities use a parking impact fee: if you knock out an on street space, you have to pay a fee for removing that space. Santa Monica requires parking ONLY be accessed in an alley.

Developer panel

Q: What if we build parking structures for tiny cars only?

A- The auto industry needs to change until this is feasible. We will probably move toward a smaller standard space. The city regulate the size of stalls, so we can't build smaller than 9 feet anyways. Some of our spaces are smaller and too small now for people to get in and out, and they knick the other cars. We have tried to squeeze them in.

Q: If you look at the 8% of the population who don't own a car, the people without cars make \$80,000 a year or more. If you are saying we need .75 parking spaces for your buildings, but if we know that we have x amount of cars and x amount of space, that doesn't add up. We already have Division st, where they give out 3 times the number of permits than the number of spots available. Why is the city letting developers build without parking in our neighborhoods? You are not taking account into account the spaces available, if the permit is \$60 and off street is \$200, people are going to park on the street.

A- Different developers are going to respond differently, some of them have tried to address these issues. The market should deal with it, because maybe the market requires building parking.

A- The market is not there now, a lot of the parking that is built now goes under used because the market has not balanced out.

A- The city has a good policy to reduce the number of parking spaces so we don't have surface lots, but now we are at a point where we may need to build parking underground.

Q: Parking should come first, the neighborhoods should be involved. We know how it is to drive in the neighborhood, so you have resident experts. But then the designers and developers get together and then the residents are then told what it will happen to them. The city has disconnected urban design but it's separate from

- A- Yeah, we don't get real pragmatic, practical tools. Overlook has tried to develop tool kits to help make these new buildings truly NO parking. Why don't you guys work with the city with parking in front, go into the neighborhood with the parking first and tell them about the parking first.
- A- If you live in a design review overlay, that already happens. We struggle with this issues too. We try to do things as designers that we can't. A big problem is the reverse commute effect. If we could get housing and employment areas closer together that would reduce the number of spaces needed.

Response: why don't you brand these buildings like that now? As car free. Work with the bike community on that.

- A- Response: we do that now with X building.

Q: Jeff talked about building for the next 40 years, but developers don't care about that. But do you project trends and consider that when you build or do you build for the market now?

- A- Typically you sit down with the code, and you look at how many residents drive to work, how many people actually own cars. Developers are getting more comfortable with those conversations, let's look at the reality and the code and resize the building and the parking supply. It's trending that way.
- A- In Buckman heights, we paid for 5 car share cars to be in that building. We are trying to be proactive. To your question about trends, I struggle with that. In Buckman Heights, people who moved in got rid of their cars after they moved. So do I build for someone that doesn't have a car now, or do I build for someone that has a car now and may get rid of it now? I am trying to manage it. We need more data, we can be smarter then.

Q: I am a fan of no parking minimums. Developers externalized the parking issues. Don't give parking permits to new developments residents.

- A- To me that's not fair, the rights should be equal. Street parking belongs to everyone. However the city needs to change its approach to parking, even if I have the parking available and it costs \$140.

Community panel

Q: Market forces are effective in matching demand with supply but no one in the district wants to pay for parking. Are there any lessons to how we can address this?

- A- Pain is the best way to transition. Make it so that it makes more sense to find an alternate route into work. The industrial district is different because of its employment parking. It is a painful process to manage this and we have had to come up with some creative solutions to reduce this pain. We have 22k parking need with 14k available. There is no other way to get around it than to find other options.
- A- The free market may take care of it, although not in the way we want it. It will change eventually, but we need to have plans for where people can park.
- A- Education is very important. People have a better understanding after education. We must be able to connect people with different resources without driving.

Q: Parking has always been a pain, did you come to a solution in NW Portland? How are you permitting?

A- Meters are going in. Directional improvement is occurring although nothing will be happening immediately. There will be more permits than spots. This is well documented online.

Q: For Peter and Judy. Recently we discovered that two zones implementation can take people by surprise, what can we do to educate? What's one big thing that might help Portland change permit policy?

A- Peter: We thought we could regulate permits, and we regulated employment but not residential permits and guest permits. It will be a free for all for residents. I am hoping the city will modify the TMA ability to regulate residential permits as well as employment. Also, come up with a policy that will allow the TMA to use existing private parking as a way to provide parking for an existing employment use. We think we could create a specific month lease policy for a business in the area, which would provide additional capacity in the short term.

A- Judy: We general speak directly to the city in churches or schools, as well as notices through utilities or social media. It's a matter of just getting the word out. Grassroots approaches have worked well for us.

Q: Coming from a small business, Portland has many small and large commercial districts. How can we manage the push pull between parking for residents and businesses? Specifically in regards to NW Portland.

A- We have the benefit of best practices, and underlying that we have what's in the intention of the plan. Given the diversity of users, it has gone from being more of a hammer to a scalpel while keeping it simply. We try to figure out what worked and do more and what didn't and do less.

Q: Rick Williams had great success in bringing up the non-auto mode split (in the Lloyd District). What's the best single strategy for reducing parking demand in your experiences?

A- Judy- we were able to adjust the parking rates in city garages for long term parkers to use those instead of on street.

A- NW – demand management has been mostly.

A- Peter – currently we have a permit surcharge, but we should change how much people need to pay to park on the street to get people to decide if it's better to use a transit mode.

Q: Why is there so much parking demand in the industrial district? Where is the high demand coming from?

A- The census says there are 17k employees, there are 19K. There are 3k houses. Parking demand is 3k. We have 6k on street and 8k off street private parking leaving use 10k stalls short of demand. A third of folks are already using transit. The new zoning overlay will cause that number to change with less demand. Referencing travel demand instead of simply parking demand. The amount of parking is not going to change much.

Innovative Responses to parking trends, issues, and concerns

Q: Do Seattle folks have any advice in not overinvesting in particular solutions particularly capital investments with changing technology. How can we mix and match and experiment without making it too confusing?

A- We're hoping to leverage pay by phone so that we have fewer stations on the street. We are making sure to look into social justice issues in regards to that. The future really is different payment platforms that's not a capital investment.

Q: As a millennial living and working in SF, why is Uber not here, and why is Lyft so new here and in Seattle?

A- Novick – how can we have a level playing field so that those companies are competing directly?

Q: Parking may not be free, but neither are the replacement alternatives. Transit is subsidized. Where is the shared tax equity of who pays and without parking and less driving, who is going to pay the hidden costs gained from parking in the future?

A- It's a question of subsidies mostly, as all modes we are talking about today are. The question for elected officials is who pays and how do you pay? The issue for us with transit in Seattle is that it is very effective in terms of passenger cost per mile, and we have an imbalance with longer commuter rides since we are a regional network. I don't have an answer except to say that every time you bike or drive on a city road, that's a road that was subsidized. They aren't free services, but I don't think the answer is mode against mode.

Q: Can you elaborate on how Seattle Children's hospital worked with their decision?

A- Because it was the right thing to do and because they were between a rock and a hard place they wanted to spend money on patients and not on a parking garage. The vision I brought was to bring in a calendar online and it developed a system and the days you didn't drive we could pay those employees. It was a tremendous impact on the hospital because it was so important that we would pay you to drive less. 50% to 36% driving alone right now between a clear message and disincentives and incentives.

Q: What's your mode split going to be in Seattle?

A- Our target is 25% SOV in 2035 for all trips. We are currently somewhere north of 50%. This has an impact on public health and congestion. We look at the broadest possible look for mode change rather than just commute trips. The levy allowed us to expand transit on weekends into the evenings.

Q: What is the estimate of the external costs of us supporting the automobile in terms of both the environment and social in terms of healthcare? How are we bale to integrate the cost of parking lots and wasting our water etc? How are we going to integrate the cost of this instead of externalizing it to the public? How can we keep the conversation more equitable in terms of modes and socially?

A- SDOT: I like to say that at the end of the day the problem of climate change is that we don't price carbon correctly. Microsoft has something really interesting. They have an internal banking system where they will tax employees based on carbon emitted in that trip for business trips. They use that tax to figure out how to get more efficient.

Q: From spark mobility. Thank you for a public and private panel. I would love to hear some perspective on where there is cooperation and friction between private enterprise and public agencies, and how we can work effectively together.

A- Lyft: I think there is a lot of interest when you appeal to the things that drive people crazy (i.e. congestion). How can we talk about where you guys can help in that goal (public agencies). We need to start with baby steps and move on from there building trust. We

want to map out how we can build and cross market each other. If the rail system doesn't get you all the way there, here's a coupon for Lyft to get you there. I think the Holy Grail is going to be integrating all fare payments.

- A- Seattle: At the city of Seattle we have open source data that is available to anyone from the city. We've talked to a lot of companies that use our data to put it into in car navigation systems and the like. How do we use the navigation and parking info available to guide you to your parking spot?
- A- Car2GO: It's a partnership between private companies and municipalities with new ideas. It's a learning process for each. We've built a good partnership over 2.5 years because of a common goal.

Q: Do you have any feedback for Portland in developing parking plans and a hierarchy of uses of the right of way. How can we best think about some of the trades offs in creating this?

- A- SDOT: we're going through a process in figuring out how we do this. We're really looking at how we can use the curb zone. It can have a lot of different uses. There are potentially new uses such as dedicating to free floating car share where you know you can pick up a car in one of these places. At the same time we know business access is super important and we need to be very sophisticated in terms of where this can take place. I'd encourage you to be very inquisitive as to where this can take place and use a data driven approach.

Closing: Key themes identified by keynote Jeffrey Tumlin

- 1) The need for data**
 - a. Collect only the data you need
 - b. Good data
- 2) Looking at the problem and the solutions as an economic problem requiring economic solutions. It's not simply a supply problem but it's integrated into a number of systems.**
- 3) We need management solutions**
 - a. Complicated solutions tailored to the situation at hand
- 4) Know that we need to deal with the incumbents**
 - a. Existing residents signed up for their program and now were changing the rules of the game. Even if it's not democratic, we should provide accommodations for existing residents as to not worsen their situation.
 - b. Find the right set of tools that is sufficiently equitable, democratic, and recognizes that this is not a market solution but will help us satisfy our larger goal
 - c. Apply different management tools
 - d. Think about it from the customer stand point
 - e. Focus on availability
- 5) Parking isn't just about parking, it's about the transportation system**
 - a. To a certain degree you can trade it off to other forms of access
- 6) Equity – We need to get ahead of the equity argument talking about parking because it goes to the core of equity for mobility. We need to know what it means in regards to parking. Particularly the negative impacts**
 - a. Who has the cost?

- b. Who benefits most?
 - c. Look at larger net social equity rather than looking at particular cases.
 - d. Achieve the greatest good for the greatest many
 - e. Look at what we can do to help avoid harming disadvantaged during changes in policy
- 7) Compassion – listen to people in the communities and try to understand where the diversity is coming from and communicate effectively across a variety of perspectives.**
- 8) Public and private relationship**
- a. Collaboration is essential
 - b. Recognize that transportation is the least efficient sector in our society
 - i. 80% of seats are empty during the 5% of the time they're actually in use
- 9) Copy from others**
- a. You don't have to make this up, find out what other cities are doing
- 10) Also be creative and tailor your solutions to your own local opportunities**
- a. A one size fits all solution never works

ⁱ Notes are not verbatim and are subject to normal human error. Please forgive general imperfection or missed points.