

CENTRAL CITY PARKING POLICY UPDATE

Performance Based Parking Management

There are currently no adopted performance targets for managing parking. Performance Based Parking Management is a way of efficiently managing parking using clear policy goals and targets. The Portland Bureau of Transportation and the Central City Parking Policy Update Stakeholder Advisory Committee would like to adopt Performance Based Parking Management strategies.



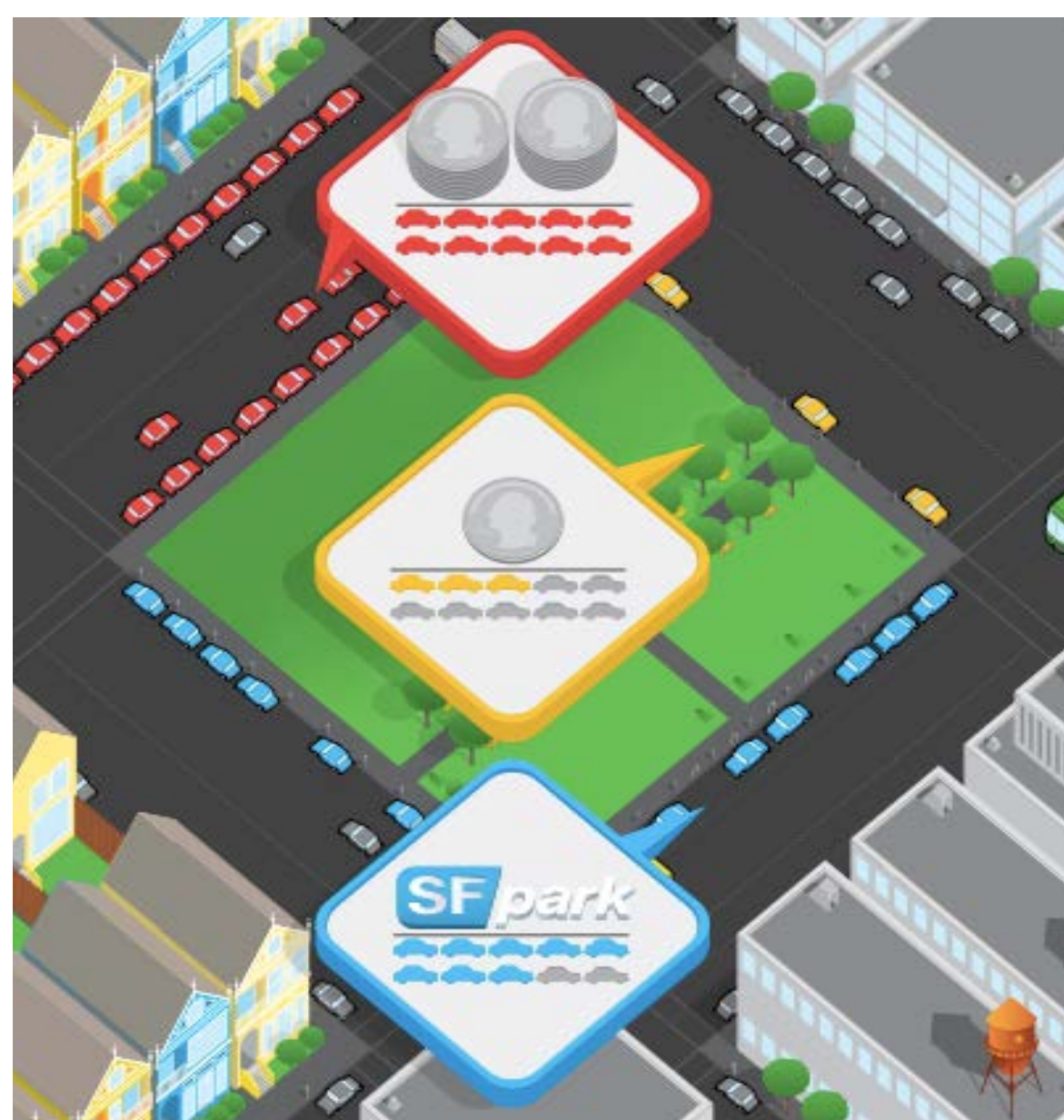
Key Components of Performance Based Parking Management include:

1. Establishment of clear policy goals and targets for the management of public parking systems
2. Prioritization of short-term parking on our streets & SmartPark facilities
3. Implementation of demand-based pricing as a means of allocating parking spaces
4. Performance evaluations to inform changes to rates, policies and programs

What is demand-based pricing?

Target Occupancy:

85% (1-2 open spaces) per block, ensuring that there is a space available to the next user



If an area is too full,
increase the price

If an area is too empty,
lower the price

If an area is just right,
keep same price

*For illustration purposes only. This example is from SFpark in San Francisco CA, the first City to use Performance Based Parking Management & demand based pricing strategies.

Performance-Based Parking Pricing Benefits

- More **convenient and reliable** parking experience for visitors, can help improve perception of a district
- **Represents “good government” program**, promoting efficiency, and improved user satisfaction with better information, parking availability, and ease of payment
- **Uses transparent, regularly collected data** and methods of analysis to inform policy changes
- **Information is readily available** via web and smart phone and reports
- **Is not driven by revenue:** Performance-based pricing is NOT a program to raise revenue; it is intended to utilize market principles to enhance conditions for travelers of all modes
- **Optimizes the user experience** of the parking system, with clear policies, better signage, and easy to use meter and pay-by-phone options
- **Improves access by other modes:** Better parking availability reduces parking search times and traffic enhancing transit speed and reliability, and safety for people walking and cycling