

Cascade Bond Advisory Committee: Meeting Notes # 4

Next Meeting
February 17, 2011
6:00 – 8:00 pm
Dinner available 5:45 pm
Humboldt Gardens
5033 N. Vancouver
Portland, Oregon

See meeting schedule on last page

- Meeting Date:** January 27, 2011, 6:00 – 8:00 pm
- Meeting Location:** Humboldt Gardens, 5033 N. Vancouver, Portland, Oregon
- Attending:**
- BAC Members:** Algie Gatewood, Justin Elardo, Joe McFerrin, Jason Lim, Troy Jesse, Margaret Mahoney, Kerri Melda, Brian Murtagh, Isa Dean, Mark Tellis, Paula Barreto, Tom Markgraf, Sarah Crisp, Paul Ajak, Sonja Grove (15)
- PCC Staff:** Rebecca Ocken, Gina Whitehill-Baziuk, Linda Degman, Randy McEwen, Abraham Proctor, Grant Bennett, Christine Egan, Scott Huff, John Garner, Kristin Watkins (10)
- Presenters:** Will Dann and Nick Hodges, THA Architects
Phil Worth, Kittleson & Associates (traffic engineering consultants)
Kurt Krueger, Development Review, City of Portland
- Guests:** Debbie Bischoff, City of Portland, Bureau of Planning and Sustainability
Gretchen Brask, Humboldt Neighborhood Association
- Facilitators:** Sharif Abdullah and Jeanne Nyquist, Innovative Growth Solutions
- Call to Order:** The meeting was called to order at 6:15 pm by facilitator Sharif Abdullah.

Meeting Notes:

Notes from the January 20 meeting were distributed. Sharif Abdullah asked if there were any corrections needed. Brian Murtagh noted that it would be helpful to list discussion items tabled by the committee for future follow up. There was agreement on this idea. A list of follow-up and/or tabled issues will be included on the last page of meeting notes, starting with this issue.

Public Comment:

Sharif Abdullah inquired if there were any comments from the public. There were no comments.

Welcome:

Dr. Algie Gatewood, President of Cascade Campus, welcomed the Bond Advisory Committee (BAC) members and PCC staff and asked everyone to introduce themselves. Dr. Gatewood thanked everyone for committing their time and effort to the BAC, emphasizing that the end product will better meet the needs of the College and serve the community as a result of the BAC's work.

College Mission:

Dr. Gatewood distributed a copy of the College mission statement, emphasizing that the duty to the students and community is at the heart of everything the College does. Dr. Gatewood explained that, in order to prepare students for success, the College must offer affordable and accessible services. He reviewed the significant growth in enrollment and commented that this challenges the ability of the College to offer access to effective, affordable education. He pointed out that the College simply needs more space to serve its students, and he acknowledged that growing enrollment has had a direct impact on the neighborhood in many ways including transportation, traffic and parking.

Dr. Gatewood said that PCC is preparing students to compete on a world-wide basis. It is important that we stay abreast of trends in teaching, technology and training. As we move into the future, the majority of jobs will require a college education. It is the mission of the College to meet this need.

Dr. Gatewood reviewed a letter he distributed to the BAC from the Humboldt Neighborhood's Voice Committee expressing the need to define an appropriate methodology for analyzing parking. Dr. Gatewood acknowledged that this issue needs serious attention. He agreed that a subcommittee to focus on the technical and complex parking issues is a good idea.

Historical Campus Enrollment, Scheduling & Classroom Utilization

Scott Huff, Dean of Instruction at Cascade Campus, reported that Campus enrollment (measured as unduplicated headcount) grew 60% in the last 7 years, with most of the growth occurring in the past 3 years.

Fall student FTE (1 FTE approximately = a student in class 15 hrs per week over three terms) is up 60% from 2004 – 2010. Growth occurred in both day and night classes, with the greatest gains in day enrollment. There has also been a tremendous growth in non-peak (mornings, afternoons, weekends) FTE of 130% - 140%. Scott explained that the economic downturn is partially responsible for the enrollment growth as people return to school for job retraining and to prepare for university.

The Cascade Campus has taken steps to respond to enrollment growth, including expanding its operating schedule to better utilize facilities, starting classes as early as 6 am, offering weekend classes (including Sunday), and adding on-line classes. The varied schedule gives students options which help to manage peak times.

Questions - BAC members posed the following questions, to which Scott responded:

- Does the College place a cap on capacity? Is there a point when you will stop admitting new students?
Response: We want to provide access to as many students as possible; ensuring their success while being sensitive to the impacts on the neighborhood.
- Do you know how many students use transit?
Response: We don't have that information tonight, but we will provide it in a future meeting.
- Does the growth in enrollment coincide with construction of new buildings?
Response: *No.* New buildings came on line in 2002, 2003, 2004, and 2005. Enrollment grew nearly 60% in the last seven years, with most of the growth occurring in the past three years.

- Do you anticipate further growth in enrollment at Cascade Campus?
Response: Students enroll for primarily three reasons:
 1. Preparatory course at the pre-collegiate level – won't see much of a drop in enrollment as students will continue to need development education.
 2. College-level courses –demand will remain strong as university tuition gets more expensive. PCC is more affordable, providing more education for the dollar.
 3. Career and technical education (CTE) training (such as HVAC, software, etc.) represents about 1/3 of our students. We may see a decline as the economy improves and people go back to work.
- Are the career and technical training students mostly 'hands on'?
Response: These subjects are taught both on-line and hands-on. For instance, Health Information Management is taught totally on-line, while students working on machinery or in labs in programs such as Facilities Maintenance Technology need to come to campus for at least part of their education.

BAC Issues and Perspectives on Transportation and Parking

Gina Whitehill-Baziuk, PCC Bond Program, led BAC members in an exercise. She asked them to list their key issues on parking and transportation to help guide tonight's presenters in addressing priority issues. Input from the BAC follows:

- Parking supply (9 responses)
- Parking security
- Car prowls in the neighborhood
- Bike parking – do we have enough, and is it safe and secure? (5 responses)
- Warm weather may impact availability of bike parking as more students will be bicycling
- How lack of business customer parking impacts the neighborhood
- Potential for accidents – how traffic volume impacts safety (especially bicycle, pedestrian and car conflicts)
- Traffic congestion and lack of visibility
- Lack of stop signs at intersections
- How well does the campus shuttle work at reducing pressure on traffic and parking?

College Transportation Management

John Garner, PCC Manager of Parking and Transportation, provided an overview of TDM (Traffic Demand Management) at PCC. He explained that Cascade, Sylvania and Rock Creek all have parking problems. This bond provides funds to address parking and transportation only at Cascade Campus.

John briefly explained the history of the College's TDM plan. The City of Portland first required the College to plan and implement TDM measures in response to a 1990/91 bond. Initial TDM measures included requiring students, faculty and staff to pay fees for parking on campus, encouraging use of alternative modes of transportation, and responding to neighborhood complaints. John reported that Cascade campus leads the way in TDM planning, providing the most diversity in alternative transportation, which is used by 50% of students. The PCC Board's goal of reducing Single Occupancy Vehicles (SOV) 10% over the next 10 years will be a challenge to achieve due to enrollment growth.

John reported that PCC commissioned a traffic and parking study in 2006-2007 (Nelson, Nygard) and subsequently implemented TDM enhancements including expanding the shuttle to six routes, expanding Tri-Met subsidies (PCC offered 1,400 subsidized transit passes this past term), citing new facilities near high-capacity transit lines when possible, relocating staff parking, adding spillover lot to handle peaks, adding bike racks and lockers, highlighting preferred bike routes and encouraging use of light rail, bus and walking. He said the study suggested that pricing can also help control parking demand; however, this is a sensitive balance, given PCC's mission to provide accessible, affordable education. A term parking permit at PCC is \$40 compared to \$299 at PSU. John pointed out that raising parking fees might reduce the number of students using on-campus parking but could result in more pressure on the neighborhood as students seek on-street parking.

Questions - BAC members posed the following questions, to which John responded:

- Are shuttle riders required to show proof that they are enrolled at PCC?
Response: No – The majority of shuttle passengers (approximately 98%) are PCC students. We don't have a problem with unauthorized riders, so we don't want our drivers to confront passengers.

- Does PCC offer incentives to encourage use of bicycles for transportation?
Response: The College doesn't currently offer incentives for bicyclists. This has been discussed, and we will continue to look at incentives as an option to encourage more use of bicycling.
- Are bike lockers available at the Cascade Campus?
Response: We have a lot of bicycle parking – more than any other campus; however, we only have a few bike lockers. We are working toward developing covered bicycle parking.
- Does someone patrol the neighborhood and write parking citations?
Response: The City of Portland authorized PCC to patrol the neighborhood for parking violations. PCC parking staff issue warnings for the first two violations, and issue a citation with a \$25 fine for the third violation. About 800 warnings and 75-80 citations are issued weekly. Volume is expected to increase. Cascade was the first campus to implement parking patrols; Sylvania, SE and Rock Creek have followed.
- Are the lots full most of the time?
Response: Tuesdays and Thursdays are the busiest days. Parking lots are typically full by 10 am. Some parking frees up in the late afternoon.
- Could a "reverse TDM" be created? If the campus offered free parking and increased the citation fine, might this push more people to park in the lots and relieve parking in the neighborhood?
Response: A possible solution is for Humboldt neighborhood to implement permit parking. In addition, PCC may need to build a parking garage. We need to keep in mind that Cascade is an urban campus. As long as a parking fee is charged, people will still park on-street to avoid paying the fee.
- I've been told that PCC's parking patrol staff only cite cars registered in Oregon because they don't have access to DMV (Department of Motor Vehicle) records in Washington.
Response: PCC's parking patrol staff has access to DMV records in Oregon, Washington and California. We can issue warnings, but in order to write a citation, we must match the vehicle registration to a student, staff or faculty member. A student may be driving a car that is registered to someone who is not affiliated with PCC. In that case, we cannot issue the citation. A permit parking program would help us manage the situation better.
- How many parking spaces are available for Cascade campus?
Response: 607 on campus, 191 on adjacent streets (students may park on streets that are adjacent to campus) and 140 spaces in a spillover lot at 42nd & Killingsworth. We have tons of bike parking.
- Do we know how many students are driving and where they are driving from?
Response: A transportation study providing some of this information is available on the PCC website.

Transportation Policies – City of Portland

Kurt Krueger, City of Portland (COP) Development Review, provided an overview of COP transportation policies that will influence planning for the Cascade Campus. Kurt explained that parking and traffic are key issues for every institution and are the item most often appealed through the land use review process. He recognized Cascade for having one of the best TDM strategies to mitigate traffic and parking impacts by focusing on use of transit, shuttles and alternative modes (bicycle and pedestrian). Kurt also cited the Lloyd District TDM as an excellent example of a plan that successfully addresses transportation and parking issues.

Kurt encouraged the BAC to be open to all options. He cautioned that a parking garage is not a perfect answer as a garage can impact traffic circulation and cause even more congestion at some intersections and in some parts of the neighborhood. Kurt explained that transportation planning requires a delicate conversation with the community. He complimented Cascade for bringing together a group of citizens to discuss the issues.

Questions - BAC members posed the following questions:

- Some of our cross walks are not very well lit (example – Killingsworth). How does City of Portland decide how to treat lighting?

Response: Kurt explained that the City provides a hotline – 503-823-SAFE – and encourages citizens to report safety concerns. There is a process to review accidents in the neighborhood and to analyze the need for stop signs and other traffic control devices, using federal standards.

- Do you do traffic studies to determine best location for parking lots and access?
Response: Yes, as part of the land use review process, PCC hires a professional traffic engineer to establish baseline data that we can then use to analyze how proposed changes might impact traffic.
- The IMP offers three different methods for establishing traffic counts, which seems somewhat ambiguous. Is there a traffic count methodology that is more reliable and realistic?
Response: We are able to measure cars through an intersection with a high degree of accuracy. Parking patterns are more difficult to evaluate. This is a complex issue.
- Will a City staff person be available to attend our parking and transportation subcommittee meetings?
Response: Kurt responded that he will need to evaluate this and report back. He explained that budget cuts have reduced his staffing, making it more difficult to provide support to community groups.
- How does COP's parking patrol staffing levels compare with those of other cities of similar size?
Response: We will need to get back to you with that information. We know that we have a much higher success rate of parking enforcement in metered areas.

Transportation/Parking – Existing Conditions

Will Dann of THA Architects explained that planning for traffic and parking demands is more of an art than a science. Kittleson & Associates, a traffic engineering firm, completed a traffic analysis in 2010 to evaluate traffic and parking patterns in winter term and spring term. The study concluded that peak periods are:

- 7 – 9 in the morning
- 2 – 4 in the mid-afternoon
- 4 – 6 in the evening

The analysis indicated all intersections were functioning at an acceptable level during peak periods. However, Will cited a need to pay closer attention to traffic dynamics at certain intersections along Killingsworth.

Will provided a historical perspective on parking at the Campus. He explained that an IMP was created with the approval of the past bond measure in 2000, resulting in creation of a TDM plan to provide parking within a target range based on a certain ratio of parking spaces per gross square footage of buildings. Will explained that the parking/building ratio is not an exact science but provides good targets for planning. He suggested that the BAC will need to focus on the following questions regarding parking capacity:

- What is the current situation?
- How do we improve it?
- How do we plan for future capacity needs?

He provided the following statistics on current parking supply for Cascade Campus:

- On-campus lots 607
- On-street parking (adjacent streets) 191
- Total 798 (not including 140 spillover spaces @42 & Killingsworth)

He explained that the total parking supply is within the range established by the TDM, but it does not meet current demand. He presented a graph showing parking demand as a 'rolling peak', with the greatest demand between 10 am and 2 pm. He emphasized that parking impact on the neighborhood, estimated at 384 vehicles at peak, is the real issue. Will cited the need to plan strategically to mitigate this impact so PCC can continue to provide access to education and create opportunities to grow the economy, while being a good neighbor. He presented a number of factors to consider in planning for traffic and parking:

- Sustainability – PCC has developed a Climate Action Plan (CAP). The single most significant contribution to Green House Gas emissions (GHG) is commuting. Building more parking spaces to serve peak demand does not help address this issue, and it does not protect air quality in the neighborhood.
- Economic – PCC’s mission is to provide everyone the opportunity to improve themselves – with no ‘cap’ on enrollment. We need to recognize that every \$ we put into parking is a \$ that we can’t put into developing classrooms and other facilities.
- Neighborhood Livability – An additional four blocks would be required for PCC to meet parking demand in surface lots, which would have a negative impact on the quality of the neighborhood. Garages would take up less space, but do not provide the “eyes on the street” to enhance security, and can be magnets for unsavory activity. The challenge is to determine the right balance between meeting parking demands while protecting livability.
- Zoning and Land Use Requirements – The City of Portland is dedicated to enhancing quality of life. As such, it establishes parking planning standards for residential neighborhoods, as well as institutions. We need to develop robust TDM measures to address a wide variety of needs. We will need to use modeling methodology so we can predict how different TDM measures will affect the delicate balance, and we need to monitor the actual impact so we can make appropriate adjustments.

Will emphasized that a successful plan will require a partnership between PCC, the neighborhood and the City. Ultimately, we need a parking program that will work, is responsible, is right-sized, will improve neighborhood security and will establish a good relationship with the neighborhood and the City.

TDM and Innovative Transportation Solutions

Phil Worth with Kittleson & Associates presented an overview of TDM planning. He explained that the College takes a district-wide approach in planning parking policy and programs to:

- Efficiently manage and ‘right-size’ parking resources, and
- Optimize access to each campus while minimizing parking demands.

Phill pointed out that campuses have differing needs and dynamics. He compared Rock Creek, a suburban campus, to Cascade, an urban campus. Keys to success in planning for parking are to have:

- Clear goals, objectives and targets.
- Strong understanding of the issues, impacts, policy perspectives, opportunities and constraints.
- An open process with significant dialogue.
- Effective measures of success, and a commitment to ongoing monitoring and adjusting.

Phill explained that the TDM process involves:

- Discovery, inquiry and input.
- Assessment of behaviors and impacts (an important part of TDM planning).
- Generation of ideas, options and alternatives.
- Evaluation and selection of best options.
- Planning of implementation strategies.

The TDM planning process includes perspectives of students, staff, faculty and administration; neighbors and businesses, steering committees, transportation providers, regulatory agencies and others. Phill explained that we cannot expect to make all stakeholders ‘happy’, but to feel heard and to be satisfied with the final solutions.

Methods to engage interested parties will include stakeholder interviews, surveys (web and social networks), open houses, and committee meetings and work sessions. Phill explained that we will work through the next couple of seasons to craft a final solution.

Questions - BAC members posed the following questions:

- Has consideration been given to creating a Smart-Park park and ride lot to serve the campus?

Response: Phill Worth responded that this is an interesting idea worthy of consideration. We won't have answers on how this option might affect the Campus and neighborhood until later in the process.

- How are students informed about parking issues and options? Could information be posted on-line, as well as surveying students during registration about transportation needs and plans?

Response: This is another good idea, worthy of consideration.

- If PCC's growth trend continues, can we realistically expect that we will be able to solve the transportation, traffic and parking issues?

Response: Will Dann responded that he has great optimism for developing win-win solutions that can benefit both PCC and the neighborhood. The Cascade Campus is an important part of the neighborhood, and it supports vibrant local businesses. We will look at ways to leverage money PCC is already spending to put students in seats to also benefit the neighborhood.

- How will the actual implementation and impacts of the transportation plan be monitored over time?

Response: Phill responded that the City requires TDM monitoring and reporting. TDM success is driven by setting appropriate targets and establishing a solid methodology to collect data that will allow us to measure success. It will be important to establish a plan to collect data and develop an annual 'report card' that helps us measure our progress toward targets.

Randy McEwen, PCC District Vice President, emphasized that we cannot afford to build parking structures unless we make substantial TDM improvements. He explained that we need to discourage parking, given the high cost to build parking structures and voter unwillingness to approve bonds for this use. He cautioned that, unless we find good solutions to the parking issue, the City will establish limits that are untenable. This issue is of strategic, long-term importance to PCC.

Linda Degman, PCC Bond Associate Director, reported that PCC is taking the first step in the process by hiring a TDM consultant for the District and designating Rebecca Ocken as PCC's Project Manager for the Cascade Campus. She reiterated the need to develop viable options that will get people out of their cars and using other forms of transportation.

- Shouldn't the College's goal of providing "access" to students be tied more to the cost, number and type of classes, rather than the ability to drive a car?

Response: Will Dann responded that the TDM process will develop solutions that serve students by providing viable alternatives to driving single occupancy vehicles. Many issues must be figured into this equation, including availability of rental housing, child care and an array of other issues.

Review of Follow Up Questions and Tabled Items – see list at end of meeting notes.

Future Meeting Dates:

The BAC meetings will continue to be held at Humboldt Gardens, 5033 N. Vancouver (unless stated otherwise) on the following dates. Meetings will be held from 6 – 8 pm with dinner available at 5:45 pm.

- February 17, 2011
- February 24, 2011
- March 10, 2011
- March 31, 2011
- April 28, 2011
- May 26, 2011
- June 23, 2011

Announcements:

- Financial Aid Fair, January 29, 9 a.m. to noon at Cascade Campus. Experts will be available to assist students in completing their financial aid applications. The event is free.

- Urban League of Portland's Community Empowerment session will be held on February 16, 6 – 8 pm at the Planned Parenthood Building, 3727 NE MLK Jr. Blvd, Portland, OR 97212, to discuss plans to address jobs, health, education and support. For more information and to RSVP, contact Inger McDowell 503-280-2600 ext. 641 or imcdowell@ulpdx.org.
- Fix-It Fair, sponsored by City of Portland will be held on February 26, 8:30 am – 2 pm at Jefferson High School. This is a free event to help citizens learn affordable ways to save money on utility bills and improve home, garden and personal health. Contact 503-823-4309 or fixitfair@portlandoregon.gov for more information.
- Portland Plan, Phase III, offers a series of meetings for citizens to provide input on Portland's 25-year strategic plan. Meetings are scheduled for March 2, 6:30 – 9 pm, March 6, 12:30 – 3 pm, March 10, 6:30 – 9 pm, and March 12 10 am – 12:30 pm. See www.pdxplan.com or call 503-823-2041 for meeting locations and information.
- 21st Annual Cascade Festival of African Films will be held at Cascade Campus February 4 – March 5, 2011. For more information, go to www.africanfilmfestival.org or call 971-722-6111, ext. 3630.

Adjourned

Dr. Algie Gatewood closed the meeting, noting that it has been an interesting night that will set the stage for the BAC to do serious work. He thanked tonight's presenters and expressed his appreciation to the BAC for their thoughtful dialogue. Meeting was adjourned at 8:10 pm.

Recorder: Jeanne Nyquist, IGS

PCC Cascade Campus Bond Advisory Committee
Follow-Up Questions and Tabled Items
 January 27, 2011

Date	Question or Tabled Item	Plan of Action
1-20-11	What is the current ratio of building to open space on Campus? [Unanswered from Meeting #3]	
1-27-11	Can we get an accident analysis for area of Cascade Campus?	Kurt Krueger, City of Portland will respond
1-27-11	Will City staff be available to support a parking/transportation subcommittee?	Kurt Krueger, City of Portland will respond
1-27-11	What is the parking patrol staffing in Portland as compared to other cities of similar size?	Tabled – this item will be included in future analysis
1-27-11	How are students informed about parking options? Could there be information included on the web site, and could students be given a survey at time of registration to determine their driving/parking plans?	Tabled – this item will be included in future analysis
1-27-11	How many bicycle parking spaces are there on the Cascade Campus?	Count in spring 2010 indicates that there are a total of 302 bike parking spaces, 87 of which are covered. Given CA's existing Sq Ft, city code requires 51 spaces.