Meeting Notes

PASSENGER ZONES TASK FORCE #2
THURSDAY, JULY 11, 2019

- Attendees
  - Task Force Members
    - Julie Bunker, Portland
    - Lisa Frisch, Portland Business Alliance
    - John Gorham, Toro Bravo
    - Ben Brint, Lyft
    - Tony Jordan, Portlanders for Parking Reform
    - Steve Entler, Radio Cab
    - Skyler Lanning, Wildwood Tours
    - Jared Dayton, Dossier
    - Sara Hoeber, Pearl District Neighborhood Association
  - City Staff/Consultants
    - Mark Williams, PBOT
    - Josh Lynch, PBOT
    - Ted Naemura, PBOT
    - Mike Crebs, PBOT
    - Rick Williams, Rick Williams Consulting
    - William Reynolds, RBT Consultants/Rick Williams Consulting

- Public Comment Period
- Task Force Overview & Objectives
  - Curb Zone Management
  - Key Considerations: Efficiency, Equity, Safety, Messaging, Enforcement

- Existing Passenger Loading Zones
  - A fee has been added to payments made through the Parking Kitty App: “10 cent technology modernization fee;” it was noted that this fee is used in part for additional enforcement.
  - Although the on-street system has a fixed supply, Portland has control over how much additional off-street parking can be added.
  - **Action:** request to send out list of hotels and associated on-street hotel zones.
  - One inequity in the system today is that assumptions do not take into account how much passenger loading is actually needed (may be more than 3 stalls for large hotels with conference functions).
  - Recognize that some valet operations are constrained by available off-street parking (one example: parking vehicles so far away that a tail driver is needed to transport valet driver to/from parking facility).
Also noted that valet operators can respond to system constraints (limited number of stalls) by staffing appropriately.

- **Action**: Send out utilization data of on-street parking in Downtown (to understand peak times) as well as Loading Zone Study.
- There is likely some potential for using areas around fire hydrants to allow temporary passenger loading, but difficult to apply City-wide as safety issues will arise on a case-by-case basis (visibility, etc.)
- Note that there is a mixed-use proposal in the Pearl with all loading zones, no on-street parking on the blockfaces surrounding the project.
- Look to the proposed Flanders Bikeway project for discussion of removing loading zones for bike lanes.

- **Case Studies**
  - Consider more applications of concentrated pick-up/drop-off zones around event venues to help organize pick-up/drop-offs, decrease congestion associated with circling, and improve safety.
  - Even if some hotel zones appear empty, they rely on these zones being available to operate; Portland has many older hotels that have no parking options other than the Hotel Zones.
  - Consider transitioning some hotels for pay-for-use model (to offset lost meter revenue)
    - Also noted that hotels pay for zones in the form of tax revenue generated for the City that other businesses do not generate (lodging tax).
  - Many small, independent restaurants are not willing to pay $1,000+ annually per stall for valet operations and therefore don’t have access to passenger loading.
  - Important to note that many corridors are unique, and City-wide strategies may not make sense in the local context; Broadway has a large number of hotels and hotel zones work fine; also many hotels have restaurants as part of the business model so it is not simply that independent restaurants have a competitive advantage by collocating with hotels—these restaurants can simply be considered part of the hotel operation.
  - Look to other countries for guidance as well, such as Barcelona and Madrid.

- **Adjourn**