



Board of Directors Meeting
Tuesday, October 10, 2017
Oregon Zoo – Sunset Room

MINUTES

Attendees:

Mike Abbaté – Portland Parks & Recreation (“PPR”)
Steve Cole – at large
Anna Goldrich – Hoyt Arboretum
Cynthia Haruyama – Portland Japanese Garden
Heather McCarey – Explore Washington Park (“EWP”)
Don Moore – Oregon Zoo (“OZ”)
Ruth Shelly – Portland Children’s Museum (“PCM”)
Inessa Vitko – TriMet
Chuck Wiley – World Forestry Center

Visitors:

Lewis Kelly – EWP
Madalyn Salz – EWP
Victor Sanders – PPR

Absent:

Allison Duncan – Arlington Heights Neighborhood Association
Dave Malcolm – Sylvan Highlands Neighborhood Association

The meeting commenced at 11:05 am. Cynthia Haruyama chaired the meeting with a quorum present.

PPR Parking Finances FY16/17 – Victor Sanders

The 2012 Washington Park Transportation and Parking Management Agreement (“WPTPMA,” also referred to as the Six Party Agreement). WPTPMA has 2012 estimates of what its six priority projects would cost. Parking meter revenue is dedicated to each of these six priority projects. Priority 1 is for management of the pay to park system, Park security, and maintenance. Priority 2 is dedicated to TMA and shuttle services. Priority 3 is for roadway repair and maintenance. While Priorities 1-3 are ongoing expenses, Priorities 4-6 are one-time expenses for capital projects including internal loan repayment, master plan development, and code required improvements. The largest expense for Priority 6 is code-required South Entry Storm water Phases I and II which were projected at \$550,000 and \$1,500,000 in 2012, respectively. Lot A improvements came in significantly under budget.

Meter revenue this fiscal year increased 1.8% over last year with about 15% less parking spaces (50% of the north end parking spaces). Citation revenue is down 44% over last fiscal year due to policy changes including no longer issuing citations for expired tags.

Credit card merchant fees were an unanticipated expense of \$189,070. This expenditure is expected to decrease by about \$50,000 as there is a new contract with the City’s procurement department now. There are now five years’ of expense records to guide budgeting for labor agreements, help desks, coin collection, space numbering, etc.



PPR completely paid off debt to Metro for TMA startup expenses. Shuttle contract payments will increase in future years. Several ongoing maintenance projects are underway, including removing the gate at Stern's Canyon and replacing it with less obstructive bollards.

Mike explained that PPR aims to allocate funds from parking revenues for ongoing maintenance, while seeking funding from bond measures or city council for large capital projects. PPR's internal loan repayment of \$180,000 per year is on target, but not accelerated because of capital projects, such as the South Storm water Phase II, which will cost over \$1,500,000. This loan is projected to be paid off within the next five years.

Projected revenue is based on customer behavior remaining fairly steady. Although parking rates may increase next year by 25% in the peak season and 100% in the off-peak season, parking meter revenue may not increase if consumers purchase only two hours instead of the daily rate. Parking rate increases may drive mode split. Once PPR crests several big projects by 2021, revenue opens up. Yet, there are master plan capital projects without a funding stream, although they will cost tens of millions of dollars.

The major costs coming up for Priority 3 include road repair and maintenance for SW Kingston Drive, SW Cascade Drive and SW Fischer Lane. General funds will be used for some capital improvements including general space lines and space numbers, the repairing the trail behind PCM, trail drainage, new striping, and speed bumps.

Parking revenue per space is higher on the north end of the Park as there are four transactions per day, while only 1.5 per day on the south side. The vast majority of spaces are located on the south side of the Park. Low income families and members will be able to gain early entrance to OZ on Saturdays during peak-season. This may help drive more transactions per space per day on the south end of the Park.

Our Parking Kitty usage is fairly high for the industry norm at 9%. At 5%, the percentage of customers paying with coin comes in at about half the rate of downtown.

Although parking transactions over the past years remained fairly even, average daily traffic increased considerably. This is likely a result of an increase in guests traveling to the Park via ride-share, cut-through traffic as Hwy 26 becomes more congested, and guests driving through and leaving after not being able to find a space.

PPR – Process for WPTPMA Review – Victor Sanders

This month, the review process will be presented to the six parties. At the November Board Meeting Rick Williams will present the history of WPTPMA and EWP staff will present the state of the transportation programs based on the results from the annual survey. From November 2017 through February 2018, PPR will complete one-on-one facilitated discussion with WPTPMA signers and neighborhood representatives to gain a better understanding of how everyone is feeling about the agreement. The goal is to identify what the venues are hoping to get out of this, and what successful transportation looks like to each of the venues. Then in March 2018, EWP will facilitate a roundtable discussion with the six parties on items within WPTPMA to be amended. At the April 2018 EWP Board Meeting, PPR will present a report card of progress and the items within the agreement which will be opened up for amendment. Signatures from the appropriate signatories will be sought to be delivered to Metro by July 2018.

The Board noted that neighborhood representatives should be included and have a voice. The Board suggested there be a February 2018 check-in with the neighborhoods and to allot time for the WPTPMA



parties to go back to their respective boards before approaching Metro. Victor explained that proposed changes to WPTPMA would likely not be made until June or July 2018. The Board suggested the March 2018 roundtable discussion take place in February instead to allow the parties more time to communicate with their organizations and allow time for feedback.

The EWP directors have fiduciary duties to EWP; however, within WPTPOMA, the directors have fiduciary duties to their respective organizations.

Cynthia called for a five-minute recess at 11:58 am. The Board Meeting recommenced at 12:03 pm.

Executive Director Report

EWP provided almost 32,000 rides into the Park via overflow shuttle in June, July, and August. The intrapark shuttle carried over 75,000 passengers in this span of time. The overflow busses require traffic staff, while the Intrapark Shuttle program runs itself. The offsite school busses were scheduled for 60 days, used 43 of those days and filled 11 days.

Customer service staff served about 30,000 people. About 37% of inquiries they received were about transportation. Another 49% were regarding the cultural institutions, and another 14% were for another matter.

Intrapark shuttle ridership increased 23% from last season. Between April and September of this year, we provided 152,000 rides. Ridership over the summer was impacted by extreme heat and smoke. Peak Park attendance increased at a 4.7% annual growth rate since 2014.

The transit mode-split was at almost 22% this year. When the transportation management plan was created in 2016, the 2020 mode split goal was 35% for people not coming in a private vehicle. We already surpassed this goal, coming in at 36.6%.

Those who arrived at the Park via transit gave the highest rating for their Park experience. Of those who drove, those parked at overflow rated their experience lowest, and those who came via ride share rated their experience highest.

As there will not be a Board Meeting in December, the November Board Meeting will be two-hours. Rick Williams will present on how things were, and Lewis will present on how things are.

Lewis is doing a great job with the Metro RTO grant for marketing. Proposals will be reviewed this week. Next week, Heather will do a large debrief on this past peak season with the staff from each venue. A survey was also distributed which will be recapped next month. The next Master Plan meeting is on October 24th from 2-4pm at City Hall in the Rose City Conference Room.

Procurement Policy

Motion: Don moved to approve the procurement policy. Mike seconded and the motion passed unanimously.

August Minutes; July and August Financials

The Board discussed the August 10, 2017 meeting minutes. A correction was made to remove "alternate" from beside Ruth Shelly's name. The Board discussed the July 13, 2017 and August 10, 2017 financial reports.

Motion: Ruth moved to approve the August 10, 2017 Board minutes and accept the July 13, 2017 and August 10, 2017 financial reports. Steve seconded the motion. Seven



voted in favor, Mike abstained as he was absent from the last meeting and the motion passed.

Allison announced she will no longer be a part of the Board as she is moving to England.

The meeting adjourned at 12:26 pm.