



Board of Directors Meeting
Thursday, August 10, 2017
Oregon Zoo – Sunset Room

MINUTES

Attendees:

James Allison – Portland Parks & Recreation (PPR) alternate
Michael Wallace – Arlington Heights Neighborhood Association alternate
Dave Malcolm – Sylvan Highlands Neighborhood
Chuck Wiley – World Forestry Center (WFC)
Ruth Shelly – Portland Children’s Museum (PCM)
Heather McCarey – Explore Washington Park (EWP)
Cynthia Haruyama – Portland Japanese Garden (PJG)
Inessa Vitko – TriMet
Steve Cole – at large
Anna Goldrich – Hoyt Arboretum
Don Moore – Oregon Zoo (OZ)

Visitors:

Lewis Kelly – EWP
Madalyn Salz – EWP
Victor Sanders – PPR
Marcia Sinclair, OZ
Jessica Van Raden – EWP
Emily Roth – PPR

The meeting commenced at 8:01 am. Cynthia Haruyama chaired the meeting with a quorum present.

Announcements

OZ: Super Tuesdays as we know them will not continue in June, July, and August of 2018 because of safety. This last Super Tuesday’s attendance was 11,000. OZ had capacity for 14,000. OZ will participate in Arts for All; the OZ program will be called Zoo for All. With a low-income card, such as a WIC, SNAP, or Oregon Trails card attendees will gain admission for only \$5 year-round. There are other income levels that may be missed, so several free days will be announced through the year and Twilight Tuesday will continue. Colleen Dilenschneider is a data consultant for cultural institutions. She will be coming to speak on how OZ might increase attendance, access for different populations, and revenue stream, and maintain relevance without additional impacts on the neighborhoods. Don wants to find if there is interest from the leadership at any of the other institutions to attend to hear her speak. Representatives from each cultural institution mentioned they were interested in having her speak to the group.

WFC: The Washington Park Blood Drive is Wednesday, August 16th at Cheatham Hall.

TriMet: TriMet will have extra staff the weekend of the eclipse. The meeting to finalize operations and customer service will take place later today. Inessa will send a synopsis to Heather to distribute. Partners are advised to stock up on necessities this week. The transportation bill was passed, which



means \$9-12 Million is designated to assist with starting a low-income fare program. That program is mandated to start by January 2018. TriMet will be conducting focus groups with partner services agencies, community partners, and system partners. Temporary way-finding signs were installed in the TriMet tunnel. When TriMet's network was down between the 29th of July and August 7th, track-access permits were revoked which caused construction to be delayed. The granite installation will be completed by the end of August. The lights will be delivered September 9th and installed immediately. Both lobbies will be complete by the end of September. The mural should be completed by next Friday. EWP signs will go in above the elevators. Signage that TriMet is paying for should be complete by Labor Day.

Parking Rates

Victor Sanders facilitated a conversation about the proposed parking rate structure. He reviewed the rates already approved by the board at the June board meeting. These include:

- \$2.00 hourly rate
- \$8.00 maximum daily rate year round
- Hours of 9:30 am to 8:00 pm year round for the entire park

Victor then presented proposed changes to the daily parking permits, employee parking permits, event parking rates and volunteer parking.

Daily Parking Permits

Daily scratch-off permits may be purchased by venues for guest use. The current fee is \$5 which falls between the peak and off-peak daily rates. The proposal is to change the rate to \$8 to match the sticker price of all-day rates at the meter.

Motion: Ruth moved to accept the proposed rate of \$8. Chuck seconded the motion. All voted in favor. The motion passed unanimously.

Employee Parking Permits

Venues may also purchase monthly employee parking permits. It is up to the discretion of the venues to pass this cost along to employees or not. Currently, the employee permit peak rate is \$100, which is a 25 percent discount of 22 days of daily use for peak rates, and the off-peak rate is \$60, which is a 28 percent discount of 22 days of daily use for off-peak rates. The proposed model would be for \$125.00 a month during peak months, which would be a 25 percent discount off the new rate, and \$68 a month for non-peak months, which would be a 60 percent discount. In the proposed rate change, peak months would begin in March instead of April because of spring break.

There was discussion on why there is an employee rate at all, and if employee parking should be incentivized, when every space that is taken by an employee takes a space where a guest could otherwise park. It was explained that the passes are intended for venues that do not have on-site parking, employees who require access that is not available with transit, and for vehicles required for operations. In peak season, zoo employees and volunteers who do not have parking inside the zoo gates are required to park off-site at the church lot. The zoo operates a shuttle to bring them back to the park.



Next year, the board would like to see data permit usage such as use over the course of the year, who is using them, and how many are used by each venue. This seems to be an inelastic demand curve. If the purpose of the rate change is to increase revenue, these rate increases would be in line. If the rate change is meant to alter behavior, however, the rates would need to be increased more drastically.

Motion: Ruth moved to accept the proposed rate change to \$125 per month in peak months, and \$68 in non-peak months. Inessa seconded the motion. Nine voted in favor. Dave abstained.

Event Parking Rate

The Board discussed a proposed event rate. The rate would be applied to events that take place more than 5 consecutive days and bring in crowds of over 2,500. Currently the two events this impacts are ZooLights during the last two weeks of December when the park is busiest, and to the Rose Garden Concert Series which takes place during the last full week in August. The event rate would start with only these two major events because of the advanced testing and signage implementation required to affect rate change on the meters. Because of these considerations, for any new event that would adopt the event rate, it would take a year's notice to implement a change in the meter system. The current event rate was set at ZooLights a couple of years ago, which was for \$2.40 an hour and \$6 maximum. The proposed rate is for \$3.50 an hour with a maximum of \$10.50. It was suggested that there be a flat event rate to encourage better compliance. This simplification could speed up lines at the kiosk, and there may be less violators.

Under the new proposal, the event rate would begin one hour before the event. With the hourly rate, the guest would be charged the normal hourly rate up until the event rate time, up to a maximum of \$10.50. A guest coming earlier in the day would not be charged the event rate. The blending from non-event hours into event hours requires further exploration. One reason to keep an hourly event structure would be for the benefit of guests visiting other venues in the park. For visitors coming to PJG or the Rose Garden during the last two hours of the day, it would be disadvantageous to penalize them with an increased parking rate of \$10.50 for an event that they are not attending.

The new event rates would be implemented November 1, 2017 to be ready for Zoo Lights. Metro would like to see parking meter revenue and expenditure details. It was suggested that all event rates drive a mode-split by using the increase in revenue to support a transit incentive fund. As that would be a re-allocation of funds, that would be need to be renegotiated as part of the 2018 review of the Washington Park Transportation and Parking Management Agreement ("WTPMA"). It was suggested that the WTPMA be re-opened earlier than January so that funds might be re-allocated prior to implementing a new event rate. The goal would be to implement the event rate only on the busiest days of Zoo Lights. Those days are usually when OZ offers the largest discounts. Driving mode-split would best be done on days when parking is most expensive and on which the largest discount is offered. There was a strong desire by some board members to have a better understanding of where the additional revenue will be spent before approving a rate increase. The board requested the following information to better inform their decision:

- The cost to run transportation for ZooLights and the revenue generated from ZooLights
- Report on revenue and expenditures for the park
- Pros and cons for having a flat rate vs an hourly rate



Motion: Dave moved to approve proposed rates of \$3.50 per hour with a maximum of \$10.50. Michael seconded. Two voted in favor. Seven voted against. One abstained. The motion failed.

Additional information will be brought before the Board at October's Board Meeting to be discussed further at that time. A decision will need to be made at the October meeting in order to

Volunteer Parking

Currently, venues are able to offer their volunteers one-time and ongoing parking permits. Administering the permits takes some time on the part of volunteer coordinators who distribute and input data. The estimated revenue impact is based on volunteer survey data, venues' volunteer records, and current parking rates. There was not a question in the survey asking if people would not volunteer if they were required to pay for parking. Volunteers are important for achieving the mission of the cultural venues, thus many venues consider volunteer permits worth it even in peak times. Volunteer parking is not a burden on parking in the off-peak times.

Other programmatic elements include what permits we can provide to the public, the possibility of using Parking Kitty for parking validation, and online sales of employee and event scratch-off permits.

Procurement Policy

Cynthia deferred the procurement policy discussion until September. Board Members were instructed to send comments to Heather so that the Board will be ready to vote in September.

Executive Director Report

The annual transportation survey will start this weekend. It was delayed a week because of air quality and heat.

The overflow lots are running five days a week. We have used them 72 percent of the time, and they have filled 16 percent of the days they have been scheduled. We need the lots, and on most days they provide adequate parking.

The gardens stop has been completed. Because we have so many busses, the frequency of service is about seven minutes. The service frequency is advertised as 15 minutes. ADA access has improved. The gardens stop was built to be accessible for both TriMet and the MTR busses. The drivers are giving tours or have a CD that plays and gives different information on the park. There are pass-ups; the worse day was over Independence Day weekend with 32 pass-ups. During the weekend, there might be 15-16 pass-ups, and 0-6 pass-ups on weekdays. If a group has been passed up, the drivers are supposed to communicate with people waiting what time the next bus will arrive. If a group has been passed up more than once, busses are instructed to communicate with each other to save space in their bus for people at the next stop.

The MTR Western automatic counters are not providing accurate data. The data is showing our ridership is 74,000 rides, or a five percent decrease from last year, but anecdotally our ridership does not seem to have decreased. EWP is working with MTR Western to fix the automatic counters.



Our customer service staff have helped 37,000 people. The staff are also traffic certified to assist with flagging on busy days. Our staff are also going to Sunset Transit Center on the weekends to see if it is filling. Based on the last two weeks of data, the lot is not filling and most people parking there are not going to Washington Park.

New wayfinding signs have been installed on lampposts, the water tower, and near the TriMet station.

The press event in conjunction with PPR and the Portland Water Bureau on the 20th went fantastically. The story was picked up on all major stations.

Partners are also doing a great job of highlighting transit. Every Friday, Saturday, and Sunday, PJG's website has a parking warning you have to click out of before continuing to the site. The tea event at WFC advertised to take TriMet; they were expecting 500, and 2,500 attended, with people streaming off of TriMet. The PCM recently posted about an event and the first thing they included in the details was a suggestion to take TriMet. The communications departments at the venues have shared EWP's new video. The English version of the video has had 37,000 views and the Spanish version has been viewed 4,000 times.

Super Tuesday went well. EWP did a promotion for the first 1,000 people coming on transit to receive free OZ admission. OZ offers \$1.50 off with proof of transit fare, and admission on these days is \$4.00, so EWP was able to run the promotion for a total of \$2,500. The guests who came were a very diverse group. TriMet personnel, Zoo security, and police were present. The promotion started at 8:30 am and ended at 10:30 am. KATU and a couple other stations picked up the story. On August 2017's Super Tuesday, 32 percent of guests took transit, which is up from last month's which was 26 percent, and was 23 percent last August. EWP saw a 23 percent increase in transit from July's Super Tuesday, and saw a 39 percent increase in transit users from August 2016. On Tuesday, OZ more than doubled the percentage of Hispanics who are in the Zoo, and almost doubled the number of people who self-declare as low income. The normal split is 40-60 percent members attending. On Super Tuesdays, member attendance is near zero.

Uber and Lyft have caused a lot of congestion although they are not looking for a parking space. Lyft has been cooperative in streamlining the process for riders and drivers. We have designated spots in the park for rideshares. There are new signs and we are trying to encourage users to use the Holocaust Memorial stop to ease up congestion.

We have a safety pinch-point near Joe Angel's house and the tennis courts. For the summer through October, parking there has been removed to make room for emergency vehicles. Additional signage has been put in place in the neighborhoods to communicate where parking is not allowed in neighborhoods and where streets are closed.

May and June Minutes

Motion: Chuck moved to approve May and June minutes. Dave seconded the motion. Eight voted in favor. Michael and Ruth abstained as they were absent from the last Board Meeting. The motion passed.



May and June Financials

Motion: Steve moved to approve May and June financials. Don seconded the motion. All voted in favor. The motion passed unanimously.

Washington Park Master Plan

Emily presented on concepts and timeline for the master plan. Washington Park will be adopting the hub theme; there will be hubs at Hoyt, southern end, and garden area. It is not in the best interest of public funds to build a parking garage in Washington Park. The master plan is committed to no net loss of paid parking. Right now, Washington Park has about 1,400 spaces. PPR has also decided not to bring overflow parking into the park.

Developments to the southern hub were briefly discussed. In the interest of time, further concepts will not be discussed at this time. Board members may stay after the meeting to view the concept drawings and ask questions. In August, the concept will be developed, the report will be drafted, and costs will be estimated. In October, PPR will spend three weeks doing public interaction, to talk about concept plans, costs, and traffic impacts. The final draft will be in November with a Director's review, and will be completed by the end of the year. The September Board meeting will largely focus on the master plan. Comments are due on this iteration by August 25th as a new iteration will be presented at the September Board meeting.

The meeting adjourned at 9:31 am.