

CENTRAL EASTSIDE PARKING AND TRAVEL CHOICES

Scoping Report

FINAL
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PROJECT ACKNOWLEDGEMENTS

City of Portland Project Manager

Bill Hoffman

Project Team Members

Alan Snook, DKS Associates
Rick Williams, Rick Williams Consulting
Rick Michaelson, Inner City Properties
Peter Finley Fry, Finley Fry Consulting

Interview Participants

Bob Wentworth, Wentworth Chevrolet
Doug Allred, Franz Bakery
Michael Miller, Goodwill
Nathan Sasaki, Apex
Pat LaCrosse & Rod McDowell, OMSI
Tim Holmes, DHX
Dan Yates, business owner
Dave Lorati, business owner
Julian Lukasik, At Large Studios
Brad Malsin, Beam Development
Bosco Milligan
Jay Hallady & Pam Chapoel, Coaxis
Matt Butts, Group Mackenzie
Lance Mars & Carrie Shilling, Bside 6
Michael Pratt & Andy Morrison, Pratt & Larson Tile
Nicki, Nicki's Restaurant
Patrick Rutledge, Ecohaus
David Guettler, River City Bicycles
Randy Miller, business owner
URAC
CEIC Land Use Committee

SECTION I: EXECUTIVE SUMMARY

Introduction

The Central Eastside provides an important land area for employment, educational institutions, and destination retail uses. The area is complementary to the Downtown, South Waterfront, and Lloyd Districts and benefits from the close proximity of strong residential neighborhoods to the south, east, and north. The district is in the center of the region at the confluence of the primary east-west and north-south interstate freeways.

As land values rise and emerging trends influence business growth and expansion, industrial uses in the district are evolving from warehousing to distribution with strong retail expression and from heavy manufacturing to specialty and advanced technology manufacturing. These driving trends include the increased cost of energy, particularly gas and electricity and the apparent desire to move businesses and residence into the central area of the city. The district benefits from the close proximity of a productive, well-educated workforce. Other emerging uses include regional retail, non-profit offices, and educational facilities.

The City benefits economically and socially from the intensification of this area. The public is investing millions of dollars into the area's infra-structure; eastside streetcar loop, Morrison Bridge improvements, Burnside/Couch Couplet, Grand/King viaduct – all in construction - and the substantially funded Southeast Light Rail.

The reason for this study is to get ahead of the curve; identify values; educate stakeholders and public officials, and develop specific strategies to accommodate the movement of people and goods to and from their destinations. The growth in development intensity as the economy improves and grows will create crippling congestion if measures are not identified and implemented in advance of the growth spurt.

This report has been organized into three sections that follow the natural progression and process of the work completed:

- **Section I:** Executive Summary – Overall summary of report.
- **Section II:** Interview Synthesis – Summary of interview findings and key areas of concerns with conclusions.
- **Section III:** Scope Elements – Outline of the potential elements related to the scope of work to perform.

Discovery Process

As an initial phase of this project, a series of interviews were conducted with business owners/operators as well as neighborhood groups to gain an understanding of critical issues relevant to parking and travel choices in the district. Based on these interview findings, key areas of concern were identified for the district related to the changing character of the district, existing and potential future parking issues, economic vitality, and potential solutions to explore under further analysis/work for the district. Section II of this report summarizes the interview findings in more detail.

The interview process indicates that the system for parking and travel choices works now, but will have problems in the future that should be proactively addressed. Part of the problem identifying existing deficiencies is a lack of current data for the district related to parking. This is a crucial element to help understand not only today, but what is potentially going to become a problem in the future. The changing character of the district plays a vital role in the potential problems for the district in the future, as well as the potential solutions. Solutions should work for the district as a whole, but also be applicable at a smaller, or sub-area, scale within the district. These solutions should address the immediate term (0-2 years), short term (2-5 years), and the medium term (5-10 years).

Opportunities and Constraints

The interviews led to a series of potential opportunities and constraints associated with the district. These opportunities and constraints were developed through a synthesis of reviewing all of the interviews conducted.

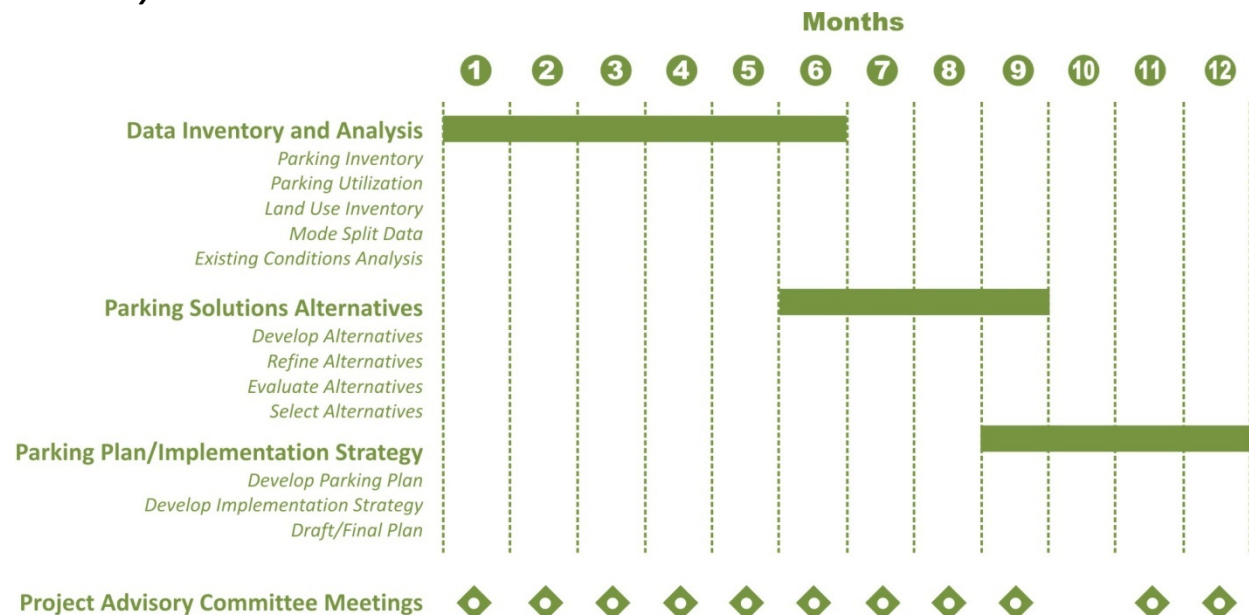
- The growth in employees and business activity, as well as diversity in businesses have different demands for parking and parking management that need to be addressed.
- The proximity to Downtown and Lloyd District, coupled with the price for parking in Downtown and Lloyd, makes the Central Eastside district an alternative for parking by employees of these two adjacent areas.
- Any parking management solutions should address the surrounding impacts to neighborhoods and their needs.
- There has been a lack of education on parking use and travel choices in the district.
- Parking needs can vary over the day, by sub-area in the district, and for individual types of users.
- At present there are not strategies to fund parking infrastructure.
- Current infrastructure for on-street and off-street parking is inefficient.

- A change in commuting and customer patterns in regards to alternative modes of transportation creates a positive influence in reducing the demand for parking.
- The district continues to grow in its freight traffic. The types of truck size and character are diversifying. This makes freight planning, including loading and movement, extremely important.
- A significant amount of the new development will occur on surface parking lots and will displace parking without necessarily replacing the parking.
- A baseline of existing data will inform potential solutions.

Next Steps

The interview findings allowed for a rough scope of work to be developed to help focus the next phase of this process. Overall tasks and project meetings were outlined for eventual inclusion into a request for proposal to be developed at a later date. The following summarizes the tasks and approximate schedule initially developed for this phase of the project. Section III of this report details the individual tasks in more detail.

Preliminary Schedule



As can be seen in the preliminary schedule, there are a number of Stakeholder Meetings identified along the path of the project. These meetings are meant to occur at phases along the project to both inform the stakeholders (as information is developed), as well as educate them and gather feedback on the project.

SECTION II: INTERVIEW SYNTHESIS/FINDINGS

Introduction

As part of this project a series of interviews were conducted within the Central Eastside District with business owners, tenants, non-profit organizations and related neighborhood associations. The purpose of these interviews was to gather information within the district from the users of the district to help determine the key issues and concerns that would lead to developing the next phase of the project aimed at exploring potential solutions for the district.

The following section details the interview process and selection of participants, as well as synthesizes the information gathered from the interviews into key topics. General conclusions based on the interview findings are developed and summarized for each key topic.

Study Area and Participants

Face-to-face interviews were conducted in the month of July 2009. Questions were focused on the issues of parking, travel choices, economic vitality and potential issues the users of the district may have. The questions were open ended and allowed the interviewee an opportunity to explore a wide variety of topics related to the district.

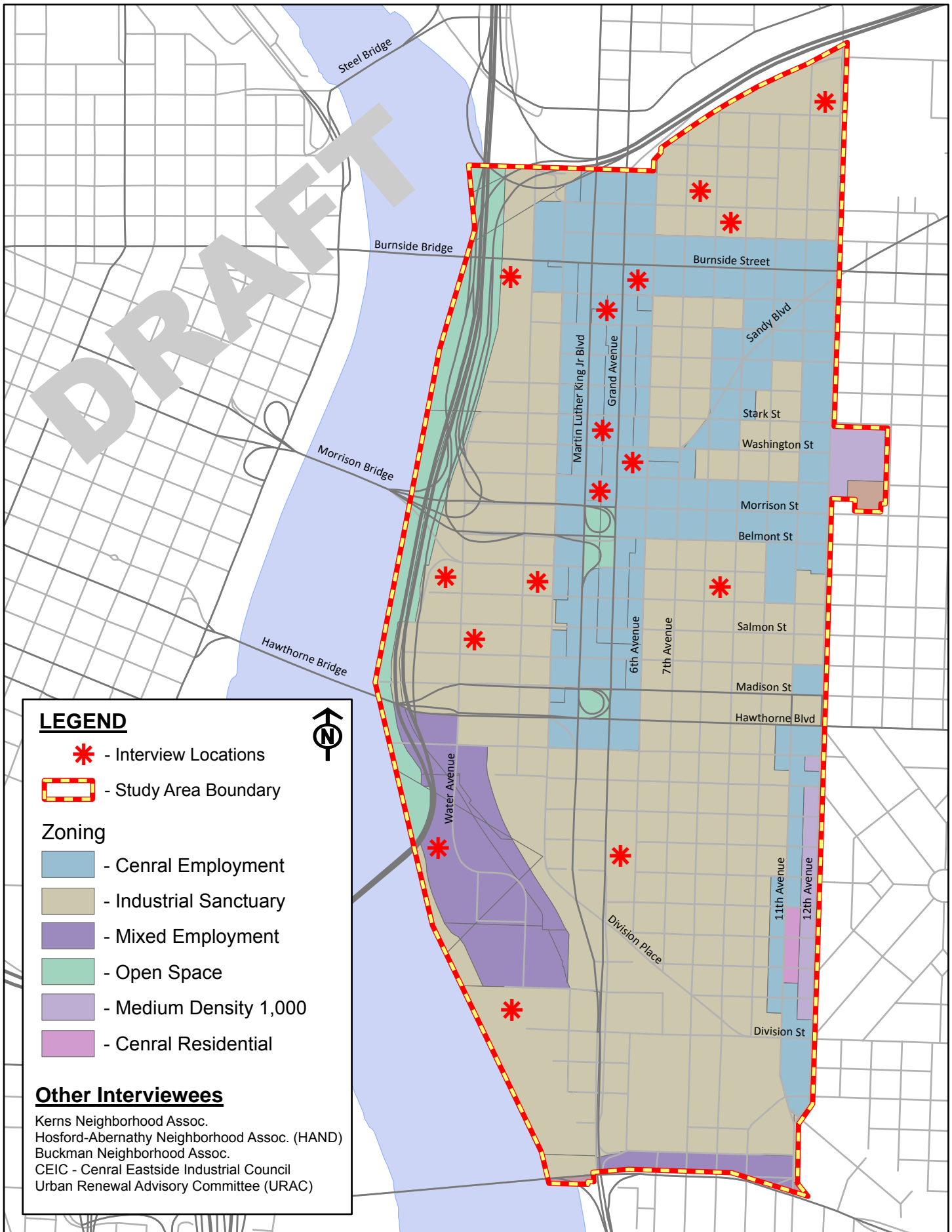
The selection of interviewees was done to gather both a wide variety of users in the district as well as a broad geographic representation of the district. Figure 1 indicates the geographic distribution of those interviewed. Key categories of users in the district were determined previous to selecting interviewees to again insure we would get a variety of responses. These key categories were retailers, distributors, restaurants, non-profit, manufacturers, building/land owners, and innovative employers. In addition to these locations, separate interviews have been pursued with neighborhood associations.



A series of face-to-face interviews were conducted with district users to gain a better understanding of current issues and needs.

Key Themes

Overall the interviews indicated there was a clear need for better information about the current demand for parking and who the users are, in the district. Proximity to downtown and the changing nature of the district from an “industrial” area to an “advanced technology” area cause concerns about the potential for higher land values and rents. Additional off-street parking is seen as a real need in the district, especially with additional growth, but how that parking demand is managed is equally important to where that additional parking should be located.

FIGURE 1: Inner Eastside Parking and Travel Choices Interviewee Locations

Those interviewed indicated that solutions within the district should be applicable at both a smaller scale (sub-area), as well as the district in whole. The range of solutions should also cover different future time frames with short term solutions that can be cost effective and implemented immediately, and longer term solutions that may require additional time to fund and implement.

The following summarizes the key topic areas that were common trends or threads during the interview process:

- The system seems to work now, but will have problems in the future.
- There are no adequate databases of parking uses or modal splits currently available.
- There is recognition of a future problem, and willingness to work as a district on solutions.
- The district is willing to look at all potential solutions.
- The district is evolving and addressing this evolution will demand changes in parking and choices.
- Any proposed solutions must support the core functions of the district.
- Solutions must treat sub-areas and sub-cultures differently.

Interview Results

Answers to the interview questions were synthesized to gain an understanding of the district trends, issues and concerns regarding parking within the district. Common threads among answers were pooled together into primary topic areas. Based on the answers received, the following summarizes these key topic areas with summary conclusions for each area below the topic:

Character of District

The current zoning and land uses in the district are focused primarily on industrial types of uses, but allow for flexibility for other uses as well. There is a trend with this flexible zoning where the district is emerging as an “advanced technology” and “design” district which could affect the existing character of the district and ultimately phase out traditional land uses for higher end users.

In addition to the zoning flexibility, the proximity to downtown will play a role in the future character of the district. The close proximity may drive up land values, which are currently affordable, to a point that pushes traditional uses out and precludes new creative users. This close



The character of the district recently has been moving away from industrial uses and more towards “advanced technology” uses.

proximity and potential shift in users in the district has a two pronged affect on parking. The first is that the close proximity creates potential issues with parking poaching for downtown destinations. The second is that a shift in land uses creates a different demand for parking needs than what exists today.

The district also has pockets of areas and should not be viewed as one large area for parking. Various sub-areas exist independent of what goes on with other areas in the district and the district as a whole.

Conclusions:

- Proximity of the district to downtown and the potential shift in land uses may affect the future use (both supply and demand) of parking in the district.
- The needs for parking vary based on the type of businesses (and by location in the district). Retail needs short term on-street parking , while manufacturing/distribution needs loading/unloading areas, and non-profits need long term visitor parking. Plan for parking to accommodate these uses and growth in the district accordingly.
- Current users in the area are limited in their ability to expand/grow due to the limited opportunity to expand their off-street parking, and their potential impact to on-street parking.

Existing and Future Parking

There are a number of existing parking needs in the district that were exposed during the interviews. One clear issue is that the existing on-street parking in the district is used inefficiently. This has to do with how the curb space is allocated for parking, how time limits are managed and the lack of control over employee and/other long-term parkers, which leads to “poaching” of parking supply by users bound for destinations outside the district.

The limited supply of off-street parking also puts a strain on the on-street parking system due to use by employees throughout the day who may not have an off-street parking option. This disrupts the availability of parking for customers, which is seen as a growing group of users within the district. Several of those interviewed felt there was an underutilization of enforcement in the district that also lends to longer parking utilization and inefficient use of parking.

In addition to inefficient on-street parking, a number of those interviewed emphasized that there is a safety issue at corners when

parked cars are so close to the corner where they affect the sight distance for vehicles trying to exit from the side streets.

Interviewees attested to a change in values regarding alternative modes of access. Many asserted that the number of people biking, walking, or taking transit far exceeded the conventional wisdom of a 10% modal split, in some cases they asserted 30% to 40%. They spoke of a generational shift in values in their employees and their customers. They testified to customers coming into the district, parking, and walking around and shopping at various businesses.

New development in the area in the future has a host of potential issues as well. The new development that may occur on lots that currently supply off-street parking could occur without the potential replacement of those off-street stalls lost to the development. Because of the expense of structured parking, new developments often build less parking than their occupants need. Unlike in other areas in the Central City, parking minimums for new development may be a necessary and appropriate policy.

In addition, new parking developments should be strategically located to service the district, and should benefit the district on the supply side as well as providing revenue.

Similarly, there is a lack of understanding within the district regarding the true cost of parking development and the difficulty the district will experience in transitioning what is now a surface lot dependent supply to parking structures. Future parking demand and cost of accommodating that demand need to be explored thoroughly within the context of stakeholder participation and education. Clearly identifying the role of the private sector and public sector in addressing this transition will be a key element of any parking plan.

To this end, policies and strategies in place in advance of new development that address the creation of new supply should be pursued. This could include establishment of parking minimums, funding programs and options, consolidated “district garages” and other solutions. In addition, new development should be strategically located to service the district, and benefit the district on the supply side as well as the monetary side.



New development has the potential to eliminate existing parking without replacing it which threatens the existing supply of off-street parking.



Conclusions:

- Existing parking in the district can be more efficiently utilized which may help in the short term.
- Parking policies should be developed that allow for new off-street parking to be implemented when current off-street parking is taken away with new development.
- Future parking supply should be focused in areas where growth is expected to occur, and/or current levels of utilization are problematic.
- Parking pricing may be necessary due to the current low cost of parking making it a viable alternative for users destined to locations outside the district with higher parking costs.
- A generational change in values is impacting the method that employees and customers come to and from the district with biking, walking, and transit use becoming more prevalent.
- Future parking should be flexible to accommodate future growth in the district.
- While future parking should be applicable to smaller sub-districts, there is a need for a coordinated parking management plan for the entire district.

Economic Vitality

The growth and future of the district is tied directly to the economic vitality that it possesses. The potential for rising land values and the affect this could have on rents could be problematic for manufacturing and other industrial users in the area.

The changing nature of land uses and potential shift in users in the district could have an economic influx, but this would need to be balanced with the needs of the industrial users as well. This includes freight mobility and the ability to service freight needs. In particular, the ability to load/unload in the district. The district provides excellent access to regional facilities that allow for the economic vitality of industrial users.

In addition, the advent of streetcar in the district allows for an added opportunity for economic stimulus in the area. However, the needs for land uses and streetcar will need to be balanced with the need for parking to support the district users as well.

Conclusions:

- Providing additional parking in the district without economically penalizing businesses/employees will be necessary.
- An economic analysis as part of the study would be beneficial to understand the economic implications of the growth in the district.
- There is a lot of economic activity that occurs on the weekends as well, and therefore parking needs (and solutions) on the weekend should not be ignored.
- All users of the district (including all modes) need to be provided for so a healthy economic district can thrive.

Proposed Solutions

It is clear that a variety of solutions will need to be explored to address the complex needs (both existing and future) for the district. These solutions should focus on working collaboratively with the entire district to build consensus and project a clear vision for the area. The following came out of the interviews as concepts to keep in mind when developing parking solutions:

Conclusions:

- Keep solutions flexible to the changing users of the district (addressing both industrial and advanced technology users).
- Develop solutions that work at both a small scale (pockets in the district) and a comprehensive blanket for the district.
- Variable rate permits may be an option to allow for implementation at smaller select areas.
- Need for short term and long term solutions for the district.
- Solutions should address the potential for funding.

SECTION III: SCOPE ELEMENTS

Results from the interview process helped develop elements that will be critical to the development of the request for proposals for later analysis and recommendations associated with this project. Two components made-up the elements for scoping further work on this project. The first was the establishment of a Project Advisory Committee, and the second was various elements necessary for the development of parking strategies and ultimately an implementation plan.

Prior to establishing a Project Advisory Committee, a number of steps would be necessary to get the next phase of the project underway. These consist of development of a “request for proposals” (RFP) by the City of Portland, selection of a consulting team, and negotiation of a contract to the scope of work. During this phase of the project a project timeline/schedule will be defined. Currently it is estimated that the project would take up to one year from the establishment of the Project Advisory Committee.

Project Advisory Committee

The Project Advisory Committee (PAC) would be comprised of various stakeholders in the district, as well as technical experts in their field from the City of Portland and other agencies (if deemed appropriate). The PAC would be informed and educated on various elements of the project, but would also be instrumental in developing goals, policies, and measures of effectiveness that alternative strategies would be measured against.

The stakeholder involvement would be throughout the project timeline, and would have various points along the way for review and comment on products being developed for the project.

Scope Elements

In addition to the PAC, a number of scope elements were developed to address the key areas of concern discovered during the interview process. Three elements were determined: Data Inventory/Analysis, Parking Solutions Alternatives, and Parking Plan/Implementation Strategy. The following outlines each of these elements, the associated sub-areas for work scope, and the expected products.



The Project Advisory Committee will be comprised of district stakeholders and help define opportunities, needs, goals and objectives for the project.

Data Inventory and Analysis

- Parking Inventory
 - On-street block face inventory of parking for entire study area to include number of spaces and type of parking
 - Off-street inventory for entire study area by lot, location, and type of lot (accessory parking vs. publically available)
- Parking Utilization
 - On-street parking survey on hour by hour basis between 7 a.m. to 7 p.m.
 - On-street survey to cover up to 80 blocks within study area
 - Off-street survey to be done during same time period as on-street at up to 10 locations
- Land Use Inventory
 - Document existing comprehensive plan zoning for study area
 - Utilize available data with spot check (up to 20 locations) for “vertical” land uses and square footage.
 - Document existing vacant and developed tax lots for study area
 - Utilize Metro regional travel demand model to document expected growth in district for housing and employment
- Mode Split
 - Use existing data available (ECO surveys and/or Metro regional model) to document the existing mode split for study area
- Analysis
 - Analyze all existing data inventoried and summarize into technical memorandum for presentation for PAC meeting.

Product: *Existing Data Inventory Technical memorandum and presentation(s) to PAC*

Parking Solutions Alternatives

- Develop Alternatives
 - Develop up to three thematic alternatives for parking management in the district
 - Thematic alternatives will provide parking solutions applicable to entire district and/or sub-areas within the district
 - Thematic alternatives will be based on the goals/policies developed with the PAC
 - Establish measures of effectiveness to be used to evaluate parking alternatives
 - Alternatives will be focused on solutions with an immediate (0-2 year), short-term (2-5 year), and medium-term (5-10 year) planning horizon
 - Present alternatives and measures of effectiveness for evaluation to the PAC
- Refine Alternatives
 - Utilize PAC input to refine three alternatives
- Evaluate Alternatives
 - Evaluate refined alternatives using measures of effectiveness developed earlier
 - Summarize evaluated alternatives in memorandum
 - Present evaluation findings to PAC
- Select Alternatives
 - Select parking strategies for implementation base on input from PAC

Product: *Technical memorandum summarizing evaluation of alternatives with presentation(s) to PAC*

Parking Plan/Implementation Strategy

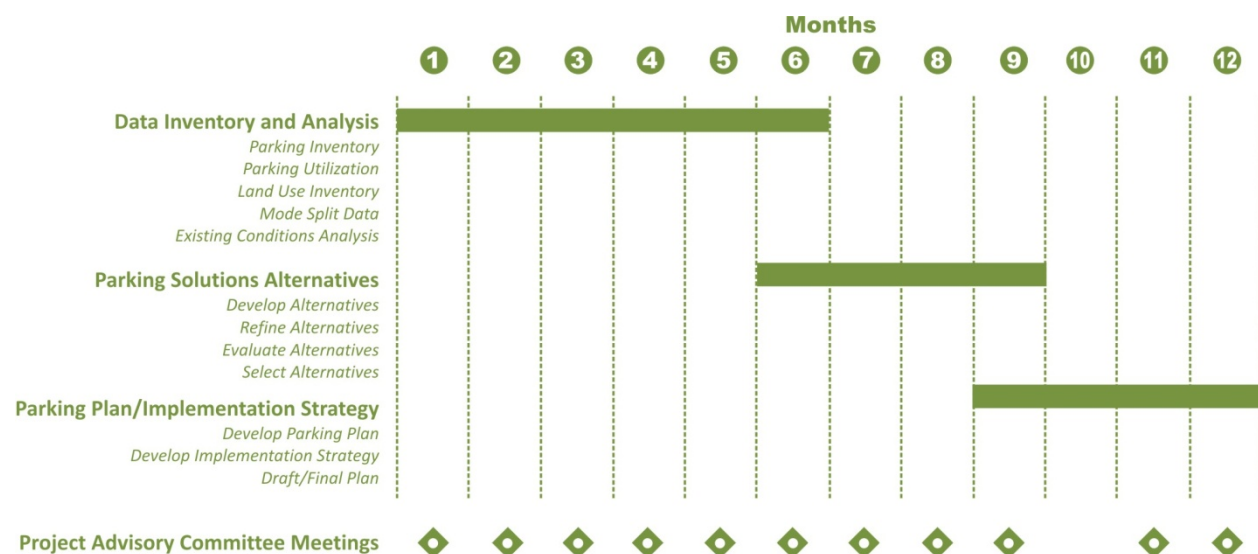
- Develop Parking Plan
 - Summarize all previous findings into draft recommended plan
 - Present draft plan to PAC for input
 - Refine draft plan based on PAC input
 - Present final plan to PAC
- Develop Implementation Strategy
 - Plan will have three implementation planning horizons
 - Immediate: 0 to 2 years (easily implementable)
 - Short-term: 2 to 5 years (slightly more intricate to implement)
 - Medium-term: 5 to 10 years (more difficult to implement)
 - Plan will address potential funding strategies for implementation

Product: *Parking Plan and Implementation Strategy with presentation(s) to PAC*

Project Schedule

It is estimated that the project would take up to one year to complete. The involvement of the Project Advisory Committee would be throughout this project with various meetings for input and review. The following shows a preliminary schedule for the project with the previously identified scope elements.

Preliminary Project Schedule



TECHNICAL APPENDIX

EXHIBIT B

Inner Eastside Economic Development Strategy Project

Interview Questionnaire

Question	Long Answer	Key Items/Themes From Interview
<i>These are the questions used as an outline for the interview</i>	<i>Please type up the long answers the interviewee gave to the questions asked. Long answers means all of what the interviewee said/talked about while answering the question.</i>	<i>Please type up the key items, insights, trends, themes for each question that you were able to gain from the interview for each question here.</i>
1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	250 employees. About 17% of all employees take an alternative mode to work.	Location of Max to site (at 13th Avenue) is very beneficial.
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	Currently has parking of its own on several off-street surface lots, which allows Franz to contain its own parking demand. Franz has implemented a parking pass program internally to ensure that Franz employees are on its lots and to control poaching by non Franz employees. Sees district currently as mixed use industrial but steadily changing for more upscale uses (i.e., creative, cultural) that will bring in added demand. Currently doesn't have a parking problem, though it is tight in the area because of control of off-street lots. Many buildings do not have parking and will compete for on-street spaces with new uses and growth to the district.	Beneficial to own parking. Growing demand and changing uses will create added constraints and need for parking management.
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be successful?	There is some poaching going on in the area with downtown bound employees parking nearby and walking to the LRT platform. There is not good communication by the City on transportation/parking/construction issues in the area. Better management of communication would help. Sees need for either a distirct garage or a "satellite" option in the future to get employees off-street and free up on-street for new customer demand. Also sees real opportunity for transit, biking and walking but thinks improvements to bike infrastructure (lanes and dedicated/identified pathways) need to occur. Also sees possibility for promoting vanpools/carpools, particularly if a satellite area were provided where the "pools" could assemble before coming into the district.	Supports coordinated parking management. Supports process that would evaluate off-street parking issues (i.e., need for more) and how such assets would/could be developed. Not adverse to transition to more aggressive on-street parking management. Does benefit from control of their parking assets.
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	Very supportive. Also wasn't threatened by what he sees as changing nature of the district. Thinks it brings vitality to the area.	
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	New System Laundry.	
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Yes	

EXHIBIT B

7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?		
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THIS QUESTION IS ONLY FOR INTERVIEWERS:

8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?		Need for off-street parking supply as surface lots go away. Key to understand that many buildings do not have parking, so reliant on on-street system.
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Inner Eastside Economic Development Strategy Project

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<i>1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?</i>	Development of high rise - employment/office building on East Burnside on very small lot. Just completed and leasing up. No off-street parking provided.	Developer and property owner.
<i>2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?</i>	<p>Working class neighborhood; combination of old and new industry. Up swing of creation class - industrial office.</p> <p>People want to be in the Central Eastside; passion about the neighborhood; how will it grow what will be its design. Portland's "Tribeca" - compliment to the Pearl (Soho).</p> <p>Type of residential will grow that is compatible - does not mind the train, trucks or train whistle. - different type of housing - rougher. No way to stop housing this close to downtown.</p> <p>Bside6 is a modern interpretation of historic building. In hind site, building should have gone taller.</p> <p>Threat is bad design.</p> <p>Industrial sanctuary does make sense; we need to figure it out; even with the tension.</p>	<p>Working class neighborhood.</p> <p>Old and new industry.</p> <p>A passion about the Central Eastside.</p> <p>No way to stop housing - rougher housing.</p>
<i>3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be</i>	<p>No parking with building; if prospective tenants bring up parking, then they are the wrong fit. - Not our tenant.</p> <p>Off-street parking could be encouraged - city financed underground parking would relieve pressure.</p> <p>WPA architects 60% bike and walk and transit. Up from last location because of better transit on Burnside. Short commute - bike and pedestrian; living and working close together.</p> <p>Westside and Lloyd continue to demand parking and take parking in Central Eastside.</p>	<p>If tenant wants parking, not our tenant.</p> <p>Off-street public parking could be encouraged and subsidized by City.</p> <p>When architects moved to better transit - modal split went up.</p>

EXHIBIT B

<p>4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?</p>	<p>Progressive uses have been established; we need more of them. Digitally inclined. Have attracted small and medium sized businesses. Rent is attractive - industrial buildings are incubators. Firms can grow and then move into higher visibility new buildings on the commercial corridors.</p> <p>Investment to turn warehouses in the commerce centers.</p> <p>Parking is a problem, but not the only problem. Never really had an issue with parking if you do not expect to park at the front door.</p> <p>Bias against people complaining about parking; personally do not see the problem. Rare complaint by customer except those who do not want to walk several blocks.</p> <p>Valet parking is not a practical idea - a hard sell.</p> <p>Need and want parking is two different things.</p> <p>Old guard - truck loading. PBOT demanded removal of loading docks; wrong; went to City Council to retain them - can not apply the same rules to Central Eastside..</p> <p>All about its character; not trying to make it attractive to</p>	<p>Progressive uses have established.</p> <p>Natural selection maintains the area; people choose the industrial nature.</p> <p>The district is very clean, yet it feels gritty.</p> <p>Natural selection enhances the industrial eclectic character.</p>
<p>5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?</p>		
<p>6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?</p>	<p>Yes</p>	
<p>7. Do you have any additional thoughts, comments, or recommendations for elements to be included in the study?</p>	<p>Bside6 feels like it has always been there; blends so well - Yes Burnside is a part of Central Eastside. - Burnside is a start for housing.</p>	
<p>THIS QUESTION IS ONLY FOR INTERVIEWERS:</p>		
<p>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</p>	<p>Natural selection guides the evolution of uses as people choose the central eastside because of its character, not a false expectation about an alternative future.</p> <p>Distribution/industrial business manufacture, yet are very retail in presentation.</p>	

EXHIBIT B

Inner Eastside Economic Development Strategy Project

Interview Questionnaire

Question	Long Answer	Key Items/Themes From Interview
<i>These are the questions used as an outline for the interview</i>	<i>Please type up the long answers the interviewee gave to the questions asked. Long answers means all of what the interviewee said/talked about while answering the question.</i>	<i>Please type up the key items, insights, trends, themes for each question that you were able to gain from the interview for each question here.</i>
1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	Owner of a renovated distribution building north of OMSI; two major tenants - Coaxis - a soft ware manufacturing for construction companies and Group MacKenzie - full service planning, architecture and engineer firm. The building also houses the light water center that utilizes the light water dock on the Willamette and several some tenants including a deli and business services. Coaxes employees 155 people - 91 on site. Group Mackenzie employees 100 employees.	Developer, property owner, and business operator.
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	Portland's looking in the rear view mirror; no vision for future; OK with Central Eastside industrial District needs to be 2010 industry not 1890 - no home for warehouses. Collision course between growth of intensification and low employment warehousing. GM moved from North Macadam (old property remains vacant) and Coaxis moved form Tigard. Both very happy with move. The area is a magnite for new employees. Most live now in SE/NE. CA did lose some employees from the southwest when they moved, but replaced them. CA has very high trained employees - housed a prospective employee in downtown hotel for interview. CA Excellent location - periodic shows with customers and fill up downotwn hotels - up to 800 vitors from all over the US including Canada and Australia. Super "council" meetings - more then Portland can hold. Can walk and bike across the Hawthorne bridge from the downtown hotels to the headquarters. A working class neighborhood; combination of old and new industry. Up swing of creation class - industrial office. Customer come because they need a visual check to see Coaxis in action. Feel and touch it to know it is real. The custromes (contractors) love the area.	Portland looks in the rear view missed - no vision. Coaxis attracts customers to downtown and central eastside from all over the US , Canada, and Australia. Employees choose to work in central eastside.
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be	GM 20-25% do not drives. CA 17% do not drive. Both firms have aggressive transit/bike programs. They both provide buss passes. The building has full shower and lockers room faculties. Need on-street parking to be charged - meters; to gain more structured parking.	Off-street public parking could be encouraged and subsidized by City. When architects moved to better transit - modal split went up.

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<p>4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?</p>	<p>Missing the big picture - What does Portland want to be - Our descriptive future. People need to visualize the move just as in sports; they need to see the path to the goal. We need plans that provide a visual path; do just feelings, values, and issues.</p> <p>Practice you vision.GM 20-25% do not drives.</p> <p>CA 17% do not drive.</p> <p>Both firms have aggressive transit/bike programs. They both provide buss passes.</p> <p>The building has full shower and lockers room faculties.</p> <p>Need on-street parking to be charged - meters; to gain more structured parking.</p>	<p>Modal spilt 17 - 25%.</p> <p>OMSI parking demand is a problem.</p> <p>Aggressive transit/bike programs.</p> <p>On-street paid parking is needed.</p>
<p>5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?</p>		
<p>6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?</p>	<p>Yes</p>	
<p>7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?</p>		
<p>THIS QUESTION IS ONLY FOR INTERVIEWERS:</p>		
<p>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</p>	<p>Practice your vision - visualize the process and the performance.</p>	

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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

Question	Long Answer	Key Items/Themes From Interview
<i>These are the questions used as an outline for the interview</i>	<i>Please type up the long answers the interviewee gave to the questions asked. Long answers means all of what the interviewee said/talked about while answering the question.</i>	<i>Please type up the key items, insights, trends, themes for each question that you were able to gain from the interview for each question here.</i>
<i>1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?</i>	They operate a regional regional building supply distribution firm that specializes in eco/green products. The firm moved from the Pearl to Central Eastside in 2000. They have off-street parking. They employ 14 employee at this location and are a part of of regional chain with headquarters in Seattle. They rent additional warehouse space from David Stoudt of Custom Stamping. Most employees drive to work (70%). The employees come and go to jobs. The lot is for customers. Employees park in the "G" zone on-street permit parking. They have a company car that employees share. Three or four of the employees are bikers (30%). 75% of customers pick up and 25% are delivered. The building does not have dock high facilities which makes unloading and loading tricky.	Distribution lease tenant
<i>2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?</i>	Grown as a business; neighborhood has grown with us. Unique products - niche - Portland home town marketplace; a diversity of products. Exit on freeway to a diversity of businesses creates a critical mass. CEID will continue to move in that direction. Heavy industry is receding. Distribution is 2/3 warehouse and 1/3 retail.	Grown with neighborhood. Unique market place. Exit on freeway to critical mass of products.
<i>3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be</i>	Parking getting very competitive; not critical yet but on the horizon. Customers from further out - Aloha to Gresham; Salmon Creek to Salem. Has web site. Pushed out of the Pearl - receiving materials - trucks did not want to navigate tiny streets and construction of the Pearl. Need to store goods, nowhere in Pearl. Warehouse converted to 20 story condo - squashed out; more parking demand. People store cars for multiple days; the car that remains for multiple days makes the whole block face inefficient - 10 cars versus 14. Employees like CEID - Centrally located - live in SE/NE dense walk able. 9:00 pm to 2:00 am - night life.	Parking getting very competitive. Customer from further out. Pushed out of the Pearl.
<i>4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?</i>	People come in CE for shopping on Sunday. Buy things at a variety of businesses - Intrepid Marble, Rejuvenate House Parts; Pratt Larson etc.	CE as marketplace even on the weekend..

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5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?		
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Yes	
7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?		
THIS QUESTION IS ONLY FOR INTERVIEWERS:		
8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?	Central Eastside as marketplace even on Sunday.	

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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

Question	Long Answer	Key Items/Themes From Interview
<i>These are the questions used as an outline for the interview</i>	<i>Please type up the long answers the interviewee gave to the questions asked. Long answers means all of what the interviewee said/talked about while answering the question.</i>	<i>Please type up the key items, insights, trends, themes for each question that you were able to gain from the interview for each question here.</i>
1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	OMSI has about 175 employees and over 1 million visitors each year. Didn't have mode split info, but have a goal of getting 30% of all trips (employee and visitor) on transit in the future.	Unless OMSI gets to a 30% mode split (non auto) they cannot achieve the buildout and growth numbers they want. Visitor growth is predicted to go to 1.5 million in next 10 years. No way they can provide enough parking (or afford such).
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	Growth will happen. OMSI is very constrained by parking with lots of visitors using the CEID area as parking for OMSI. OMSI has its own parking, but it is maximized now and not capable of accommodating much more. OMSI's master plan shows growth in the museum, retail, cultural and commercial office, which will drastically change the complexion and nature of the south end of the CEID.	
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be successful?	Lots of poaching by downtown employees. Free parking in the district (on-street) makes it very difficult for OMSI's management of its parking. Without on-street fees, it will be difficult for OMSI to assess fees in its facilities and/or create revenue streams to support new parking. Over time the status quo will simply exacerbate the situation. OMSI needs a 30% non auto mode split to meet its objectives. Even at that mode split the cost of providing parking (in structures) is still prohibitive. To that end, the district needs (a) centralized parking and access management (b) fees for parking with the revenue from such fees staying in the district, (c) strategically located parking garages - both for employees and visitors and (d) focuses and strategic transit and bike programs to transition more users to non-auto modes.	How to get to paid parking and how revenues from paid parking will be allocated back to the district (key to "selling" paid parking in district. Need for a "managed" system and district garages. Future study process needs to communicate/educate on the "economics of growth in CEID" and the value of a parking stall to the district.
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	Very much in agreement. However, OMSI feels that stakeholders in the district do not understand the dynamics that would be necessary to make parking work in the district as it relates to the value of their properties, the economics of the district and the changes in the "culture of parking" in the CEID that need to take place to assure that there is adequate parking for growth in the future. Current status quo ways of providing parking (free on-street and surface lots) are not sustainable to meet district growth needs.	Stakeholders do not understand the economic value of a parking stall. There is a disconnect between saying "we need more parking" and reality of providing such. And.. How that reality translates into management and funding strategies to provide more parking.
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	Joe Angel, Gary Coe, Kurt Bruun	
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Yes	

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<i>7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?</i>	Streetcar frequencies need to increase to maximize the benefit of the system for the district. This needs to be considered as planning for opening and operations are developed.	Development of data that quantifies the "inadequacy of parking in the district." Model the cost of new supply necessary to meet assumed growth/demand.
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THIS QUESTION IS ONLY FOR INTERVIEWERS:

<i>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</i>		The larger study will likely need an economic analysis component. Look at how the Streetcar can be used as a tool to deliver goods (not just passengers) to all businesses and buildings along its route.
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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

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1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	Family businesss making pom-poms. 11 employees, all drive, most low income	
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	business at third and taylor - third location in the district. cooperation between neighbors makes district work - do not get in the way it is an employment district and employee parking should be the on-street priority	
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current or future capacity to be successful?	things work just fine now with the permit system and will stay fine as long as city doesn't interfere. Many businesses use street area for once a year deliveries - street is blocked, but better than taking parking away	
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	employee parking should be the on-street priority. Transit is too difficult and expensive for his workers	
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	dennis uniforms	
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	yes, but not really a priority	
7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?	on street permits need to remain inexpensive. Metered parking will probably be a money loser given the number of cheaps issued	meteres will not make
THIS QUESTION IS ONLY FOR INTERVIEWERS:		
8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?	there are probably a lot of unheard voices among small businesses that will be opposed to change	

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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

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1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	video production - number of people varies from 2 to hordes all drive because cars needed during the day	
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	mixed use neighborhood with great diversity retail corridors, creative nodes which are increasing split views between new comers and old timers	don't believe there is no conflict
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current or future capacity to be successful?	not enough parking within safe walking distance of employers	perceived safety issue in a dark area
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?		
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?		
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	yes	
7. Do you have any additional thoughts, comments, or recommendations for elements to be included in the study?	add parking spaces in a number of smaller garages rather than one or two giants. Distance matters	
THIS QUESTION IS ONLY FOR INTERVIEWERS:		
8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?	availability of parking is just one issue. Security and closeness to destination are important	

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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

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1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	Goodwill. 175 employees on site. Also maintain 235 surface parkinglot stalls. Didn't have estimate of mode split.	S
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	Currently system is close being in balance. Goodwill has adequate parking to meet its own demand. There is a lot of poaching going on in the district as downtown employees parking in CEID to avoid parking costs downtown. Poaching is occurring on-street as well as in private lots like Goodwill's. Goodwill has towed but as a last resort.	Michael mentioned a couple of times that the parking problem in CEID is "exacerbated by the parking situation downtown." This seemed to indicate that if additional parking were provided in the downtown, then downtown employees wouldn't park in the CEID. Supports mixed use <u>industrial</u> nature of the district and worries that increasing pressure will grow to bring more residential and mixed use to distirct. Doesn't want CEID to become a Pearl District.
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be successful?	Believes parking minimums should be in place for new development. Mentioned that more focus needs to be put on "solving downtown's parking problem," which would help minimize the parking problem in CEID. Believes district is underenforced for parking and traffic. Downtown poachng of CEID parking is "impactful" on parking and access in the district.	Parking management needs to include traffic management. Lots of concern for safety at ped crossings and site lines for trucks/cars at the ends of block faces. A sense that downtown parking causes CEID parking problem, rather than need for a higher level of management or pricing in CEID.
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	Yes, but within context of a "mixed use industrial district."	
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	Conway. Kelly Bruun, Greg Wentworth, Gary Coe, City Liquidators, Mike Bolliger, Clark Lewis, Wayne Kingsley, Pacific Coast Fruit.	
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Want to remain involved and informed.	
7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?	Streetcar will bring pressure to change zoning in the district (which Goodwill and CEIC land use committee would not support). Increasing pressure to change zoning will bring increased parking demand. Streetcar will have a benefit to the district for customer access, which could ease customer parking need over time.	Michael also saw problem related to the cost of new parking in the district, which may be why he focused some of the solution on the downtown.

THIS QUESTION IS ONLY FOR INTERVIEWERS:

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<i>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</i>		Key issues include (a) increasing pressure on the parking system (b) a need for more order, information and cohesive management and [c] better management of traffic and traffic safety.
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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

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1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	He owns two buildings in the Central Eastside on SE Second. He rents to a national tea company and a regional ambulance company; and is very active in economic development including founding the Portland Ambassadors a group of business people and government officials who periodically travel together to other Cities nationally and internationally to seek out best practices. He ran the Moore company in the CEID for many years. They distributed electronic devices. He is active in the Chamber and on the Board of the Central Eastside Industrial Council.	Property Owner
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	In transition; neglected; excellent opportunity for future; perfect location for employment - growth creates growing conflict. Streetcar drives shift of land use and intensity on MLK/Grand. Industrial users compromised. Ease of access to more difficult access. Housing growth will drive change and land values. Future will be different; evolve faster then it has; will precipitate change. generational change such as Oregon Bus Project reflects; my property are without question impacted by my surroundings.	In Transition. Perfect location. Evolution will accelerate. Generational change.
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be successful?	Union Pacific main line is biggest pain; everything stops. Hawthorne Bridge - why go up between Noon and Two; goes up twice a day for maintenance. Grand/MLK can be awful. Travel choices will change; next generation bicycles and it is not seasonal - cool whether and rain can actually be better then hot/sunny weather; quality of mass transit is the primary question. In my properties; 50% bicycle on the second floor and 30% on the first floor. My tenant subsidizes transit. Do not have any problem with truck activities; not at all.	Railroad line; bridges; and MLK/Grand are problems. Bicycles and transit are the future. 50% modal split.
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	Economic activity should be a significant component of change. Overall view of Portland should also be a component; economic activity also exists in other parts of the City. A continued change from heavy industry to new employment trends including specialized manufacturing.	Economic activity is a component. Change from heavy industry to new employment including specialized manufacturing.

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<p>5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?</p>	<p>Randy Lauer of AMR - ambulance</p> <p>David Nemarnik - Pacific Coast Fruit</p> <p>Don Gibson - Gibson Auto Shop</p> <p>Steve Deacon - SK Deacon</p>	
<p>6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?</p>	<p>Yes</p>	
<p>7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?</p>	<p>Speak to Fred Meyer and Franz Bakery</p>	
<p>THIS QUESTION IS ONLY FOR INTERVIEWERS:</p>		
<p>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</p>	<p>Modal split was much higher then anticipated. Very optimistic about the CEID's and Portland's economic future.</p>	

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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

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<i>These are the questions used as an outline for the interview</i>	<i>Please type up the long answers the interviewee gave to the questions asked. Long answers means all of what the interviewee said/talked about while answering the question.</i>	<i>Please type up the key items, insights, trends, themes for each question that you were able to gain from the interview for each question here.</i>
1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	A family owned restaurant for 38 years since 1972. The restaurant is run by the two kids and their mother. They serve breakfast and lunch. No off-street parking. Daughter and owner car pool to work.	Retail lease tenant
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	Talk with neighbors, customers from surrounding businesses - pretty bad. Economy is really down - City of Portland is not helping. Next door is a social service called Safety Net - the worse of the worst.	Serves the surrounding neighborhood.
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be	Customers drive to restaurant. Drive around cause they can not find parking and they just move on. No transit riders come to restaurant. Streetcar has no value. Customers will carpool to business. Bicycles ruin business; bicycles need to learn to get along. Trucks come of the freeway and go about their business. Surprised that bicyclist do not get killed. Saw bicyclist slam a pedestrian. Roller skaters cut right in front of cars. Skaters on Grand at I-84. On-street parking for one hour limit is very useful and sufficient for customers	Customers drive to restaurant. Bicycles are a pest. Trucks just get along.
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	Saturday - nothing is going on. A lot of people/businesses have moved to Vancouver, WA; Portland/County taxes way to high; too many restrictions. Customers are very unhappy about Portland - property tax. We had to cut down; the City should cut down.	Saturday - nothing is going on.
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?		
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Yes	
7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?		

THIS QUESTION IS ONLY FOR INTERVIEWERS:

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<p><i>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</i></p>	<p>The restaurant is a pancake and bacon feed - huge breakfast and huge lunch catering to warehouse workers. It is not thriving while the other restaurants on Morrison and Burnside that cater to the young crowd are packed. The restaurant represents a past market and does not evolved into the future.</p>	
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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

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<i>1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?</i>	<p>Manufacturing and distribution of tile. 100 employees.</p> <p>Primarily southeast and northeast</p> <p>25% bike to work.</p> <p>50% carpool/transit;</p> <p>25% walk.</p> <p>Extraordinarily well located.</p> <p>Residential markets. Do not advertise - large building community network.</p> <p>Customers drive to and park at site - no off-street parking. Customers pick up at warehouse on Water Avenue or products are delivered. (25%).</p> <p>Trucks deliver on Third. and pick up from water.</p> <p>No off-street parking.</p>	<p>Manufacturing and distribution; own several properties</p>
<i>2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?</i>	<p>Large weekend business - Saturdays. People shop during the week and then come back to buy with their families on Saturday.</p> <p>Nascent business area - design district. organized with maps and publications.</p> <p>People go to area and shop - all sorts of products - no one really has a clue (except the customers) to the diversity of products in the area. Central Eastside is a unique commercial area next to downtown.</p> <p>More street level activity - moving away from the anonymous buildings with no windows to semi-retail with a street presentation..</p> <p>Current economy results in less economic activity - when it picks up; traffic will get really bad, really quickly.</p> <p>Traffic is an double-edged sword. Great for business; bad for customers and employees.</p>	<p>Large weekend business.</p> <p>Emerging organized design district.</p> <p>More street level activity - semi retail.</p> <p>When economy pick up traffic will get really bad; very quickly.</p>
<i>3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be</i>	<p>Having problems with loading and parking.</p> <p>Considered valet parking for customers - use remote lot for rent (or even a parking structure)</p> <p>Strongly encourage transit - for every space we don't use; someone else will - parking opens up during the day; yet people leave their cars all day even in time zones - cheaper to pay a ticket once or twice a month the buy parking.</p> <p>No consistency of enforcement. Parking meters could help with enforcement.</p> <p>Customer would rather pay a buck then circle around the block several times. Some blocks could be metered, some could be signed.</p>	<p>Severe loading and parking problems.</p> <p>Considered valet parking for customers.</p> <p>Strongly encourage transit.</p> <p>Meters could be an asset in regards to enforcement and opening up customer parking.</p>

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<p>4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?</p>	<p>When district starts to pick up with the market; things will quickly worsen,. Need a block by block assessment, rational design as to who needs to parking on that block. The diagonal parking on the Westside could be for employees who come and go; parking on the eastside could be reserved for customers. Parallel parking is very inefficient.</p> <p>Every business for themselves; business will protect the parking in front of their business and will call enforcement or influence their neighbors through friendly persuasion.</p>	<p>Every business for themselves.</p> <p>Will protect parking in front of business through friendly persuasion.</p>
<p>5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?</p>		
<p>6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?</p>	<p>Yes</p>	
<p>7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?</p>		
<p>THIS QUESTION IS ONLY FOR INTERVIEWERS:</p>		
<p>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</p>	<p>Distribution/industrial business manufacture, yet are becoming very retail in presentation with strong presence on the street.</p>	

EXHIBIT B

Inner Eastside Economic Development Strategy Project

Interview Questionnaire

Question	Long Answer	Key Items/Themes From Interview
<i>These are the questions used as an outline for the interview</i>	<i>Please type up the long answers the interviewee gave to the questions asked. Long answers means all of what the interviewee said/talked about while answering the question.</i>	<i>Please type up the key items, insights, trends, themes for each question that you were able to gain from the interview for each question here.</i>
1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	develops and manages property in the Central East Side buildign has 200 occupants - 10 visitor spaces, 90 on site spaces, and some off site spaces leased. Mode split very good	
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	The Central eastside is the regions's greatest opportunity to grow locally based creative and green businesses. Encourage a bike centric culture. The present zoning is conducive to the vision and does not need to be altered	look to the future, but keep the non-housing sanctuary
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be successful?	parking works today, but will not work with future growth, which is envisioned as 5-12 story infill construction. Parking or parking solutions should be required as part of each project	parking needs to be part of any growth strategy
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	keeping the area's zoning and culture is probably more important, but good access for all, including parking, 9is also essential	
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?		
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	yes	
7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?	paid parking and parking garages are an important part of the future.	
THIS QUESTION IS ONLY FOR INTERVIEWERS:		
8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?		

EXHIBIT B

Inner Eastside Economic Development Strategy Project

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<i>These are the questions used as an outline for the interview</i>	<i>Please type up the long answers the interviewee gave to the questions asked. Long answers means all of what the interviewee said/talked about while answering the question.</i>	<i>Please type up the key items, insights, trends, themes for each question that you were able to gain from the interview for each question here.</i>
1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	Photography and advertising. Has 9 employees and one parking spot.	
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	Believes the district is a very nice mix of EX and Industrial zoning. Really believes the zoning boundaries and mix of uses is just right and will "morph" even more to mix uses over time. Has real concern, though, that the "vision" for the district as laid out in Planning Bureau plans accounts for what the district should look like, but not for how it will best be served for access and parking.	Worried the planning vision relies heavily on assumption that "no one will drive." As such, he supports the vision but believes it is lacking in thought and strategy on how to create the right access plan for the vision.
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be successful?	Poaching of parking by non-district users is significant. Sees Downtown and Lloyd District employees parking cars in the district then either catching a bus or removing bikes from their cars and riding out of the district. Also sees need for better on-street management (possibly a permit system to directly address poaching). Need for better parking management, but management that is sensitive to "a delicate transition" necessary to move the district into the future. Agrees that in the mid to long-term there needs to be a solution for providing off-street parking.	Transition to higher levels of parking management. Be sensitive in the transition. Parking pricing is likely inevitable, but it needs to be strategically planned for. Start with strategies that first address the issue of poaching. Calibrate the parking to the vision, which will require a better understanding of current levels of poaching, current mode splits and future planned mode splits. Work with stakeholders within this framework.
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	Agrees. Very concerned that parking decisions are being made against a false assumption that more parking is not needed. Thinks street car will be good for the district, but because of its speed it will likely not have major impacts on parking that are different than the problems already apparent today.	Streetcar will bring more trips into the district, both transit and car. Streetcar will increase the value of buildings and the cost of rent, doing business and parking will likely go up (though that is not necessarily a bad thing.)
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	Bureau of Planning. Both as an interview and to educate. Believes that there needs to be more work to "drill down" into the vision to understand what growth in the district will actually do as regards the amount of parking that will be needed.	As growth occurs, more demand for the on-street will occur. Employees still will need on street parking because there is not a lot of off-street parking now. Growth will likely take out some of the limited off-street parking that is in the district. In the end, this issue needs a solution.
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Yes, if the process is defined with a clear beginning and end.	

EXHIBIT B

<p><i>7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?</i></p>	<p>Some of Tim's recommended solutions include: striping stalls on-street as the current system (unstriped) creates inefficiencies. Examine implementation of a district wide permit system. Examine "tools" that will eliminate poaching. Development and implementation of transit and TDM programs that businesses could participate in (like Lloyd TMA programs). Neighborhood permit programs to control spillover. Paid parking (longer term and sensitively handled based on the economics of the CEID).</p>	<p>Also interested in technical info regarding parking and stakeholder attitudinal information. For instance, # of stalls poached each day, interest in employer/employee TDM programs, mode split information (current and future), #of businesses reliant on on-street parking for employee needs.</p>
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THIS QUESTION IS ONLY FOR INTERVIEWERS:

<p><i>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</i></p>	<p>Very willing to explore options. Concern with the unique character and demographics of the district to be sure that change is sensitive to existing need/economics while accommodating the changes in the district (mixed use) that will occur.</p>	<p>Explore more aggressive parking management and TDM options and then transition to paid parking as appropriate and/or specific benchmarks are achieved. Longer term solution to providing off-street parking.</p>
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EXHIBIT B

Inner Eastside Economic Development Strategy Project

Interview Questionnaire

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1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	<p>They operate a regional retail bicycle shop on MLK and sell all types of bikes and parts. They lease their space. They employ 65 employees and have been located there for approximately 15-16 years. They did not realize the EXd zoning allowed their use and thought they had just got in. They claim to be the highest or one of the highest gross sells in the United States.</p> <p>Most employees bike to work (80%); from all over the City; fewer from westside. Rest park in the parking lot, except when it is busy.</p>	Retail lease tenant
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	<p>Highly functional in livability with multiple transportation options.</p> <p>Will become more accessible in the future with the Eastside Esplanade connection to Sellwood and Springwater Trail and the Morrison Bridge improvements. Bike Boulevards are huge and will provide slower and safe biking to those who are not hard core commuters. Will make people feel comfortable. Southeast and Northeast are flat with no freeways to contend with except I-84.</p> <p>Industry is protected from retail.</p> <p>Super close to downtown and the freeway; affordable; so unique close to high rent district, yet affordable.</p>	<p>Highly Functional</p> <p>Will become more accessible</p> <p>Bike Boulevard will open up biking to the larger population.</p> <p>Close to downtown; yet affordable.</p>
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be	<p>Dysfunctional anomalies: three streets in row - all one way to the west.</p> <p>The bike store building is very difficult to get into. Test rides are especially difficult for mom/dad/kids especially to get across MLK and then the old train tracks. Going east is better once Grand is crossed. That leaves the parking lot. A least five accidents a year with the rail road tracks.</p> <p>Streetcar will require even more care and not a major amenity.</p> <p>Bike/traffic conflict not a problem in CEID primarily due to the lower speeds.</p> <p>Need a north south route - Third or Sixth.</p> <p>Powell Boulevard is very inhospitable - pedestrian access is terrible; bicycles need to pick a light. Getting to Lloyd District is difficult; 7/8 bridge would be great; springwater corridor to 8th and Division (no way to trip light with a bike), 7th to 12th or 20th to 24th.</p>	<p>Dysfunctional anomalies.</p> <p>Bike store is difficult to access.</p> <p>80% modal split.</p> <p>Streetcar not major amenity.</p> <p>Bike/truck not a conflict.</p> <p>Most employees from eastside.</p>

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4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	<p>Most of us just want to be successful.</p> <p>Keep rents affordable.</p> <p>As diverse as possible; a lot of people do not use bikes - YET. Encourage safe routes and safety. Permit to access. Less of a hassle to ride then drive.</p> <p>Education/safety can expand who rides. Generational change - attitude change. Cars needs to recognize their fault. Portland could be the first US Bike City.</p>	<p>Let us be successful.</p> <p>Keep rents affordable.</p> <p>As diverse as possible.</p> <p>Open up biking to everyone.</p> <p>Change from heavy industry to new employment including specialized manufacturing.</p>
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	Mia Burke, Apex Consulting	
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Yes	
7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?	Generational change in attitude.	
THIS QUESTION IS ONLY FOR INTERVIEWERS:		
8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?	Modal split was much higher then anticipated. Future change in attitude. Strong retail location.	

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Inner Eastside Economic Development Strategy Project

Interview Questionnaire

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1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	Apex owns property in the district as well as provides real estate services to other buildings and tenants in the CEID. Office is not located in CEID.	
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	CEID is an emerging market. The industrial zoning in the district is "an antiquated" regulation that restricts the potential of the district. There is lots of opportunity in the district to (a) build new buildings and (b) retrofit older buildings. However the demand is for more non-industrial uses. The district needs to "gentrify."	Industrial market is antiquated and will be pushed out. "The economics of growth will prevail."
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current or future capacity to be successful?	The parking problem in the district is caused by a lack of off street parking, particularly new off-street parking that would keep up with eventual loss of surface lots. Poaching occurs but doesn't see it as a problem. Believes that people should park wherever they want and use internal systems (transit, streetcar, bike/walk) to then connect to other areas.	Need parking garages, which may need to be jump started with a subsidy. Used Brewery Blocks garage as an example of parking that "jumpstarted" a district. Not opposed to paid parking being introduced into the district, particularly if revenue is used to build new parking.
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	Yes. However, there needs to be a better understanding of what the "end user wants." Nathan doesn't think there is enough understanding of the impact of parking on the decision making of the end user. Suggests a survey that would ask people "what would bring you to the CEID (land uses) and then, if that was brought to the district, what would you pay to park to access that land use?"	Would like to see a district survey of all businesses that would be hand delivered to each business. Supports a parking study moving forward.
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	Rumblefish (tech firm), Craig Kelly	
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Yes	
7. Do you have any additional thoughts, comments, or recommendations for elements to be included in the study?	Streetcar will "revolutionize" the district and the eastside of the river. A need for a "plan and vision to connect the west and eastsides of the river."	

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THIS QUESTION IS ONLY FOR INTERVIEWERS:

<p>8. <i>As an interviewer ... What did you learn from this interview that might direct next steps for the study?</i></p>	<p>Nathan truly represents the "creative class" in Portland. He believes the CEID industrial concept is what limits it. He sees the CEID as the next Pearl District and believes the City should allow a large scale rezoning of the district to allow a market change in the area. Parking is a key component (particularly the cost of providing new parking to accommodate growth).</p>	
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EXHIBIT B

Inner Eastside Economic Development Strategy Project

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1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	Automotive sales and service. 108 employees. High % of employees that drive. Business is "blue collar" with employees that make in the \$8.00 per hour range.	
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	District is blue collar (at least this end of the district). As property values go up over time, it will be more difficult to maintain the existing character of the district. Doesn't see near term impact of streetcar as significantly influencing his business. Burnside/Couch will bring improvements.	Wants to see growth while maintaining the ability of existing businesses to continue. The nature of the district will change.
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be successful?	Parking is getting maxed out. Many employees need to park on the street because there isn't any off-street parking associated with many buildings. Downtown employees poach parking. It will be increasingly difficult to assure reasonable parking options for employees in the district (particularly the blue collar employee) who can't afford downtown like pricing. Supports the on-street permit program and would like to see it expanded. Would also support putting a two hour time limit on all parking in the district, then issue permits only to CEID employees that allows parking as certain two hour stalls (this would assure downtown employees are not parking in the district). Would consider meters on the main "commercial corridors" but still nervous about that strategy. Also likes idea of "variable rate" permits that charge less in some areas and more in areas with higher demand.	
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	Yes. Right now the economics of parking will limit development. Moving to parking garages is not possible in the CEID at this time (without a clear plan on how to fund and pencil them. The City may need to look at subsidizing garages to get the ball rolling to allow new development to occur.	How to provide parking to meet growing demand "without penalizing the employee."
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	No recommendation.	
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	Yes	

EXHIBIT B

<p><i>7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?</i></p>	<p>Parking getting worse and worse. Parking management is probably a good idea, particularly if it leads to a solution on future off-street parking growth.</p>	<p>Parking management (coordinated) is a positive first step. Need plan for "growing" parking in garages that makes sense financially. Protect existing work force from high parking pricing.</p>
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EXHIBIT B

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1. What does your company do? How many employees do you have? What is your current estimated mode split to access your business?	Runs tour boats from on and off site - 400 plus employees. Almost all employees drive to site of boat docks. Has arrangement with PGE for parking near waterfront park. Customers arrive by car, carpool, or occasionally by chartered bus	site too fare from existing and projected transit - employees need to mover from site to site.
2. Talk to us about your experience of the Central Eastside. What do you perceive are the fundamental characteristics of the district? Will these characteristics be different in five or ten years?	A diverse district with many owner occupied businesses. The % of owners is decreasing and there is some tension between business owners and developers	small owner occupied businesses
3. In your experience, are there problems or needs within the Central Eastside related to managing parking or travel choices? Do you envision this will be different in five or ten years? Will these problems affect your current of future capacity to be successful?	parking is getting tighter and bicycles are being given too high a priority in the district Portland Spirit will probably not be affected, but many other businesses will be hurt by increasing arking demands.	limited right of way means that not all uses can fit on every street
4. Do you agree that the economic vitality of the district should drive our approach to managing parking and travel choices? Are there other important factors to consider?	yes, and freight mobility needs to be a priority permit parking is needed for employees, and shared parking like with OMSI should be encouraged	system needs active management
5. Who do you recommend that we interview to gain the widest understanding of the opportunities and needs related to managed parking and travel choices within the Central Eastside?	AMR Ambulance,	
6. Would you be willing to stay involved in an effort to address parking and travel choices within the Central Eastside?	yes	
7. Do you have an additional thoughts, comments, or recommendations for elements to be included in the study?	an accurate parking inventory must be done before anything else there should be a charge for every parking space removed	facts before solutions

THIS QUESTION IS ONLY FOR INTERVIEWERS:

EXHIBIT B

<i>8. As an interviewer ... What did you learn from this interview that might direct next steps for the study?</i>	system wide shared parking should be encouraged. Also, the district is really a group of very different subdistricts that need separate solutions.	
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