



**Parking & Transportation Committee meeting minutes**  
**January 24, 2018 at 9:00am**  
**549 Congress St.**

**Board members Present:** Peter Tousignant, Phil Haughey (MHR Management), Mike McDonald (North River), Kim Volk (Aurora Financial) on phone

**Others:** Denise Beck (METRO), John Peverada (City of Portland), Sarah Cushman (Cushman Transportation Consulting), Todd Dominski (East Brown Cow), Jessa Berna (GPCOG), Megan Doane (Portland Stage), Kevin Thomas (City of Portland)

**Staff present:** Taffy Eaton, Amy Geren, Casey Gilbert

**Minute 1.** Peter Tousignant opened the meeting, welcomed everyone and asked for introductions

**Minute 2.** Review and approve January 3, 2018 minutes: Phil Haughey made a motion to accept the minutes as presented. Mike McDonald seconded the motion and the vote was unanimous.

**Minute 3.** Summary of the Committee's activities and findings to date discussion: Peter recapped that committee members have reviewed the parking study, sections K and L specifically, and participated in a quiz designed (by Amy!) to reinforce important findings of the study. Subsequently, committee members responded to a survey to weigh in on which of the recommendations in the parking study the City should prioritize. The results of the survey are summarized in the handout. Peter would like to revisit the findings with an eye towards making a recommendation to the Board.

Peter and Phil thanked Amy for her work in consolidating the survey results.

**Minute 4.** Multi-modal Marketing Campaign RFP: Phil hopes the RFP process will include Portland Downtown and that whichever firm is chosen to execute the campaign, will be consulting with all stakeholders in the process (METRO, Bicycle Coalition of Maine, etc). Casey responded that she is involved and has the 4 RFP's to review.

**Minute 5.** Survey results discussion:

- Transportation Management Association (TMA) –
  - Peter commented that it is important if we recommend the formation of a TMA, that there be an outside entity that can manage the TMA's activities. Casey added that Portland Downtown, the Chamber of Commerce, Greater Portland Council of Governments (GPCOG) and other organizations will be involved on an advisory board.
  - The benefit of a TMA is that it can act as a clearing house for transit-related information. That will alleviate the in-house management of information for organizations/businesses. Tessa commented that there are various TMA models for the working group to consider.
  - Peter added the TMA could take the lead on many of the Parking Study recommendations. The TMA should be guided by metrics to help solve the actual or perceived parking problems, as well as reduce congestion, increase METRO ridership, and bicycle commuting.

- Casey suggested that the TMA have a term limit, i.e., 2-3 years (pilot program) and then be subject to review based on those collected metrics
- Casey encouraged the committee include the formation of a TMA as part of its recommendations
- Additional transit recommendations:
  - Kim asked Denise about a Downtown Circulator bus. Denise said METRO has talked about it. Currently, the closest route METRO runs to the former circulator is Route 8. In 2019, METRO will tackle Route 8 to make it more user friendly. The circulator was specifically for use by cruise ship passengers at the time. If this committee recommends a circulator, it might encourage METRO to add one.
  - Denise talked about upcoming smartphone apps with new fare programs that will be more streamlined by 2019 than the technology METRO currently has
  - Denise said there have been requests for a Park & Ride type lot in Portland and Brunswick
  - Jessa commented that GPCOG is working on regional transit
  - Peter asked about the development of parking garages on the edges of the peninsula, using a shuttle to get commuters into town. Many commuters will continue to bring/need cars to get to Portland.
  - Casey asked Sarah to comment on marketing, which aims to change people's behaviors. Sarah suggested it's a long process addressing different varying needs. A TMA is in the best interest of larger companies – and the tend to be more successful when support comes from the private sector.

**Goal:** formulate recommendations to the Board using the results Amy has summarized. The committee asked Amy to add the following:

1. Support a Multi-modal marketing campaign
2. Support a TMA as long as Portland Downtown is included in the formation and performance metrics are developed.

**Minute 6. Next steps:** Peter asked Casey her recommendations on moving forward

1. Perhaps Amy could edit her recommendations for review by the committee at the February meeting
2. Once the marketing firm is hired, much of the conversation around transportation recommendations will take shape
3. Have formal recommendations from this committee by February or March. The Parking study has not yet been presented to the City, so we have time to be thoughtful.
4. Peter would like a couple paragraphs added about ongoing initiatives, like the working group Casey is part of. Casey added that we will reach out to METRO, GPCOG, PACS and City of Port Transportation Department to incorporate mentions of initiatives into next draft.

**Minute 7. Other business:**

- Commercial Street Operations and Master Plan in 2018: The City will draft a RFP in the next few months for conducting pedestrian and vehicle counts during the summer. The City has some funding from the new owner of the Rufus Deering property as well as PACS funding. Once the initial study has concluded, the Master Planning process will begin.
- John mentioned that prolonged parking at the same meter (over 2 hours) has become an issue in certain areas downtown. The City is thinking about amending the ordinance to say the driver must move to another block, not just another space. It would make it a little less convenient for the driver, hopefully encouraging garage use for longer term parking.
- Megan asked John to talk about the upcoming Congress Street closures near Maine Med at the February meeting
- John said that Wex is not going to be building a garage for their new building. They will be using the Ocean Gateway garage.

**Next meeting:** Wednesday February 28<sup>th</sup> at 9:00am.

Mike McDonald made a motion to adjourn the meeting at 10:10. Phil Haughey seconded the motion and Peter Tousignant adjourned the meeting.

Respectfully submitted,  
Taffy Eaton, Recorder