



ATTACHMENT A

Transportation and Parking Advisory Committee (TPAC) Work Plan

MISSION

The mission of the TPAC, a committee of the Central Eastside Industrial Council (CEIC), is to support and promote the economic vitality, employment and safety of the Central Eastside Industrial District (CEID) through cooperative, business-supported programs promoting efficient, balanced transportation and parking systems and land use patterns.

The primary goal of the committee is to leverage the transportation and parking systems to assist, foster, and expand employment and business growth in the CEID. Key elements of this activity will include improved parking management; freight mobility and delivery of goods and services; supporting current and incoming residents; utilization of public transit; an integrated and cooperative approach to ridesharing; bicycle and pedestrian measures, resolving conflicts to maximize throughput of right of way, utilizing transportation demand management (TDM) and other sustainable measures to improve air quality and livability for residents, employers and employees in the area served by the TPAC.

The TPAC may advise on local government measures and policies in the public interest, but may not support or oppose any candidate or political party.

BACKGROUND

The TPAC was formed in response to the City of Portland Bureau of Transportation (PBOT) June 2012 Central Eastside Parking Management Plan (CEPMP) and adopted by City Council Resolution 36938. City Council passed ordinance 185997 in April of 2013 authorizing The Director of Transportation to add a surcharge to the base cost of parking permits for the sole purpose of raising revenue to support TPAC services and programs and revise the surcharge fee on an annual basis upon the recommendation of the TPAC. It is the intent that this committee will function in a manner based on the criteria associated with a TPMA as identified in the CEPMP. The TPAC is a committee of the Central Eastside Industrial Council (CEIC) and has established bylaws (see attached).

Specifically, as noted in the CEPMP the TPAC will:

- Implement the CEPMP and collaborate on refinements over time.
- Provide parking and transportation self-governance for stakeholders, neighborhoods and the CEIC in a collaborative manner with PBOT.
- Create an on-street exceptions process with ongoing refinements mutually agreed by the CEIC and PBOT.
- Serve as a forum for action, planning and program implementation and monitoring of parking and transportation regulations as the district evolves, including annual recommendations for changes to the on-street parking management system based on best practices, data collection and analysis and community input.
- Bring focus and balance to multiple modes of transportation within the district.
- Establish a funding strategy including permit surcharges and meter revenue sharing to fund other parking and transportation solutions in the CEID.

PROJECT DESCRIPTION

The purpose of the work plan is to specify projects the TPAC will implement that further the City of Portland's effort toward accomplishing Metro's Regional Transportation Plan modal target of 65% non-SOV trips by the year 2040. This will achieve goals set forth in the Climate Action Plan as well as projects that help with the transition of the district from a low-density industrial to a high-density urban industrial mix-use district.

Funding for projects outlined in this MOU is through a surcharge applied to permit parking allowed through City Council Ordinance No. 185997 and net meter revenue following adopted city policy. The budget for FY 2017-18 is \$1,477,714 (including \$361,864 carryover from FY (2016-17)). Additional funding for this project will be estimated at the start of each fiscal year July 1 for FY 2018-19 and amended to the contract agreement for each of those years.

PBOT and CEIC agree that for the category currently labeled "TPAC Overhead Expenses", that includes: personnel expenses, administrative staff, office and book keeping. There will be an annual not to exceed amount outlined in the MOU.

PBOT and CEIC further agree that we have shared goals and are committed to advancing transportation projects, programs and managing public parking in the District. However, PBOT requires additional guidance on the appropriate uses of permit surcharge dollars and will be forwarding an ordinance for City Council consideration.

The CEIC and PBOT agree that the use of these funds is subject to normal and routine auditing.

Primary goals the TPAC shares with the City of Portland are:

- Decrease SOV demand on the regional transportation system by facilitating non-drive-alone transportation options.

- Increase awareness of transportation options available to, from and within the CEID service area.
- Create options and strategies that improve non-SOV access for employees, residents, customers and visitors in the CEID.

Other goals of this project supportive of the City of Portland priorities and the TPAC mission:

- Increase Central Eastside Industrial District area mobility and livability.
- Strengthen the links between housing, employment, economic development and transportation, particularly in the CEID.
- Increase business and employee stability.
- Balance on-street and off-street parking availability to address transition and growth of the CEID while decreasing parking demand by encouraging other commuting modes through TDM.

TPAC Executive Director:

The Executive Director will serve as the primary contact.

TPAC Service Area:

Per TPAC by-laws, the service area of the TPAC is the area encompassing the CEID, roughly bounded by the Willamette River on the West side, Twelfth Avenue on the East side, Powell Boulevard on the South side and I-84 on the North side.

TPAC Outreach:

The TPAC will initially rely on data from online surveys and from open houses held two times per year to assess the district needs. We will use our extensive member database, our network of district partners, and printed flyers to conduct outreach to district employers and residents.

TASK 1: Data Collection and Analysis

Given the rapid growth and change in the district the TPAC recommends parking data collection and analysis annually. It is also the intent to focus on collection areas where there haven't been previous collections or where employees, customers, visitors and residents are facing exceptional challenges related to parking.

Timeline:

TPAC will review data collection area from 2016 and determine where to expand or re-visit data collection. PBOT, with input from the TPAC, will draft a scope of work for a data collection RFP issuance, managing the process to hire a consultant to conduct the data collection. Analysis will be presented to TPAC. The TPAC will then

evaluate the analysis and recommend changes to the permit program, time stay changes and new meter locations. Once consensus is reached, the TPAC will request a letter from the CEIC to the district identifying the changes. As part of the annual data collection and analysis, recommended reformatting changes will be based on best practices and recommendations will be forwarded to PBOT for review and approval and implementation. Funding will be set aside annually for continuous annual data collection and analysis.

Task 1	Data Collection and Analysis Budget	\$60,000
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Task 2 Clean and Safe Program

This program is in response to the district’s growing concern over safe streets for pedestrians and bicyclists. In our open house survey, we received feedback that people felt unsafe walking to public transportation. They felt in danger walking alone and in dimly areas, and trash often crowded the right of ways, accompanied by a rise in graffiti. This has been reaffirmed in the CEIC’s business watch meetings, where businesses said they were losing customers because of the perceived dangers and the trash/graffiti. The City of Portland issued the Central Eastside emergency funding through the Central Eastside’s TPAC funds to implement Central City Concern to clean a portion of the district, and the City’s graffiti abatement team is partnering with the CEIC on quarterly graffiti clean-ups. We need to ensure that people feel secure and that our district is clean on a consistent basis and to communicate that the Central Eastside is a safe and welcoming place to live, visit, and/or work.

Elements of Task 2:

District Clean Up: This program will extend Central City Concern’s existing boundary to cover the entire district. Their services include: trash removal, bio-waste removal, graffiti abatement pressure washing and outreach to homeless communities. CCC also offers a source of information for those in need to reach targeted services.

Security: We will plan for full implementation of evening security in the district, while growing a business watch program that the CEIC already manages in the district. In partnership with the Office of Neighborhood Involvement’s (ONI) crime prevention team, we will lead trainings for district businesses and develop networks around the district to report and communicate about crime in their area. The budget of \$20,000 is a placeholder to seed the future program for district-wide security.

Graffiti abatement: This investment will pay for outreach to educate building owners about painting out graffiti and how to deter graffiti. In addition, murals have shown to be a deterrent to graffiti, but many of the area mural projects don’t have a protective coating.

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 TPAC will match grants given by the Regional Arts & Cultural Council (up to \$5000) for murals in our area. This match would cover the cost of coating in addition to some project seed funding.

Wayfinding: The TPAC will work with PBOT and the bicycle and pedestrian communities to improve way-finding in the district and increase safety through infrastructure. This includes a printed district map, with clearly marked transport options, and lighting solutions.

OMSI flashing light- Water Ave Roadway Safety Analysis: The OMSI Flashing Light is a specific request for a crossing at OMSI. K-5 and younger students traverse this crosswalk each day. On Water Avenue, just north of OMSI, the Average Daily Vehicle Trips are 4,200 and the 85% speed is 28mph. The community perceives that speeding drivers pose a threat to pedestrians, especially students, near this crosswalk. Additionally, we will set aside \$7,500 to research, and potentially implement, safety improvements at the intersections of Yamhill/Water and Taylor/Water.

Public Relations/Communications: The TPAC will create a communications plan around a safe, easy-to-navigate district. This will include outreach to district businesses and residents about all clean and safe programs.

Task 2	Clean & Safe Budget
District Cleanup (CCC)	\$220,000
CCC Clean Start Pilot Project, implemented 8/2017	\$40,000
Security	\$20,000
Graffiti abatement	\$50,000
Placemaking (signs, lighting, maps)	\$35,000
OMSI Flashing Light	\$42,500
Water Avenue Roadway Safety Analysis	\$7,500
Public Relations/Communications	\$25,000
Total Clean and Safe Program Budget	\$440,000

TASK 3: TDM Program

TDM programs are necessary to help reduce demand on parking. Even if parking were available for every employee in the district, TDM programs would still be necessary as a method of addressing the continued employment expansion of the district. More importantly, it helps to accomplish Metro’s Regional Transportation Plan modal target of 65% non-SOV trip by the year 2040.

Task 3	TDM Program Budget
Free day passes Streetcar	\$5,000
Free day passes TriMet	\$12,500
TriMet Universal Passes	\$60,000
Hop Pass Incentives	\$50,000
Open Biketown area	\$5,000
Discounted commute Bike Gear	\$5,000
Materials and graphic support	\$17,500
Bike Racks*	\$5,000
	Total TDM Program Budget
	\$160,000

*Funds are available to supplement the City’s Bike Rack program and will only be leveraged should the city’s fund be depleted.

TASK 4: Infrastructure Investment

This specific investment in infrastructure will bolster the district’s overall TDM Program.

Elements of Task 4:

I-84 Bike/Pedestrian Bridge

These funds represent the second year of a five-year commitment to supplement funding for a new Bike/Pedestrian Bridge over I-84. The bridge will be a connector between the Lloyd and Central Eastside Industrial District and will be part of a larger “Green Loop” connecting the district to the rest of the city.

Streetcar Sponsorship

This Sponsorship represents the first year of a five-year commitment to supplement funding towards the purchase of additional streetcars for the Portland Streetcar. The CEIC is committed to the success of the Streetcar. The CEIC recognizes that these cars will improve headways and, in doing so, increase ridership and improve connectivity and modal splits for the district. This investment also includes promotional incentives specifically aimed towards attracting and increasing ridership in the CEID.

Task 4	Infrastructure Investment	
I-84 Bike/Pedestrian Bridge		\$50,000
Streetcar Sponsorship		\$50,000
	Total Infrastructure Budget	\$100,000

TASK 5: District Shuttle

The primary purpose of a district shuttle is to connect employees with other more remote locations including parking at the ODOT blocks. It is expected the shuttle will also complement the transit system specifically along Water Avenue, where there is a lack of transit options. It is not expected that this system will compete with transit, but it may instead attract new transit users. Just as lower priced or giveaway transit passes are intended to introduce riders to the transit system, offering this service for free may have a similar benefit. It would introduce those who never ride a bus to consider transit as an alternate option for commuting.

There has been casual discussion with a transit expert. The expert has suggested the shuttle should be two buses each running north south (not in a loop), with one on Water avenue and the other somewhere east of Grand (possibly 9th or 10th).

Initial discussions with private vendors have indicated the cost for two buses during peak hours to be in the range of \$250-300k. Trimet has offered to consider a Water Avenue only service for approximately the same cost. There has also been discussion that a station to direct destination might also be an option. Further discussion is needed to determine demand for this service and the type of service that should be created to address demand. The TPAC will set up a “sub-committee” to begin the process of determining demand, and service. PBOT staff have noted an interagency agreement with TriMet prohibiting other agencies from creating a transit service. No funding will be spent on the shuttle until we can measure the demand and the type of service needed and verify that there are no issues with this service and Trimet.

At the public outreach open house, implementing a District Shuttle ranked 6th among 13 budget items. Comments were generally in support of a district shuttle and businesses that have been polled are very supportive. OMSI is including a shuttle stop on their Master Plan.

	Total District Shuttle Budget	\$250,000
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TASK 6: Off-street Parking

We want to explore opportunities to transition our employees into existing and yet-to-be- built off-street facilities while moving them into alternative modes. This will create additional parking capacity that support new and expanding businesses in our district.

Elements of Task 6:

At the public outreach open house, implementing structured parking ranked 3rd on the list of supported projects, and 2nd with primary and secondary tallies compiled. Recognizing the long-term commitment of building structured parking and the future potential that parking structures (in general) may become obsolete, a study should be conducted using a consultant to identify possible off-street locations for a parking garage, complete some pro-forma, and discuss funding options and opportunities.

Through research and best practices, we will find solutions to optimize off-street parking opportunities. Solutions could include programs like mechanical parking. Multi-tiered systems can potentially double the number of stalls at a site. Since these systems are free-standing, they are easily portable and can be utilized on multiple sites as needed. The ability to implement this strategy will be subject to City Code, permitting and safety regulations.

Task 6	Off-Street Parking Budget	
Structured Parking Study		\$125,000
Off-street parking mechanical parking		\$90,000
	Total Off-Street Parking Budget	\$215,000

TASK 7: Neighborhood Permit

As part of the 2012 Central Eastside Parking Management Plan (CEPMP) process, Kerns, Buckman and HAND neighborhood associations expressed concern about consequential impacts if the CEID were to implement a permit system district wide. Study data indicated thousands of non-district commuters (poachers) parked in the district because it was free, and there was not a time limit on parking. The neighborhoods were concerned that if a district wide permit were implemented, these poachers would move east into the residential areas, compounding parking issues in front of neighbors’ homes. In response, the CEPMP provided for a “buffer” zone where the permit would not be initiated. It was the intent that this area would serve as a buffer between the permit parking areas and the residential neighborhoods to the east.

As parking demand has increased, the buffer zones have become a free-for-all. Recently there has been a significant increase in abandoned or lived in cars, vans, and motorhomes in that area used by homeless populations. Not only are these vehicles choking up available parking, they also create trash and human waste issues on the sidewalks and streets. These areas in the buffer are directly impacting business and employee safety.

Neighborhoods recognize the problem and realize that one potential solution would be to reconfigure the buffer, so it is regulated and no longer free. However, doing so could push the problem east into residential areas. Expanding permit systems into those residential areas could counter that push, yet many neighbors can't afford the price for permits and there are no funds to support and maintain a parking permit program.

This funding could help Kerns, Buckman, and HAND neighborhoods to help off-set impacts to them caused by changes to on-street parking management in the buffer. Neighborhoods would draft a grant request and submit it to the TPAC for consideration. Evaluation of the requests will be based on how the funds will be used and managed. The requests may include permit parking subsidies and/or TDM, and any other program designed to address parking impacts in the neighborhoods.

Total Neighborhood Permit	\$30,000
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PROJECT STAFF AND OVERHEAD

The CEIC would like to take a long term, sustainable approach toward staffing the TPAC. As the complexity and size of the programs increase, so does the need for staff to adequately create and implement programs. Revenue collection has increased this year and need to consider effective and sustainable ways to staff adequately and correctly. To provide a funding stream for staffing stability, PBOT anticipates renewing the Project Staff Budget at the following levels in subsequent fiscal years:

FY 2017-18	\$193,000
FY 2018-19	\$193,000
FY 2019-20	\$193,000
FY 2020-21	\$150,000
FY 2021-22	\$100,000

The CEIC intends on establishing an ESD and using ESD and net meter revenues to provide funding for support staff. This five (5) year approach for the use of surcharge dollars for TPAC staff provides a transition to ESD and net meter revenue funding streams to support personnel services. As a result, PBOT and CEIC mutually agree that the use of surcharge dollars for these purposes will no longer be necessary in FY 2022-23.

Job Descriptions:

TPAC Executive Director (ED)

The primary responsibilities of the Executive Director include communication with the CEIC and other boards and committees, personnel management, and budget oversight. The ED will organize the budget, financing, and new program development. The TPAC prioritizes projects of the MOU and collaborates with PBOT, as PBOT designs, plans, and implements each project. The Executive Director will provide an end of year report to the TPAC and PBOT providing an overview of progress on all TPAC goals and projects. All staff assigned to this project report to the ED. The ED works at the direction of the CEIC Board.

TPAC Project Manager (PM)

The Project Manager will assist with board administration, including member renewal and applications, minutes, agenda and meeting communications. The PM will work with the Executive Director on community outreach and communications (website, newsletter, surveys, open houses). The PM will also play an active role in working with PBOT to implement transportation programs.

Part-time Administrator

The part-time administrator would take on more of the clerical tasks such as updating the website, processing invoices, outreach event planning assistance, survey follow up and responding to general inquiries. The administrator will also assist the program director with outreach, follow up and miscellaneous legwork per the needs of specific programs.

Transportation Advisor

The Advisor will be assigned individual projects that support specific transportation and parking programs. They will assist with duties including, but not limited to: research, trouble shooting, advocacy. The Advisor’s duties will be assessed annually and they will be overseen directly by the Executive Director.

TPAC Executive Director (F/T salaried -CEIC matches this)	\$50,000
TPAC Project Manager (F/T salaried)	\$60,000
Bookkeeping/ Legal	\$7,500
Transportation Advisor	\$40,000
Payroll Taxes	\$10,000
Benefits	\$13,500
Part-time Administrator	\$12,000
Total TPAC Staff Budget	\$193,000

Office and Supplies

Lump sum in the amount of \$5,000 annually, to cover \$300/month rent and miscellaneous office supplies. Rent is matched by the CEIC.

Total Office and Supplies Budget	\$5,000
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2016-17 BUDGET OUTREACH

The following data represents information and comments gathered from FY16/17 Budget Outreach that took place at the REDD May 31, 2017. By placing dots on maps, the TPAC was able to determine information about those who attended the outreach. As we move forward, we will continue to expand on data and outreach processes based on need. We will analyze best practices to establish those processes and approaches.

Those Present

Sign in sheet: 41 (excludes PBOT and TPAC staff)
Identified as employee: 37(of which 2 were outside the district)
Identified as resident: 17 (of which 10 were outside the district)

Congestion

Morning congestion: MLK/Burnside, Couch, Madison
Evening congestion: Grand, Burnside, Sandy, division, Taylor, Belmont, 12th

Parking Demand

Employee Parking: 26 focused on Division, Main, West of MLK, Ankeny, Burnside, Couch
Resident Parking: 10 focused on Ankeny, Burnside, Couch, 7th and Water?
Customer Parking: 14 focused on Division, Grand, Water, Ankeny, 11th
Not sure parking needed: 6 Employee, 7 Resident, 5 Customer, one request for less parking at night due to DWI concern around Division.

District Shuttle

Suggestions: Alternate route on 7th or 8th. Rather than “loop” have two buses that meet and stop north and south of the district – running north south rather than loop.

How we commute

By Car (SOV): 28 focused on Water, 3rd, 8th, 11th, 12th
By Transit: 7 focused on Water, Caruthers, 10th, OMSI
By Car/rideshare or pool: 2 around Division and 10th
By Bike: 10 focused on Belmont, Water, 10th, 11th, 12th, Grand (see map for routes) Maps also indicated routes for driving, biking and walking.

Ranked List of Projects/Programs

The following list is based on primary and secondary support for programs and projects. Participants were given three dots each in two colors to indicate their primary and secondary choice. The first number is the primary followed by secondary. The list has been ordered based on support numbers with total number of support in parenthesis.

- 18-5 (23) Making the streets clean and safe for pedestrians and bicyclist, fix rail road crossing, security.
- 18-2 (20) Improved transit (better capacity/more frequent arrivals – shorter trips, transit priority.
- 15-6 (21) Structured Parking.
- 13-4 (17) better bike routes through the district
- 9-5 (14) Way finding, street lighting improved signage.
- 7-8 (15) District shuttle bus loop (free service)
- 8-2 (10) Improved freight loading and unloading
- 7-5 (12) Options for increasing off street parking (stacked systems)

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- 6-3 (9) Reduced cost of transit passes
- 4-5 (9) Improving Biketown options (not already have free zone)
- 4-4 (8) Improved freight access and mobility
- 3-2 (5) Car Share options)
- 0-0 Improved Car Pool