



## **Parking & Transportation Committee meeting minutes**

July 24, 2019 9:00 – 10:00am  
549 Congress St.

**Board members present:** Megan Doane, Kim Volk, Neil Reiter

**Committee members present:** Megan Doane, Denise Beck, Kara Wooldrik, Steve Kalisz, John Peverada, Todd Dominski

**Absent:** Kevin Thomas

**Guests:** Chris Riccardo, George Rheault, Cecilia Smith

**Staff present:** Casey Gilbert, Amy Geren, Adam MacDonald

**Minute 1.** Megan Doane opened the meeting, welcomed everyone present and asked for introductions

**Minute 2. Review and approve May 22, 2019 minutes:** Steve Kalisz made a motion to accept the minutes (with the correction proposed below by John Peverada), Kara Wooldrik seconded the motion and the vote was unanimous. Discussion:

- John Peverada noted that the adjournment time was incorrect. It was noted as 9:00am, but should be corrected to 10:00am.

### **Minute 3. Multi-Modal Marketing Campaign status:**

Adam provided an overview of the Multi-modal Transportation Marketing campaign, the stakeholders, and goals of the campaign. He noted that the marketing company that we have been working with recently rebranded. The Brand Collective is now Warp & Weft. Casey emphasized that the campaign messaging itself should remain confidential until it is officially launched this fall. Adam reviewed the campaign details and talked about the photoshoot with local 'influencers' to make the campaign more authentic and Portland-centric. METRO was thanked for lending a bus for the photoshoot. Port City Bikes provided a bicycle for the photoshoot. Adam reviewed the deliverables that are expected from Warp & Weft including designed collateral, a landing page for transportation related information, and details of the campaign launch.

- Neil Reiter commented about the images and wanted to note that cellphone distraction is both an issue for those driving and also pedestrians.
- Kim Volk asked if the launch would work in tandem with the Way to Go Maine event in October.
- Todd Dominski asked about adding a QR code, which could direct people to maps and other information.
- Denise Beck asked about the website and whether it would live on after the campaign. She also asked which transit options will be featured on the website.
- John Peverada asked about the types of media that will be used as part of the campaign.
- Casey thanked the committee for the work on the Parking & Transportation Advocacy letter, which resulted in this campaign as well as the parking study which was completed last year. Nell Donaldson will be invited as a guest speaker to the next meeting to discuss the parking study recommendations and related updates.

### **Minute 4. Pedestrian Wayfinding and Bike Racks**

- Working group formation
  - Amy provided details to the committee about forming a working group to help manage the CDBG project related to pedestrian wayfinding updates

- Kara Wooldrik talked about the Harbor Walk Trail signs
- Chris Ricardo discussed how visitors way-find when they come to Portland
- Amy talked about the intern that will assist with the grant and will be responsible for updating the Google map that shows all of the locations with bicycle parking downtown (on-street and in garages).

**Minute 5. FY20 Committee goal setting**

- Megan Doane reviewed the committee’s goals from FY19 to start the goal setting process for FY20. The parking and transportation study recommendations, Portland Downtown’s advocacy letter, and relevant city updates were also reviewed. It was emphasized that this will just be the beginning of the discussion and that the committee will continue the goal-setting discussion at future meetings.
- John Peverada talked about the island resident shuttle, which is a seasonal program that transports people from the Marginal Way to the Ferry. Committee members asked if this could be promoted for workers as well. It can be utilized by workers, but since the season is just about over there won’t be a marketing push from the city this year; this can be revisited next year.
- John noted that the number of transactions with the parking app increased from 17,000 in June 2018 to 42,000 in June 2019. Revenues are 83% credit card, 17% cash.
- Denise noted that METRO plans to roll out digital payments and other changes in early 2020. While this is later than they originally planned, they still anticipate making all the upgrades/changes that were discussed at a previous committee meeting.
  - Denise also noted that METRO will be making improvements to Route 8, the “downtown circulator” route, to make it more efficient. They are looking for customer feedback regarding the new route. Casey said that the Merchant Committee discussed a desire to have a revamped downtown circulator route, so there is definitely a demand for this service for both customers and employees.
- Kara Wooldrik added that the bike share program coming to Portland has been delayed to 2020. It will likely still be a dockless system.
- John Peverada and George Rheault talked about parking garages in downtown. George wished that they would be kept open later and on weekends while garages have noted that there is not enough customers using the garages to keep them open.
- John Peverada added that there will be a meeting August 13<sup>th</sup> at 6pm at the Rhines Auditorium at Portland Public Library to discuss the details of the Commercial Street Master Plan Study.

Steve Kalisz made a motion to adjourn the meeting. Todd Dominski seconded the motion and the vote was unanimous. Megan Doane adjourned the meeting at 10:04AM.

**Next meeting:** September 25<sup>th</sup> at 9:00am

Respectfully submitted,  
Casey Gilbert, Recorder