

## Cascade Bond Advisory Committee: Meeting Notes #12

**Meeting Date:** December 5, 2011, 6:00– 8:00 p.m.

**Meeting Location:** Jefferson High School, Cafeteria, Portland, Oregon

### Attending:

**BAC Members:** Algie Gatewood, Kerri Melda, Jason Lim, Joe McFerrin, Doug Taylor, Brian Murtagh, Tom Markgraf, Justin Elardo, Officer Erik Hargrove (for Lt. Derrick Foxworth), Sonja Grove and Mark Tellis.

**PCC Staff:** Linda Degman, Scott Huff, Rebecca Ocken, Gina Whitehill-Baziuk, Abe Proctor, Kristen Kristin Watkins, Wing-Kit Chung, Randy McEwen, John Garner, Christine Egan.

### Members of the Public:

Brian Wannamaker, Falcon Art Community  
Paul Anthony, President, Humboldt Neighborhood Association  
Brian Borello, Land Use Co-Chair, Piedmont Neighborhood Association  
Vikki Irwin, PCC student  
Debbie Bischoff, City of Portland, Bureau of Planning and Sustainability  
Lee Zumwalt, LCG Pence  
Patrick Rank

**Presenters:** THA Architects and Rick Williams

### Welcome:

Algie Gatewood called the meeting to order at 6:00 pm. While members ate their dinners, Algie reviewed the meeting agenda:

1. Discussion regarding underground parking options – opportunities and constraints
2. Review campus feedback from TDM open houses hosted this fall
3. Update re: PCC's TDM study and possible elements to include in a Cascade Campus plan
4. Group discussion and next steps for moving forward

### Public Comment:

Gina let members of the public know that they would have an opportunity to speak and participate in the committee discussion after information regarding underground parking options and TDM strategies have been presented.

## Present and Discuss Underground Parking Options for Cascade Campus

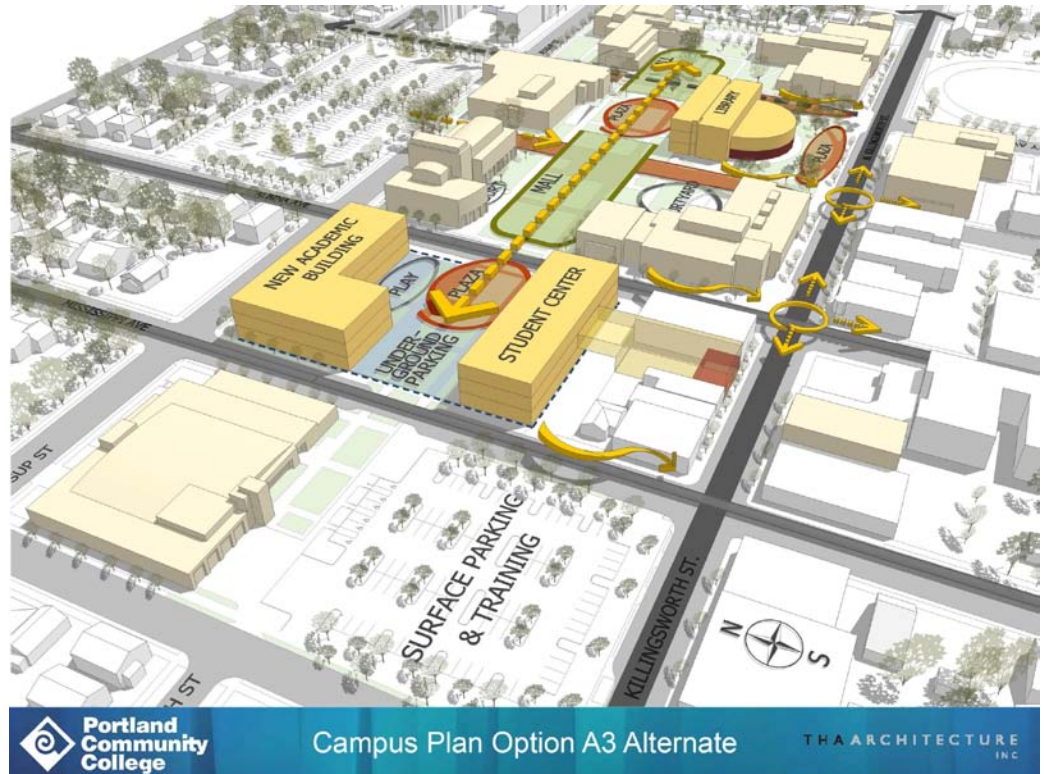
Presenter: Will Dann, THA

Will described the prospective underground parking garage beneath the new academic building (NAB), the new Student Center (SC) and a section of the campus mall. He explained that the underground garage would be easier to secure than a garage or multi-level sub-grade facility. In this new configuration, it maximizes land use in an urban setting and preserves the Public Services Education Building (PSEB) lot, but provides less parking overall. Unlike the parking garage, the underground lot would provide no initial retail space but would provide parking during construction.

This new underground lot option would increase pressure on PCC's TDM performance for Cascade Campus. We are confident that we can reduce parking demand by 50% through centralized course availability. PCC has had high growth in full time student enrollment, and even higher in student headcount.

Will opened the floor to questions to clarify the information presented thus far. Brian Murtagh, BAC

member representing Humboldt Neighborhood, asked "what is the gross number of required spaces for the build-out and will that information be provided to the BAC?" Will responded that yes, the design team would provide that information following the meeting.



## Feedback from TDM Open Houses

Presenter: Wing-Kit Chung, Vice President of Administrative Services

With a PowerPoint presentation and a color-coded handout, Wing-kit reviewed the survey results from four TDM open houses hosted in October 2011. The survey approached campus stakeholders - PCC students, faculty and staff - with two thematic questions:

1. "What can PCC do . . .?"
2. "What can I do to . . .?"

Wing-Kit pointed out that the questions and responses from "What can PCC do" corresponded well with the second set of questions asking what individuals can do. The reciprocal results are promising as they show that respondents are willing to use other TDM options if PCC can accommodate that transportation mode better. Based on survey results, Wing-Kit discussed some specific strategies that relate well to Cascade.

BAC member Justin Elardo asked how survey respondents were asked to provide input, curious if it was framed as open-ended. Rebecca Ocken, Bond Program Manager for Cascade Campus, explained that open house respondents were given four dots, numbered one through 4, to rank their preferred strategies as it related to the question.

Another BAC member commented that it was interesting that the most preferred strategies also appeared to save students money.

Wing-Kit said that the next step is for the Steering Committee to meet December 16 to endorse the District TDM Plan. It will then move onto the PCC Cabinet for review.

### **Can we make it work? – TDM Strategies**

**Presenter: Rick Williams, Rick Williams and Associates**

Rick opened the discussion by explaining that in his view, PCC's TDM effort reflects well on PCC, in that the College is looking at campuses individually and as part of a system-wide strategy.

To better understand Rick's perspective and background, Rick reviewed his professional experiences working in transportation and parking, and developing TDM plans other higher education institutions, including Washington State University and Clark College in Vancouver and Portland State University.

With a PowerPoint presentation, Rick reviewed what a TDM plan could include:

- A reduced rate of student and employee vehicle trips to the campus, with corollary increases in transit, bike, walk and rideshare.
- Meaningful mitigation of off-site impacts (overspills in the neighborhood).
- Measurable objectives.
- Monitoring and reporting process for those objectives and targets.
- A tiered-system of action-based on performance.

Rick explained that Cascade may be the PCC pilot campus for testing many of the TDM strategies and performances. Although the TDM Plan for Cascade Campus is not yet drafted, Rick reviewed the basic elements that would most likely make up the plan:

- **New mode targets and measureable goals**
  1. Quantify current overspill impacts, i.e. cars in neighborhood, and establish a measureable target reduction number.
  2. Establish new mode split targets for drive-alone trips, transit, bike, walk and rideshare.
- **Parking**
  1. New underground garage (220 stalls)
  2. Procurement of off-site auxiliary/satellite lots (100-150 stalls), within 300 feet of Cascade. Maximizes an existing resource with a system of assignments.
    - Example: Auxiliary lots work well with "captive targets" – could be PCC employees.
  3. Performance-based pricing, i.e. pricing calibrated to demand and TDM.
    - Example: Term passes vs. daily passes.
  4. Lower rates and lot assignment program for auxiliary lots to ensure their use.
    - Example: Offer lower rates for auxiliary lots and higher rates for closer-in lots.
- **Transit:** Rick believed that the survey PCC conducted with campus stakeholders showed a latent demand for transit.

1. Establish a Student Select Pass sales target directly tied to adopted transit performance targets (increase total number distributed)
  2. Reduce cost of Student Select Pass to mirror cost of term-parking pass.
- **Bike/Walk:** Rick stated that we need to look at infrastructure for bike commuters, most cost-effective thing PCC could do.
    1. Upgrade Cascade Campus with quality bike parking racks and facilities at a rate equal to target bike mode split goals.
    2. Provide on-campus facilities for self-repair of bikes
    3. Provide access to shower and locker facilities during all campus open hours.
  - **Rideshare/Carpool:** Social network strategy "Drive Less Connect"
    1. Evaluate ZipCar options for employees, to supplement PCC Shuttle
    2. More active use and communication of Drive Less Connect. (online matching)
  - **TDM Support**
    1. Establish Cascade Campus TDM Coordinator. This will be key to any TDM program to make sure people know it exists and plug them in.
      - Coordinator would provide mentoring, trip planning, new employee/student orientation programs, etc.
    2. Upgraded and routine data collection (for parking, connects, mode splits, employee /students surveys) to measure performance.
  - External Partners
    1. Negotiate with TriMet to provide UPASS transit program for all campus employees.
    2. Work with, partner and support neighborhoods to implement neighborhood mitigation programs.
  - Measurement:

Rick opened the floor to questions from both the BAC and guests.

- Q1:** Does PCC track where students live relative to campuses and do you track what campuses they use? (Brian Wannamaker)
- A1:** Yes, we know where they live and what their primary campus is. (John Garner)
- A1a:** Part of the Bond Program's goal is to create more comprehensive campuses so students don't have to go to multiple sites to attend their classes. This will make it easier to use other forms of transportation if you don't have multiple sites to commute to. (Will Dann)
- A1b:** That said, some programs are unique to some PCC campuses. For example, at Cascade we have the medical laboratory technology, ophthalmic medical, emergency telecommunicator 9-1-1, professional music and fire science programs. (Algie Gatewood)
- Q2:** Looking at other campuses, what have you seen that would work at PCC? How would you rate PCC's current level of leverage with the City of Portland? (Lee Zumwalt)
- A1:** The City wants to make this work. As a partner going in with the City, I think PCC has pretty good leverage. (Rick Williams)
- Q3:** Currently, there are approximately more than 300 cars parking in the neighborhood during the peak day and peak hour, Tuesday, 11 am, early in the term. What would be a solid TDM goal for PCC to shoot for? (Joe McFerrin)
- A3:** Basically, you are asking what would make a visible impact that would mean something to the neighborhood – "meaningful mitigation." I would throw it back to the neighborhood to help define that number. As a conversation piece, we have been saying 50%. (Rick Williams)
- Q4:** Is PCC doing a good job with TDM? (Tom Markgraf)
- A4:** Yes, big changes in the last decade. (Rick Williams)

- Q5:** Some people drive to park at Cascade Campus for the sole purpose of catching the PCC shuttle. I am not suggesting they not be allowed to do this, but maybe PCC could use a remote or auxiliary lot to serve that need? (Kerri Melda)
- A5:** I hadn't thought about it that way, but that's a great idea for using auxiliary lots. (Rick Williams)
- Q6:** Who monitors the TDM monitor to make sure PCC stays on course? (Brian Murtagh)
- A6:** City of Portland will review annual reports for PCC / TDM folks and those reports will be shared with the neighborhoods. Ideally PCC would have an ongoing TDM committee that would provide oversight, monitoring and guidance. (Rick Williams)
- Q7:** How do we make sure neighbors, especially a lower income neighborhood like ours, don't bare the financial burden of this TDM program? (Brian Murtagh)
- A7:** Taking my "PCC hat" off, and put just my transportation/parking hat on, the most effective neighborhood mitigation strategy is a neighborhood area permit program. It is the most effective tool, but not always the most attractive, which is why it is way out there on the tier system. (Rick Williams)
- A7a:** Residents should not bear financial cost of TDM. Residential parking passes would not be a good fit for Humboldt. Cascade area is too small to make enforcement worthwhile for the Bureau of Transportation. Bureau representatives have emphatically stated that it would not be financially viable for the City to enforce. (Paul Anthony)
- A7b:** Interesting, good to know. We will need to follow up with the Bureau of Transportation to discuss in more detail. (Rick Williams)

## Committee and Guest Discussion

Gina asked BAC members and meeting guests to offer their advice to the College about achieving our TDM targets and goals. She briefly reviewed the order of construction if PCC were to decide on the underground lot: first underground parking would be built, then the new academic building (due to the Oregon grant timeline), and then the new Student Center.

- **Brian Wannamaker:** I love the concept of an underground parking garage. It is so much better than a cinder block structure in our neighborhood.
- **Joe McFerrin:** It is hard for me to give meaningful input until we know what the performance goal is.
- **Tom Markgraf:** I support the underground lot. Parking structures are a colossal waste of dollars, takes away money from students and classes and you can't convert those horrible concrete buildings into another use. This idea preserves the neighborhood.
- **Doug Taylor:** When Rebecca showed us (student groups) the plan, there was near universal support for the underground lot. It meets our desire to mesh better with the community and creates a more cohesive footprint for future expansion. It would be embarrassing if the tallest building on campus was a parking structure.
- **Linda Degman:** That's great to hear, Doug, but this option also means that students have to get out of their cars and use other options.
- **Doug Taylor:** Yes, students would have to change their behavior too. On our side of things, we are getting ready to launch the Green Initiative Fund's bicycle program this winter to retrofit used bikes to lease then out to students for \$75 a term. New bike facilities and storage staffed by students would help as well.



- **Joe McFerrin:** What's the difference in cost between the four-story garage and the underground lot?
- **Will Dann responds:** \$1.5 million dollars in savings for underground lot vs. parking garage. Keeping in mind that we would be down 60 spaces.
- **Brian Murtagh:** I want to see this work but I'm disappointed that PCC doesn't have the numbers to tell us exactly how much this will reduce or add to cars in the neighborhood?
- **Will Dann responds:** It's an evolutionary thing. We'll eventually have the numbers.
- **Jason Lim:** Our commercial property is right across the street, so we care how this affects things on the ground. I don't have enough information to see how proposed underground lot will affect turning vehicles, adjacent businesses and traffic flow on Killingsworth.
- **Rick Williams responds:** Good questions. A lot more needs to be done with our traffic consultants (Kittleson) to answer them. We haven't gone to that level of design yet to answer those questions. Our goal tonight was to present this parking solution concept to the BAC and the neighborhood before all details and decisions were finalized. Final design will take all of this into account.
- **Vikki Irwin:** I live in Oregon City and drive to PCC campuses. A one-hour bike ride and three-hour transit trip are not viable options for me. I'm price sensitive, so as parking pass costs go up, I look to neighborhood streets. Is there any good news for me?
- **Will Dann responds:** In any case, we are still providing parking to students like you. And we can do parking assignments at auxiliary lots for our captive folks, which leaves parking close in for students. Things like multi-day parking passes, instead of term pass, could help as well.
- **Tom Markgraf:** Is PCC committing resources and staff to make this TDM plan work?
- **Randy McEwen responds:** We're learning about the various TDM steps at the same time you are. We have to be very careful. There is a matter of our credibility and practicality.
- **Paul Anthony:** What does campus security think about this option?
- **Officer Erik Hargrove:** We have to do a lot more looking to do. Lighting, cameras, access and exit points will all be very important. Cascade Campus Public safety will have to be involved in the discussions and design. (Hargrove attended meeting for Lt. Derrick Foxworth, Cascade Public Safety)
- **Brian Borrello:** I look at this thinking about livability and design aspects. A four-story garage would be detrimental to our neighborhood and Killingsworth area. Just the scale and mass of a four-story garage would be bad. Underground parking is a really good option with TDM strategies. Based on what we currently see with PCC buildings in our neighborhood, we would worry how PCC would design the garage. The backsides of current PCC buildings don't inspire or facilitate community cohesion and don't give the neighborhood anything to celebrate. We live here. This is our neighborhood even after PCC staff and faculty have gone home. We are still here. Make the campus a part of our neighborhood, especially on Albina, Killingsworth, Michigan and Mississippi streets.
- **Brian Murtagh:** The above-ground structure's net gain falls short of demand. Both plans are inadequate to handle demand. We need more information.

Gina summarized what she thought was heard in the discussion, indicating that a large majority of the group supported Option A3 Alternate.

Gina then reminded the group that the proposed underground lot would only work if the College and its external partners can effectively collaborate to meet the TDM targets ("meaningful mitigation") that will be established in the Cascade TDM Plan. If the College finds that it would not be able to meet those targets, the original Option A3 with the proposed four-story garage would need to be

reconsidered. PCC does not have sufficient funds in this bond cycle to build both an underground lot and a parking garage to address the parking issue.

The next step is for the Cascade Campus and District leadership team to decide on a final parking solution before the end of this year. As Cascade Campus is governed by an Impact Mitigation Plan (IMP), the City of Portland requires both a Type II Condition-Use application and a Type II Traffic and Parking Analysis, both of which PCC will submit in spring 2012. Under city guidelines, both processes will provide public input opportunities for surrounding neighborhoods. In addition to city public processes, PCC will continue to consult with the Bond Advisory Committee and the Strategic Work Group at key project milestones in 2012. Both the Conditional-Use application and Traffic and Parking Analysis must be reviewed and approved by the City.

Gina thanked BAC members and meeting guests for their huge commitment to the college and to the advancement of improvements on the Cascade Campus. We will send an email later this month updating everyone on the College's decision regarding a parking solution for Cascade Campus and outlining next steps. If you have any questions in the interim, please contact the office by email or telephone.

**Adjourned:** Meeting adjourned at 8:00 p.m.

**Recorder:** Christine Egan and Abe Proctor