



Parking & Transportation Committee meeting minutes
May 23, 2018 at 9:00am
549 Congress St.

Board members Present: Peter Tousignant (Commercial Real Estate Consultant), Phil Haughey (MHR Management)
Others: Denise Beck (METRO), John Peverada (City of Portland), Stephen Houdlette (Bike Ped Committee & NEPRA), Steve Kulisz (MHR Management), Sarah Cushman (Cushman Transportation Consulting), Rebecca Grover (GO Maine)
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 April 25, 2018 minutes: Phil Haughey made a motion to accept the minutes as presented. John Peverada seconded the motion and the vote was unanimous. Discussion: John mentioned the daily maximum in city garages is going to \$28.00, from \$21.00.

Minute 3. Multi Modal Marketing Campaign Focus Group update: Casey Gilbert reviewed the focus group process.

- The first group was financial stakeholders of the campaign. Every stakeholder was present
- The second group was transportation companies
- Friday was commuters, transit users and residents
- Monday was business owners and then the team wrap-up at noon
- Each group had 10-12 participants and the Brand Collective was happy that a good cross-section was represented

Next steps:

1. The Brand Collective will work on a report
2. A public survey to feed more data into the campaign will be created and sent far and wide. The Brand Collective will follow-up with a second survey a year later to gauge change in habits.
3. The marketing campaign will start in August or September 2018. The campaign is aimed at perceptions surrounding transportation and will hopefully change some habits. If this committee has ideas about desired metrics, let Casey know. Downtown employees will be a targeted group for the campaign.
 - Money from the Park & Shop program can help implement ideas that could help fund the marketing campaign. This committee should be mindful that money will be needed for follow-up several months after the campaign. We do not want to only do an initial splash without follow-up. Casey will look at using Public Service Announcements as a non-profit, and CTN TV also.
 - Stephen mentioned that NEPRA has the ability to market the campaign also
 - Amy suggested having print information for visitors. Casey said there will be an online clearing house to help show people how various modes of transportation can be used to connect their trip.

Sarah Cushman commented on how impressed she is with how well versed The Brand Collective is on the subject. Sarah suggested that Way to Go Maine could be incorporated into the campaign.

Minute 4. Discussion: New tasks or initiatives the committee can take up. Peter summarized that this committee has done a lot of substantive work surrounding the Fort Hill parking survey and the start of the Multi Modal Marketing Campaign. What other initiatives do committee members feel this committee can look for in new projects?

1. **Amy mentioned the “No parking until 10:00AM” signs at the Spring Street Garage’s Free Street entrance.**

There are 2 issues:

- a. The “Full” light at the Free Street entrance is not visible to drivers and they see the empty spaces, so they pull in and then have to back out causing a back-up of traffic.
- b. Amy believes there is some misunderstanding surrounding the signs. John confirmed that Renys lease depended on the 10:00 first floor start.
- c. Amy would like to perform a survey of the people who fill those spaces at 10:00 AM. Are they office workers starting at 10:00? Are they shoppers? Visitors? John would like to approve the survey.

Further discussion:

- Casey asked whether the intended spots for servicing retail are serving their purpose
 - Amy will survey from 9:45AM until the 30 or so spaces are full
 - Peter would like to have more background information about why the Renys policy was put in place.
 - Casey is also concerned about whether there is a written policy or it’s just hearsay. PD could try to ask Renys for written proof of the agreement with the City. Renys might like to know if parkers are not there for Renys. This survey could help rework the garage policy.
 - Phil added that “just because that’s what we’ve always done” doesn’t always work – it’s worth taking a look at new ideas. Does his committee bless Amy to go forward once John Peverada approves the survey? Yes.
2. **Pedestrian Wayfinding signage:** Casey said it has been in place for 9 years. Casey would like to work with the City sign shop to create a proposal for new wayfinding signs. She would like to add walk times to the new signs. Casey would like this committees’ permission to spend some of the Park & Shop money for this project. Peter recommended Casey get pricing, then take the expenditure to the Board for approval. Committee members agreed that they would like to have pedestrian and auto wayfinding signs look similar so it appears like a cohesive signage plan. Casey will get the quote ASAP – it could be by the July meeting.

Minute 5. Other business:

- John Peverada heard that there is a perception that the international “P” signs are too small in Portland. Other cities have larger ones. This committee thinks the size we have here is adequate.
- METRO
 - Husky Line – Denise showed the map of the new route. Monday –Sunday service will begin August 27th between Gorham, Westbrook, Portland and the USM campuses. USM students will use their ID’s to ride. There will be limited stops in order to keep the bus moving along.
 - METRO will submit a grant for electric buses which would be used as a Downtown Circulator
- John said that street maintenance is being relaxed for the summer except in downtown

Next meeting: Wednesday June 27th at 9:00am.

Phil Haughey made a motion to adjourn the meeting at 10:00AM. John Peverada seconded the motion and the vote was unanimous.

Respectfully submitted,
Taffy Eaton, Recorder