



# **Providence Park**

---

## **Comprehensive Transportation Management Plan (CTMP) Update**

**EFFECTIVE DATE MAY 23, 2019**



# CONTENTS

Introduction	1
Current Conditions	9
Current and Future Fan Travel	19
2019 Big Moves	25
Mitigation Measures	29
Monitoring	71







# 1

---

## Introduction

---

**Providence Park is an integral part of Portland’s sports and cultural history, strong civic pride, and ambitious plans for the future.**

For many residents and visitors, going to a Portland Timbers or Thorns match is a big part of the unique shared experience that defines Portland. Across Major League Soccer (MLS) and the National Women’s Soccer League (NWSL), Providence Park is known as a premier venue and destination for fans, offering a world-class soccer experience right here in the Pacific Northwest.

With consistently sold out games and increased stadium capacity beginning for the 2019 season, getting fan transportation, parking, and access “right” is key to sustaining the tremendous success of Providence Park for 2019 and seasons to come. Substantial investment in stadium access has made the game day travel experience a positive one, but more work is needed.

The 2019 Comprehensive Transportation Management Plan (CTMP) Update defines a vision and action plan to ensure that game day travel is safe, convenient, and simple for not just fans, but all neighbors and stakeholders of Providence Park.



Photo: Portland Timbers

## What is the CTMP?

A requirement of operation of Providence Park is a Stadium Good Neighbor Agreement (GNA) between the City of Portland, stadium operators, Goose Hollow Foothills League (GHFL), and Northwest District Association (NWDA).<sup>1</sup>

The purpose of the Stadium GNA is to assure that input of neighborhood representatives and nearby property owners will be obtained in all stages of the planning, redevelopment, construction, and operation of Providence Park. The requirements of the GNA are codified per City Code Section 33.510.115.C.

The CTMP is a required component of the Stadium GNA.<sup>2</sup> The CTMP includes strategies intended to

prevent or lessen transportation and parking impacts on surrounding neighborhoods from stadium events.

The CTMP has always been a “living” document, but this updated version will embrace that concept more than it has in the past. Laid out in the CTMP is a monitoring and data collection regimen that will give the Stadium Oversight Committee the ability to understand how effective the mitigation measures are in achieving the goals laid out in the CTMP. This is consistent with the Stadium GNA (section 4.1.2.6) which charges the Stadium Oversight Committee with monitoring the implementation and efficacy of the CTMP mitigation measures and to making recommendations to City Council if those measures need to adapt to perform better. While the 2019 CTMP Update provides a 2019 action plan for immediate improvement, adjustments will be needed as travel behaviors, system infrastructure, and mobility technologies evolve. The monitoring program is a key component of the plan to ensure that the CTMP meets its goals for years to come.

<sup>1</sup> Chapters 33.510.115.B.3b.5 and 33.510.115.C

<sup>2</sup> Chapter 33.510.115.D

# Why is the 2019 CTMP Update needed?

The 2019 CTMP Update is being developed to accommodate the Providence Park Expansion Project, adding stadium capacity for 4,000 more fans – scheduled for completion in time for the 2019 season. This update would be the third iteration of the CTMP, following the original in 2000 and the 2011 CTMP Update, developed for the Portland Timbers' inaugural MLS season.

The primary goal of the 2019 CTMP Update is to **accommodate the transportation needs of 4,000 additional fans per match without increasing demand for on-street parking or increasing traffic congestion** in neighborhoods near the stadium.

## GUIDING PRINCIPLES

The SOC updated and adopted the following Guiding Principles for the 2019 CTMP Update.

- Support stadium expansion and increased **attendance by optimizing the number, type, and frequency of vehicle trips** to the stadium event management area.<sup>3</sup>
- **Discourage driving** and on-street parking in the stadium event management area. Encourage–support–publicize other travel modes.
- For those who must drive, promote **free and low cost off-street parking options**, close to transit, outside the stadium event management area.
- Make non-auto travel convenient and attractively priced in comparison with driving and parking. Seek partnerships to **expand and enhance non-auto travel options**.
- Promote non-auto travel options and remote parking through **efficient communication channels**. Make it possible for drivers to go directly to off-street parking.
- Discourage event related on-street parking in the **residential areas near the stadium** and enforce violations.
- Improve the **pedestrian experience** around the stadium for event-goers.
- Use the two-year construction period to pilot new transportation management strategies, and continuously seek improvements.

<sup>3</sup> For purposes of the CTMP, the stadium event management area is loosely defined by the boundaries of NW 23rd Ave/SW Vista Ave, SW Jefferson St, I-405, and NW Lovejoy St.



## What is the Providence Park Expansion Project?

Beginning in 2017, the Portland Timbers began expansion of Providence Park. The expansion will add 4,000 new seats to the stadium via a new 93-foot high covered structure on the east side of the stadium. The new structure includes three new levels for reserved and group seating. The project also includes enhancements on SW 18th Avenue to create a new public arcade, maximizing pedestrian access and safety.<sup>4</sup>

Construction continued throughout the 2018 season and is scheduled to be completed in time for the Portland Timbers 2019 home opener on June 1, 2019.<sup>5</sup>

<sup>4</sup> [www.providenceparkpdx.com/node/719](http://www.providenceparkpdx.com/node/719)

<sup>5</sup> [www.timbers.com/schedule](http://www.timbers.com/schedule)



The Providence Park expansion will add 4,000 new seats on the east side of the stadium (top: rendering by Allied Works Architecture)



## TARGET EVENTS

Providence Park hosts many events per year of varying size and type. The 2019 CTMP Update is intended to mitigate impacts of target events – particularly Timbers matches, which generate the highest fan attendance and have the greatest number of potential transportation impacts. Target events include:

- **Portland Timbers soccer** – 17 regular season home games, estimated 25,000 average attendance. Does not include playoff games. Due to stadium construction, no pre-season games will be held at Providence Park in 2019.
- **Portland Thorns soccer** – 12 regular season home games, estimated 18,000 average attendance. Does not include playoff games. Due to stadium construction, no pre-season games will be held at Providence Park in 2019.
- In previous years, both **Portland State University (PSU) regular season football and high school football** playoff games have been held at Providence Park. Attendance for these games is typically 2,500–6,500 fans. No PSU or high school football games are currently scheduled at Providence Park in 2019. At this time, no games in future years have been scheduled.



Photo: Portland Timbers

# Who is developing the 2019 CTMP Update?

In 2017, the Stadium Oversight Committee (SOC) began an update of the GNA, CTMP, and developed Community Outreach and Construction Mitigation Plans. The SOC includes representatives from the Portland Timbers, GHFL, NWDA, the City of Portland, Office of Management and Finance (OMF), and a fifth “at large” member.

A number of other agencies and stakeholders played a role in developing and reviewing the CTMP Update. These include:

- Al Niknabard, CCIM, CPP
- City of Portland, OMF – Spectator Facilities and Development
- CTMP Working Group (NWDA and GHFL representatives and City OMF staff)
- GHFL committees
- NWDA committees
- NW Parking District Stakeholder Advisory Committee (SAC)
- Portland Bureau of Transportation (PBOT)
- Rick Williams Consulting
- Stadium District Business Association
- TriMet

# What is the approval process for the 2019 CTMP Update?

The SOC have provided ongoing review and feedback on multiple drafts<sup>6</sup> of the 2019 CTMP Update, and will make a recommendation for action to the City Council. The formal approval process also includes a neighborhood notice to all property owners and to recognized organizations within 1,000 feet of the site, 30-day comment period, and a public hearing before the City Council with opportunity for public testimony.<sup>7</sup>

The 2019 CTMP Update will be finalized to incorporate SOC, public, and City Council feedback, as appropriate and feasible. The City Council has final approval and regulatory authority for the CTMP.

<sup>6</sup> Chapter 33.510.115.D.3.a

<sup>7</sup> Chapter 33.510.115.D.3.c-e









# 2

---

## Current Conditions

---

**This chapter provides a summary of the current state of fan transportation and access at Providence Park.**

It includes a summary of the 2011 CTMP mitigation measures and an update on their implementation, as well as an overview of key issues and opportunities.

As required by City Code,<sup>1</sup> this existing conditions assessment provides key background information on the unique transportation assets and challenges for Providence Park, while informing the development of the measures and actions detailed in Chapters 4 and 5.

It is important to note that while many events occur at Providence Park, the primary focus of the analysis is on Portland Timbers game days, as these events generate the highest fan attendance and have the greatest number of transportation impacts to mitigate.

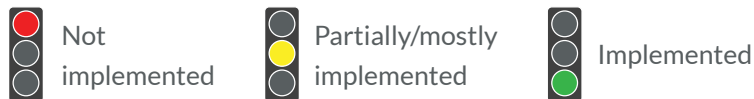
---

<sup>1</sup> Chapter 33.510.115.D.4

# What are the current CTMP measures?















The 2011 CTMP Update proposed 12 mitigation measures. The table below provides a summary of those measures and the status of their implementation. As noted below, and described further in Chapters 4 and 5, many of the 2011 CTMP Update measures will be continued, expanded, and/or enhanced as part of the 2019 update.

## LEGEND



2011 Measure	Status	Summary	2019 CTMP Update?
1. Extend “free rail zone” to Goose Hollow.		TriMet’s Free Rail Zone program ended in 2012.	✗
2. Add additional MAX trains after events.		In addition to regular service, TriMet provides two extra trains in both directions after each game.	✓ See Measure B.1
3. Provide season ticket holders with free TriMet passes.		Portland Timbers initially provided 100% free transit passes to season ticket holders. Season ticket holders can now buy a transit pass good for all home games at 50% off.	✓ See Measure A.2
4. Provide permanent on-site bike parking. Provide additional temporary bike parking.		Fire Marshal regulations prohibit installation of permanent bike racks on stadium property.  On game days, temporary and monitored bike parking for 250–350 bikes is located at SW Morrison Street near SW 18th Avenue. Parking is free on a first come, first serve basis.	✓ See Measures F.1 and F.2
5. Provide secured bike parking for events.		On game days, temporary and monitored bike parking for approximately 250–350 bikes is located at SW Morrison Street near SW 18th Avenue. Parking is free on a first come, first serve basis.	✓ See Measure F.1 and F.2



2011 Measure	Status	Summary	2019 CTMP Update?
6. Retain existing residential parking permit program areas.		An Area Parking Permit Program (APPP) is in effect in Goose Hollow (Permit Zone A) and Northwest (Permit Zone M) districts, restricting non-permit holder access to on-street parking.	 Not specifically discussed as part of the 2019 CTMP Update
7. Reduce visitor parking time limits to 90 minutes.		Restricted Event districts <sup>2</sup> near the stadium provide 2-hour and 4-hour parking during events. Parking in other areas around the stadium have shorter time limits.	 Event districts are discussed in Measure C.3
8. Conduct on-street parking enforcement.		PBOT provides enforcement of on-street parking on game days.	 See Measure C.4
9. Offer prepaid, discount event parking at private lots.		The Timbers currently provide pre-paid event parking off-site for some season ticket holders and sponsors.	 See Measure C.1
10. Encourage the use of group buses.		The Timbers encourage group bus transportation and designate bus parking areas for larger buses.	 See Measure B.4
11. Provide day-of-game information on Providence Park and Timbers website.		Providence Park <sup>3</sup> , Portland Timbers/Thorns <sup>4</sup> and TriMet <sup>5</sup> provide travel information for fans on their respective websites.	 See Measure A.1
12. Close SW Morrison Street on game days.		The eastbound lane of SW Morrison Street between SW 18th and SW 20th Avenues is closed on game days.	 See Measure E.1

2. [www.portlandoregon.gov/transportation/60560](http://www.portlandoregon.gov/transportation/60560)
3. [www.providenceparkpdx.com/timbers-match-day/get-to-the-stadium](http://www.providenceparkpdx.com/timbers-match-day/get-to-the-stadium)
4. [www.timbers.com/matchday/parking-directions](http://www.timbers.com/matchday/parking-directions)
5. [www.trimet.org/timbers/](http://www.trimet.org/timbers/)

## HOW IS FAN TRANSPORTATION MANAGED?

The Timbers, PBOT, and TriMet deploy a number of resources on game days and throughout the season to implement the CTMP and its measures. These include:

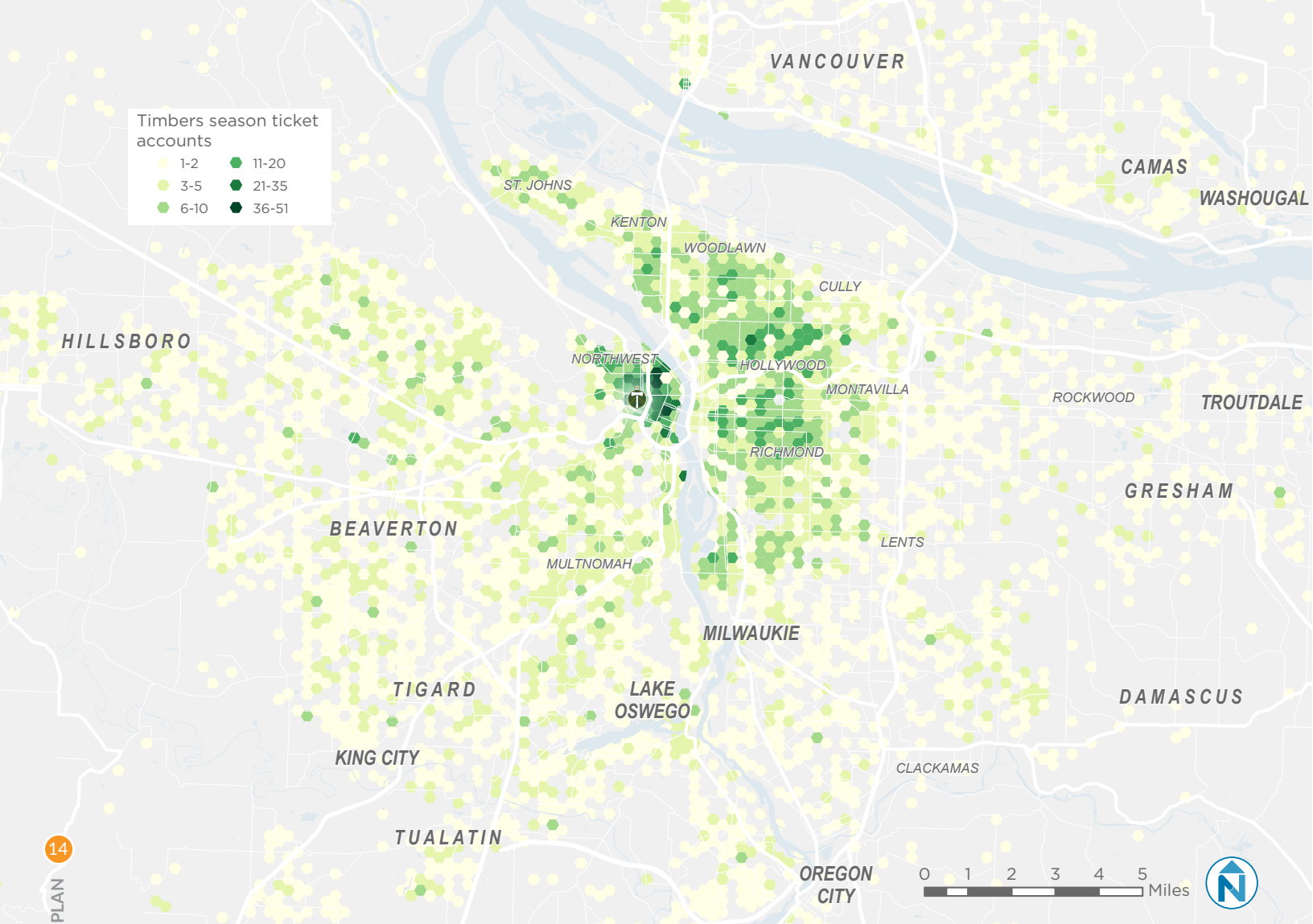
- **Timbers**-funded staffing support, including
  - » Contractor to shut down SW Morrison Street
  - » Bike parking contractor on SW Morrison Street
  - » 12-16 off-duty police officers to provide security and traffic control
  - » 10 contract security staff outside stadium
  - » 7-person team for game-day stadium operations
  - » 6-person team for marketing and communications
  - » Training on transportation programs and benefits for all season-ticket holder representatives
- **PBOT**: up to five parking enforcement officers
- **TriMet**: transit operations team plus contracted security at Providence Park MAX station



The stadium event parking district is an existing mitigation measure







Timbers season ticket holder accounts are concentrated within the City of Portland. Many Downtown addresses represent businesses rather than individuals, and account-holders may purchase up to four season tickets each.

## What are the issues and opportunities?

Providence Park is unique compared to many similar sized venues. In particular, Providence Park has no off-street parking that is specifically owned and managed by the stadium operator. The stadium's central location in long-standing residential and commercial neighborhoods severely constrains fan access to on-street parking. Providence Park's central location, however, also provides fans with a wealth of mobility choices, access to shared parking facilities, and easy access by walking, biking, and transit.

In recognition of these unique conditions, public and private investment has been made to reduce fan reliance on driving and make it easier to take transit, walk, bike, or share rides to and from Providence Park. Since the creation of the original CTMP in 2000, progress has been made to improve the game day travel experience, but more work is needed to reduce neighborhood impacts, expand mobility choices, and further prioritize fan travel without a car.

Outlined below is a brief summary of the key transportation issues and opportunities that informed development of the 2019 mitigation measures described in Chapter 5.

## TRAVEL BEHAVIOR AND PREFERENCES

- A slight majority of fans drive to games, yet almost half of fans access the stadium by transit, biking, walking, or sharing a ride.
- While fans have typical travel patterns, fan surveys and feedback indicate that **travel behavior can vary** depending on the time of year, day of week, time of game, and weather conditions.
- **Fans are doing more than going to the game.** Approximately three-fourths of respondents to the Timbers season ticket holder survey said that they will typically or occasionally stop for a meal or drink before or after a match.
- Existing and new season ticket holders come from across the greater Portland region, but **the majority of these fan accounts (62%) are located in the City of Portland.** The greatest share of season ticket holder accounts are located in the Pearl, Northwest Portland, and Downtown.
- Enhanced travel surveys and data collection in the future can **improve understanding of fan travel behavior**, especially in regards to differences in travel mode to and from the stadium, combinations of travel modes, changes in travel behavior based on time, day, or weather, and specific travel needs by fan group and/or home location.

## PARKING

- Unlike like many stadiums and event venues, Providence Park **does not own or operate dedicated off-street parking for fans.** This dynamic pushes fans to other modes, while putting more pressure on existing on- and off-street parking facilities to accommodate those who still want or need to drive.



- Based on assumptions of average vehicle occupancy,<sup>6</sup> approximately 1,630 vehicles are parking on-street within walking distance of the stadium, and another **2,780 vehicles are parking in an off-street lot or garage.**
- Observations and data indicate that **on-street parking in the event management area is 100% occupied during peak events.** On-street parking is also heavily occupied for Timbers matches well beyond the stadium event district, notably in Northwest, Downtown, and the Pearl District. However, parking demand in these popular residential, retail, and commercial areas is **very high even on non-game days.**
- Off-street lots and garages in immediate proximity to the stadium are also at 100% capacity. As discussed in Measure C.1, however, **many nearby and Downtown lots and garages have substantial unused spaces during games.**
- On-street parking supply cannot be expanded to accommodate additional existing or new fans. A key priority is to **reduce overall fan reliance on on-street parking**, and incentivize use of off-street lots and garages for those that need or want to drive.
- Game day enforcement of on-street parking round the stadium is conducted by PBOT. Opportunities may exist to improve enforcement and ensure consistent tracking of citation data to **target key parking behaviors that create local congestion and impact parking access** for residents, local businesses, and other customers.

6. Assumes 2.5 fans per vehicle. Source: Managing Travel for Planned Special Events – US DOT, FHWA. [www.ops.fhwa.dot.gov/publications/fhwaop04010/chapter5\\_03.htm](https://www.ops.fhwa.dot.gov/publications/fhwaop04010/chapter5_03.htm)

## TRANSIT



- Providence Park is **directly served by the MAX Blue and Red lines**. The Providence Park station is located within a maximum of 1,000 feet of a stadium entrance, providing fans with a simple and convenient walk. The Kings Hill/SW Salmon station is closed approximately 90 minutes before and after games to ensure safe pedestrian circulation and efficient operation of MAX trains.
- The current MAX service is sufficient to accommodate existing and future fans before games, given that fan arrival is more staggered prior to kickoff. However, **MAX trains are completely full immediately after games**.
- To accommodate the peak demand after games, TriMet currently supplements existing service with **two additional two-car trains in both directions**. Based on video observation of platforms during the 2018 season, it currently takes 25–40 minutes to clear the MAX platform.
- As discussed in Measure B.1, TriMet will be **adding a third two-car train in each direction for the 2019 season** in response to the stadium expansion and additional fans.
- A smaller share of fans access the stadium via bus routes which directly serve the area. As discussed in Measure B.3, Route 24 will be extended from Legacy Emanuel Medical Center to Providence Park starting in March 2019, and service spans will be evaluated for extension on game days to enhance access. Nevertheless, **opportunity exists to better maximize unused capacity on existing bus service**.
- The Portland Timbers currently **incentivize transit use for season ticket holders** by offering a 50% discount on game day transit passes.

## BIKING, WALKING, SCOOTERS



- Providence Park's current on-site bicycle parking supply is already **at capacity for daytime and good weather Timbers games**. Bike parking capacity is typically available for Thorns games and for Timbers games at night or in poor weather conditions.
- The addition of permanent on-site bike parking in plazas adjacent to the stadium is restricted due to fire safety regulations. As discussed in Measure F.1, there is potential to **expand the temporary bike parking capacity on peak days** and add permanent bike parking in the neighborhood.
- Many fans arrive at the stadium on foot. Game day street closures on SW 18th Avenue and SW Morrison Street, and a team of Timbers-funded traffic safety officers, help to manage congestion and ensure safe circulation of fans. However, with the operation of MAX and bus service, traffic congestion around the stadium, and ride-hailing pickup and dropoff, **pedestrian and bike safety remains a concern**.
- During PBOT's e-scooter pilot in the summer of 2018, a number of fans used this mode to access the stadium. A second e-scooter pilot is scheduled to begin in spring 2019 and run for one year. **Designated e-scooter parking and their safe operation will be a key priority in 2019**.



## RIDE-HAILING



- Based on best available survey data, it appears that the number of fans arriving at events via ride-hailing services, namely Uber and/or Lyft, is trending up. It is estimated that **approximately 6.5% of fans are currently using one of these services.**
- Based on assumptions of average vehicle occupancy,<sup>7</sup> this mode share translates to approximately 550 ride-hailing vehicles. Available data indicates that while many fans are dropped in close proximity to the stadium, **ride-hailing loading also occurs throughout the greater area**, as fans pair going to the game with a eating, drinking, or other social trip.
- Only one **formally designated pickup and dropoff zone**, near Lincoln High School on SW Salmon Street, was available as a pilot during the 2018 season. Feedback from ride-hailing operators indicated that a higher share of rides were cancelled when using this location, likely from fans who exited on the north or west side of the stadium.
- As discussed in Measures D.1 and D.2, additional and more dispersed loading zones, combined with enhanced policies or programs, will help **mitigate passenger loading impacts and congestion in and around the stadium.** Enhanced data sharing can also help refine these measures in 2019 and beyond.

## MARKETING AND COMMUNICATIONS



- Providence Park, Portland Timbers/Thorns, and TriMet provide **travel information for fans on their respective websites**, including directions and basic information on parking, transit, and biking. The Timbers website and transportation information will be updated in time for the 2019 season.
- The Timbers/Thorns, Timbers Army and Rose City Riveters have the **ability to directly communicate with their season ticket holders and other fans** via emails and designated communication channels.
- Providence Park and the Timbers/Thorns **promote multimodal travel through a number of partnerships**, such as the TriMet transit pass subsidy option for season-ticket holders and a promotion for fans to utilize Lyft.
- As discussed in Measures A.1 and A.2, **opportunity exists to expand and enhance the transportation and parking information** provided on existing websites, diversify communication channels, and further leverage partnerships to incentivize fans not to drive.

7. Assumes 2.5 fans per vehicle. Source: Managing Travel for Planned Special Events – US DOT, FHWA. [www.ops.fhwa.dot.gov/publications/fhwaop04010/chapter5\\_03.htm](http://www.ops.fhwa.dot.gov/publications/fhwaop04010/chapter5_03.htm)



**BIKETOWN**  
SW MORRISON  
AT 18TH

### PRICING OPTIONS

100-20-100-00	100-20-100-00	100-20-100-00
\$0.08	\$19.00	\$99.00
100-20-100-00	100-20-100-00	100-20-100-00

- [illegible]

## HOW IT WORKS

There are a few more things to know about the program. The program is designed to be a one-time, non-recurring event. It will not be repeated.

**PRO** "I don't forget the 100,000 people who have been helped by the fact that people like me have been helped," says the author. "I want to help the people who are still in need."

**RIDE SAFE**

- SOLD IN PERFECT CONDITION
- ONLY THREE MONTHS OLD
- NEW WAX ON EXTERIOR
- ONE OF THE LOWEST MILEAGE TRUCKS
- LOAD CAPACITY WITH BOILING WATER AND TRUCKS
- NEVER LEAK A DROP WHILE DRIVING AT 60 MPH

## CONTACT

Kilometer per hour			Miles per hour		
0	0	0	0	0	0
10	10	10	10	10	10
20	20	20	20	20	20
30	30	30	30	30	30
40	40	40	40	40	40
50	50	50	50	50	50
60	60	60	60	60	60
70	70	70	70	70	70
80	80	80	80	80	80
90	90	90	90	90	90
100	100	100	100	100	100

  **Download on the App Store**  
Get it on Google Play



We brake for



# 3

---

## Current and Future Fan Travel

---

### **Providence Park attendees come by many different modes.**

Travel behavior can change from event to event, and travel after the game may also differ from travel to the game. As required by City Code, this chapter summarizes existing and future fan mode split targets to Providence Park for a Portland Timbers game.<sup>1</sup>

The analysis is informed by the best available data. As necessary, a number of assumptions were made to guide the development of existing and future targets. The future targets and CTMP measures discussed in Chapters 4 and 5 mutually inform one another, ensuring actionable, yet flexible implementation in 2019 and future seasons.

---

<sup>1</sup> Chapter 33.510.115.D.4



# Why develop future mode targets for fan access?

The SOC prioritized the development of mode split targets for Timbers games. The targeting setting process serves several key functions, including:

- Meets requirements of Chapter 33.510.115.D.4
- Ensures that Providence Park can accommodate 4,000 new fans at the start of the 2019 season via the existing and future transportation system.
- Supports CTMP Goals and Principles (see Chapter 1).
- Guides development and refinement of existing and proposed mitigation measures.
- Provides a core metric by which to track progress of the CTMP and inform adjustments to measures over time.

## How were the existing and future mode targets developed?

Existing mode shares are based on a 2016/17 online survey of Portland Timbers season ticket holders, a 2018 TriMet intercept survey of fans at the stadium, and supplementary analysis of modal data.

Each survey asked about fan travel behavior and preferences, and data was utilized from both surveys to generate an existing mode split for Timbers fans. The 2016/17 online survey generated 1,756 responses and the 2018 intercept survey generated 1,434 responses. Detailed results from the surveys are available in Appendix A.

Using the baseline as a starting point, future targets were developed through additional data collection and analysis. For certain modes, data was limited, incomplete, and/or not available. As appropriate, assumptions were made to achieve the most realistic set of targets. Additional data collection in future years can inform refinement and adjustment to the targets. A summary of the specific methodology, assumptions, and key data sets by mode is included in Chapter 5.

The 2019 CTMP Update includes in its recommended mitigation measures an updated survey instrument and data collection approach to ensure an accurate and consistent understanding of fan travel behavior, trends over time, and effectiveness of CTMP strategies.

# Existing and Future Mode Splits

The proposed mode split targets reflect a realistic assumption of how fans will access Providence Park. Two future mode split targets are included.

Chapter 5 defines the specific mitigation measures and actions by which each of the targets can be achieved, while meeting the goals and principles outlined in this plan.

## 2019

These targets represent fan access by mode at the **start of the 2019 season**. The targets assume:

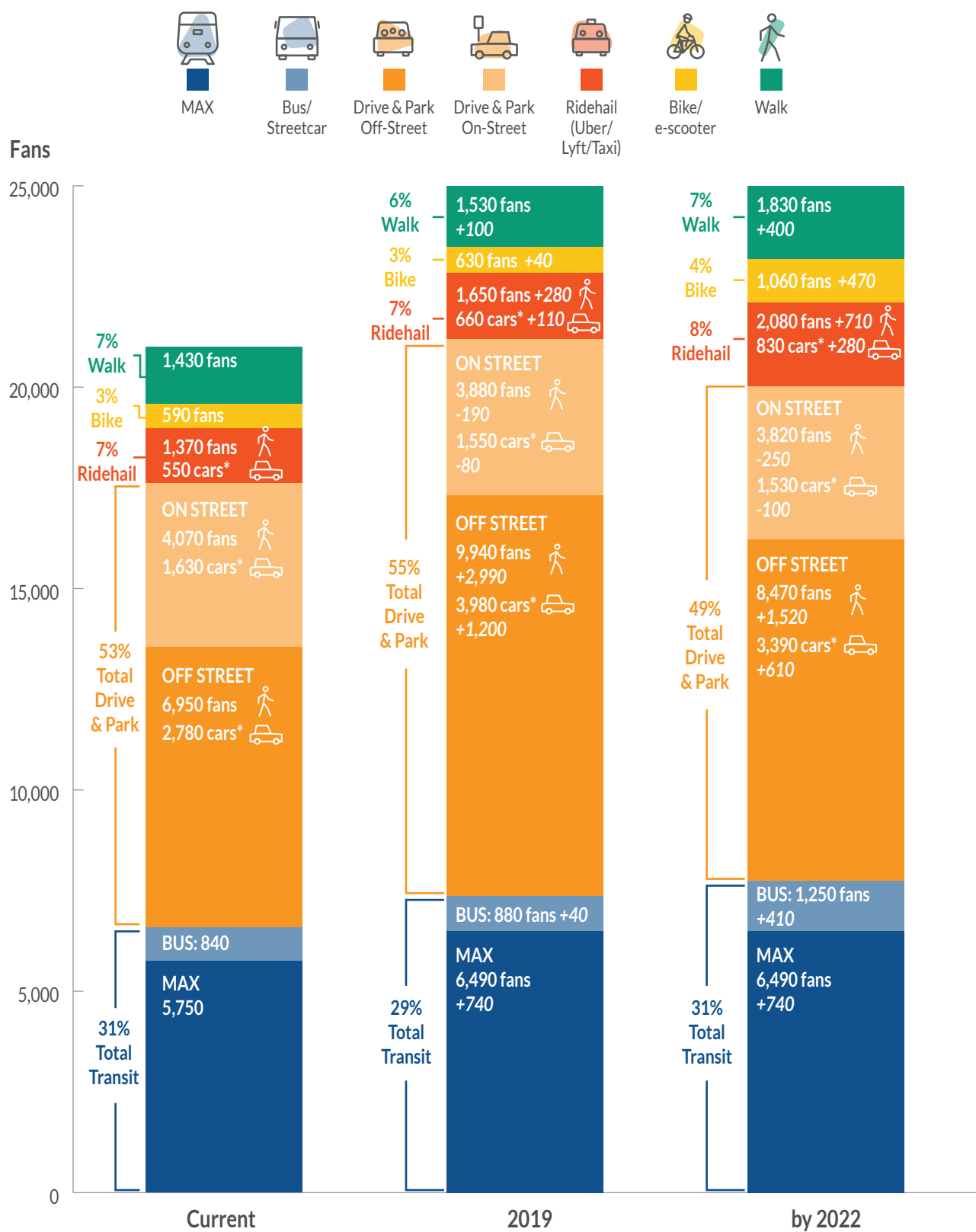
- No additional on-street parking capacity for fans, and a slight reduction in on-street parking.
- Most new fans will drive and park in underutilized off-street parking in downtown or other proximate lots/garages.
- The additional capacity provided by one additional two-car MAX train in each direction will be utilized at the start of the 2019 season.
- Use of ride-hailing services will grow slightly.
- Fan travel by bus, biking/scooters, and walking will remain largely constant, as programs and services to further incentivize these modes will take additional time to develop.

## BY 2022

These targets represent a **longer-term goal for fan access** to Providence Park. They define a multimodal future in which fewer fans drive and a greater share and number of fans ride the bus, walk, or ride a bike/scooter. Based on the data available, these represent a reasonable and credible target given the recommended package of mitigation measures in the 2019 CTMP Update.

As described in Chapters 5 and 6, the 2019 CTMP Update includes specific mitigation measures and modifications to the Good Neighbor Agreement to ensure monitoring of targets and adjustments to the CTMP measures over time.

Existing and Future Mode Splits



\*Assumes an average of 2.5 fans per car





Photo: Wikimedia Commons sarahmirk



Photo: flickr user Mathew Costa





# 4

---

## 2019 Big Moves

---

Since the 2011 CTMP Update, Providence Park, the Portland Timbers/Thorns, TriMet, the City of Portland, and neighborhood groups have all been working hard to improve game day travel.

Investments in infrastructure, service enhancements, traffic safety, and multimodal programs have helped to improve fan access, convenience, and safety, while minimizing impacts on the neighborhoods. However, more work can be done and there are opportunities for ongoing improvement, especially as more fans arrive in 2019.

This chapter summarizes 2019's Big Moves - the priority measures, actions, and responsible parties for the start of the 2019 season. These priority measures and actions emerged based on the 2019 mode split targets described in Chapter 3 and reflect a need to:

- Provide additional MAX service
- Reduce on-street parking demand and parking violations
- Accommodate a greater number of fans parking off-street
- Efficiently manage ride-hail loading
- Enhance fan communication
- Better track progress towards goals and targets

Full description of each mitigation measure and action are included in Chapter 5.



# 2019 Big Moves - Priority Measures and Actions



## TRANSIT

**Measure B.1 - Provide additional MAX trains after games.**

Implementation Lead: TriMet Bus & Rail Service Delivery

2019 Key Actions:

- Provide a third additional MAX train in each direction.



## ON-STREET PARKING

**Measure C.3 - Prioritize revisions to on-street regulations and pricing on game days.**

Implementation Lead: PBOT Parking Operations and NW Parking SAC

2019 Key Actions:

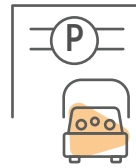
- Evaluate an increase of hourly rates during Timbers games.
- Evaluate modification to Restricted Event Parking area boundaries.

**Measure C.4 - Enhance game day enforcement of on-street parking.**

Implementation Lead: PBOT Parking Enforcement

2019 Key Actions:

- Adopt stadium performance metrics to track key enforcement trends. Issue game day reports.
- Update all parking regulatory signage.
- Prioritize enforcement early in the season to establish fan compliance.



## OFF-STREET PARKING

**Measure C.1 - Promote and secure underutilized parking facilities to incentivize off-street parking.**

Implementation Lead: Timbers Ticketing and Web Department

2019 Key Actions:

- Maximize use of SmartPark garages.
- Prioritize additional and enhanced partnerships with public and private parking operators.

**Measure C.2 - Enhance parking information, including real-time data.**

Implementation Lead: Timbers Web Department; PBOT Parking Operations, Public and private parking operators

2019 Key Actions:

- Update all parking information on Timbers website.
- Prioritize targeted communication of on-street regulations.
- Work with public and private operators to include facilities on third-party parking websites/ apps (i.e. SpotHero or ParkMe).



## RIDE-HAILING

**Measure D.1 – Designate and communicate ride-hailing zones and driver staging areas.**

Implementation Lead: Timbers, PBOT Regulatory Department and Development Permitting & Transit Department; Ride-hail companies

2019 Key Actions:

- Designate a minimum of three ride-hailing zones within one-quarter mile of the stadium. Secure required permits.
- Designate driver staging areas within a reasonable distance of the stadium on game days.
- Provide clear signage and communications to direct fans to pick-up/drop-off zones.

**Measure D.2 – Establish ride-hailing guidelines and programs to optimize game day use and minimize local impacts.**

Implementation Lead: Ride-hailing companies

2019 Key Actions:

- Use geo-fencing technology to direct drivers and passengers to designated ride-hail zones.
- Educate drivers and passengers about game day loading procedures.
- Enforce pick-up/drop-off zones to ensure driver and rider compliance.



## MARKETING + COMMUNICATIONS

**Measure A.1 – Enhance and diversify communication and information on fan transportation.**

Implementation Lead: Timbers Web Department, Sponsorships and Marketing, Operations, Guest Services, Promotions, and Ticketing

2019 Key Actions:

- Update Timbers website to provide a one-stop-shop of fan travel information.
- Develop and include maps to help fans visualize their travel options.
- Establish marketing campaigns to increase awareness about how to get to the stadium.
- Develop and implement a comprehensive and multimodal wayfinding program.
- Develop and promote post-game events that disperse fan departure times from the stadium.



## MONITORING

**Measure G.1 – Enhance game day and season monitoring. Issue game day and season transportation reports.**

Implementation Lead: Timbers, Stadium Oversight Committee

2019 Key Actions:

- Adopt a set of simple, measurable, and readily available performance measures.
- Create templates or a simple data dashboard for data collection. Issue a game day report to key internal stakeholders.
- Issue a brief annual report to the public.







# 5

---

## Mitigation Measures

---

This chapter summarizes the 2019 CTMP Update mitigation measures, as required by City Code Chapter 33.510.115.D.4.c.

For each mode, a summary of estimated impacts is provided, as well as an action plan for each individual measure. Action plans include the following elements:

- **Description:** Summary of issue/opportunity addressed and the measure's key elements.
- **Implementation:** Identification of an enhanced existing or new measure, as well as implementation phase (immediate, medium-term, long-term).
- **Key Actions:** Summary of key action steps and responsible parties (lead and/or support).
- Some measures also include additional **maps, graphics, and/or case studies** to illustrate its rationale and implementation.

# Summary of Mitigation Measures

Category	#	Measure	2019 Big Move	Implementation Timeline		
				Immediate	Short	Medium
Marketing + Communications	A.1	Enhance and diversify communication and information on fan transportation.	✓			
	A.2	Enhance and expand promotions and incentives to improve awareness and use of travel options.				
Transit	B.1	Provide additional MAX trains after games.	✓			
	B.2	Promote use of underutilized park-and-ride facilities.				
	B.3	Increase bus ridership with additional marketing and service adjustments.				
	B.4	Continue to encourage and accommodate group buses.				
	B.5	Make additional Hop card readers available after games.				
Off-Street Parking	C.1	Promote and secure underutilized parking facilities to incentivize off-street parking.	✓			
	C.2	Enhance parking information, including real-time data.	✓			
On-Street Parking	C.3	Prioritize revisions to on-street regulations and pricing on game days.	✓			
	C.4	Continue to enhance game day enforcement of on-street parking.	✓			

Implementation Legend   Plan   Implement   Monitor and Adjust

Responsible Party		Monitoring
Lead	Support	Performance Measures
<b>Timbers:</b> <ul style="list-style-type: none"><li>• Web Department</li><li>• Sponsorships and Marketing</li><li>• Operations</li><li>• Guest Services</li><li>• Promotions</li><li>• Ticketing</li></ul>	<ul style="list-style-type: none"><li>• PBOT Parking Enforcement, Active Transportation Operations, and Parking Operations</li><li>• SmartPark</li><li>• TriMet Communications &amp; Marketing</li><li>• TriMet Bus &amp; Rail Service Delivery</li><li>• Parking operators</li><li>• Ride-hail and e-scooter companies</li><li>• Ticket vendors</li><li>• ODOT</li></ul>	<ul style="list-style-type: none"><li>• Fan participation in travel programs/ incentives</li><li>• Response rate for fan travel survey</li><li>• After game programming attendance</li></ul>
<ul style="list-style-type: none"><li>• TriMet Bus &amp; Rail Service Delivery</li></ul>		<ul style="list-style-type: none"><li>• Percent of fans who take transit</li><li>• Average MAX platform clearing time</li><li>• Ons/offers at key bus stops on game days</li><li>• Occupancy of park-and-ride facilities on game days within a 30-minute one-seat ride from stadium</li></ul>
<ul style="list-style-type: none"><li>• Timbers Sponsorships and Marketing</li></ul>	<ul style="list-style-type: none"><li>• TriMet Planning &amp; Asset Management</li></ul>	
<ul style="list-style-type: none"><li>• Timbers Sponsorships, Marketing and Guest Services</li><li>• TriMet Policy &amp; Planning</li><li>• TriMet Bus &amp; Rail Service Delivery</li></ul>		
<ul style="list-style-type: none"><li>• Timbers Ticketing</li><li>• Timbers Operations</li><li>• PBOT Parking Operations</li></ul>	<ul style="list-style-type: none"><li>• Bus companies</li></ul>	
<ul style="list-style-type: none"><li>• TriMet Revenue Operations &amp; Electronic Fare Operations</li></ul>		
<ul style="list-style-type: none"><li>• Timbers Ticketing</li><li>• Timbers Web Department</li></ul>	<ul style="list-style-type: none"><li>• NW Parking SAC</li><li>• PBOT Parking Operations and OMF Spectator Venues Program</li></ul>	<ul style="list-style-type: none"><li>• Percent of fans who drive and park</li><li>• SmartPark game day parking occupancy</li><li>• SmartPark voucher use</li><li>• PEOs deployed or parking citations issued</li></ul>
<ul style="list-style-type: none"><li>• Timbers Web Department</li><li>• PBOT Parking Operations</li><li>• Public/Private operators</li></ul>	<ul style="list-style-type: none"><li>• PBOT Parking Operations and Enforcement</li><li>• Public/Private operators</li></ul>	
<ul style="list-style-type: none"><li>• PBOT Parking Operations</li><li>• NW Parking SAC</li></ul>	<ul style="list-style-type: none"><li>• Neighborhood groups</li></ul>	
<ul style="list-style-type: none"><li>• PBOT Parking Enforcement and Operations</li></ul>		

Category	#	Measure	2019 Big Move	Implementation Timeline		
				Immediate	Short	Medium
Ride-hailing	D.1	Designate and communicate ride-hailing zones and driver staging areas.	✓			
	D.2	Establish ride-hailing guidelines and programs to optimize game day use and minimize local impacts.	✓			
Pedestrians	E.1	Continue to utilize street closures to promote walking and ensure pedestrian safety. Further evaluate permanent closure of SW Morrison Street.				
	E.2	Continue, expand, and diversify pedestrian access and safety programs.				
Bikes and Scooters	F.1	Expand temporary bike parking at or near the stadium.				
	F.2	Expand permanent bike parking near the stadium.				
	F.3	Designate e-scooter parking areas. Educate about safe riding and proper parking.				
	F.4	Support and implement bike access and safety improvements near providence park.				
Monitoring	G.1	Enhance game day and season monitoring. Issue game day and season transportation reports.	✓			
	G.2	Enhance existing travel surveys and data collection methods.				

Implementation Legend Plan Implement Monitor and Adjust

Responsible Party		Monitoring
Lead	Support	Performance Measures
<ul style="list-style-type: none"><li>Ride-hailing companies</li><li>Timbers Operations and Sponsorships</li></ul>	<ul style="list-style-type: none"><li>PBOT Regulatory Department; Development Permitting &amp; Transit Department</li><li>Private lots/garages</li></ul>	<ul style="list-style-type: none"><li>Percent of fans who use ride-hail</li><li>Pickups/drop-offs by stadium loading zone</li><li>TNC ride cancellation rate</li></ul>
<ul style="list-style-type: none"><li>Ride-hailing companies</li></ul>	<ul style="list-style-type: none"><li>PBOT Regulatory Department</li><li>Timbers Operations and Sponsorships</li><li>Timbers Guest Services and Ticketing</li></ul>	
<ul style="list-style-type: none"><li>PBOT Development Permitting &amp; Transit Department</li><li>Timbers Operations</li></ul>	<ul style="list-style-type: none"><li>Local neighborhood groups</li></ul>	<ul style="list-style-type: none"><li>Percent of fans who walk</li></ul>
<ul style="list-style-type: none"><li>Timbers Operations and Security</li><li>PBOT Signals, Street Lighting &amp; ITS Division and Active Transportation Operations</li><li>TriMet Safety &amp; Security</li><li>Portland Police</li></ul>		
<ul style="list-style-type: none"><li>Timbers Operations</li></ul>		<ul style="list-style-type: none"><li>Percent of fans who bike or scoot</li><li>Number of parked bicycles and e-scooters</li><li>Number of permanent bike racks installed</li></ul>
<ul style="list-style-type: none"><li>Timbers Operations</li><li>Motivate (BIKETOWN operator)</li></ul>	<ul style="list-style-type: none"><li>PBOT Active Transportation Operations</li><li>Local neighborhood groups and businesses</li></ul>	
<ul style="list-style-type: none"><li>PBOT Active Transportation Operations and Regulatory Department; Development Permitting &amp; Transit Department</li><li>E-scooter companies</li><li>Timbers Web Department</li></ul>	<ul style="list-style-type: none"><li>Timbers Operations</li><li>Timbers Sponsorships</li></ul>	
<ul style="list-style-type: none"><li>PBOT Active Transportation Operations</li></ul>	<ul style="list-style-type: none"><li>Timbers Operations</li></ul>	
<ul style="list-style-type: none"><li>Stadium Oversight Committee</li><li>PBOT Regulatory Department</li><li>Timbers Web Department</li><li>Ride hail and shared mobility companies</li></ul>	<ul style="list-style-type: none"><li>TriMet</li><li>PBOT Parking Operations and Active Transportation Operations</li><li>Local stakeholders</li></ul>	
<ul style="list-style-type: none"><li>Timbers Web Department</li></ul>		



## A. Marketing + Communications



## A.1 – Enhance and diversify communication and information on fan transportation.

### DESCRIPTION

The Timbers currently provide fans with transportation information through various communication channels, including their website and direct fan emails and alerts.

Building off of their existing channels, the Timbers will deliver an expanded marketing and communications program in 2019. The program should include regularly updated education and outreach materials, online resources to ensure fans are aware of travel options at the point of purchase, periodic updates leading up to game day, and events/promotions to influence travel behavior.

It is also recommended that the Timbers, in partnership with PBOT Parking Enforcement, Active Transportation Operations, and Parking Operations along with TriMet and SmartPark garages, further explore opportunities to implement real-time information on travel options, including on-site transit screens and parking availability in lots/garages via the website and other channels.

### KEY ACTIONS

#### Website

- **Update Timbers website to provide a one-stop-shop of fan travel information (Lead: Timbers).** The Timbers website will be updated in preparation for the 2019 season. As part of that update, materials and narrative should be enhanced to not only include up-to-date and interactive information, but also key travel messages. Shortening text, simplifying language, and providing visual, user-friendly materials for each mode can draw attention to the site and help people navigate their options. The new website should link to travel promotions, TriMet's Timbers page and trip planner, and other third-party transportation apps.
- **Develop and include maps to help fans visualize their travel options (Lead: Timbers; Support: PBOT Parking Enforcement, Active Transportation Operations, and Parking Operations, TriMet, SmartPark and parking operators, ride-hail and e-scooter companies).**



ENHANCED  
EXISTING  
STRATEGY



IMMEDIATE  
AND ONGOING



2019 BIG IDEA

Maps should be available for each mode, including:

- » **Parking:** SmartPark garages and other nearby publicly available parking, including walking directions and “walk shed.” Include links to pricing and purchase options.
- » **Bike/E-scooter:** Temporary and permanent bike and e-scooter parking spaces on-site and in nearby neighborhoods. Include links to operator websites.
- » **Ride-hailing:** Designated pickup/dropoff zones. Include links to operator websites and fan promotions.
- » **Transit:** MAX and bus routes, as well as park-and-rides with a 30-minute, one-seat ride to Providence Park.
- » **Walking:** Best walking routes to the stadium from nearby neighborhoods, including up-to-date information on construction and sidewalk closures.

#### Communication

- **Develop a marketing campaign that targets season ticket holders with an easy transit, bike, or walking trip to the stadium. As requested, provide individualized transportation plans/materials based on home/work location (Lead: Timbers).**
- **Establish marketing campaigns to increase awareness about how to get to the stadium (Lead: Timbers).** Ideas include:
  - » Fan and player profiles
  - » Public service announcements and TV/print ads promoting key messages: “Come early, stay late!”, “Try transit on us!”, “Avoid the hassle – park off-street!”
- **Ensure social media channels include messages about transportation (Lead: Timbers).**

Make it fun and challenge fans to bike, walk, or take transit. Utilize features like Instagram Stories to post fun transportation questions, get fan input, and encourage participation. Provide travel tips, fan/player profiles, and “Did you Know?” messaging.

- **Continue to send automated messages to single game and season ticket holders (Lead: Timbers; Support: Ticket vendors).** After people purchase a single ticket or season tickets, send an automated message highlighting travel options and discount programs.
- **Continue to send ODOT and PBOT travel alerts and advisories to fans (Lead: Timbers; Support: PBOT Parking Enforcement, Active Transportation Operations, and Parking Operations and ODOT).**

### Game Day Activities

- **Designate a “Fan Transportation” booth at the stadium to assist fans and provide transportation related information.** Partner with service providers to host promotional events (Lead: Timbers; Support: TriMet, PBOT Parking Enforcement, Active Transportation Operations, and Parking Operations, ride-hail and shared mobility companies ). A booth and events during the first two or three home games would help existing and news fans get acclimated to the expanded stadium and better understand what is new for 2019.

- **Develop and implement a comprehensive and multimodal wayfinding program at the stadium and in its immediate vicinity (Lead: Timbers; Support: PBOT Parking Enforcement, Active Transportation Operations, Parking Operations, and Signage Department).** Key elements should:
  - » Include a suite of static, directional, informational, and variable message signs.
  - » Include recognizable and consistent branding.
  - » Direct fans to all modes, including: MAX, TriMet bus, group bus and ride-hail locations, bike/e-scooter parking, parking facilities, and major destinations on foot.

- **Develop and promote post-game events that disperse fan departure times from the stadium (Lead: Timbers).** Potential opportunities include discounts on post-game concessions, sponsored activities at nearby local bars, restaurants, or fan venues, and/or on-site, post-game entertainment.

### Real-time Information

- **Prioritize partnerships to provide real-time information to communicate options to fans before and at the game (Lead: PBOT Parking Operations, TriMet, and Timbers)**
  - » Install digital maps and real-time transit screens at key locations in the stadium.
  - » Partner with nearby parking operators to show real-time parking availability via the website and/or third-party smartphone apps.

## CASE STUDIES

Heinz Field in Pittsburg developed a glossy transportation brochure to help fans know their game day travel options.



BART in the San Francisco Bay Area often partners with the Golden State Warriors, Oakland Athletics, and San Francisco Giants to promote use of transit by fans. Promotions have included advertisements and ticket discounts.





## A.2 – Enhance and expand promotions and incentives to improve awareness and use of travel options.

### DESCRIPTION

Game day promotions and incentives can improve fan awareness of travel options and encourage attendees to try a new mode of travel for the first time, especially at the start of a new season with a major stadium expansion. The Timbers already provide SmartPark parking vouchers and have partnered with TriMet and ride-hail companies to offer fan discounts.

As more – and some new – fans are expected to visit the stadium in 2019, Timbers should identify additional promotions and incentives to help people get to the stadium with ease. While season ticket holders are a captive audience for promotions and incentives, effort should also be made to expand promotions and discounts to single ticket purchases, as appropriate and feasible.

### KEY ACTIONS

- **Continue to offer 50% discounted transit passes for season ticket holders. Prioritize discussions with TriMet to offer a similar discount to single game purchases using Hop Fastpass or mobile ticket platforms (Lead: Timbers; Support: TriMet).** The rollout of the regional Hop Fastpass presents an opportunity to overcome existing barriers to providing transit discounts to single game ticket holders. The Timbers and TriMet should explore this option over the long-term, ensuring issues of cost-effectiveness and fare compliance are adequately addressed.



ENHANCED  
EXISTING  
STRATEGY



SHORT-TERM

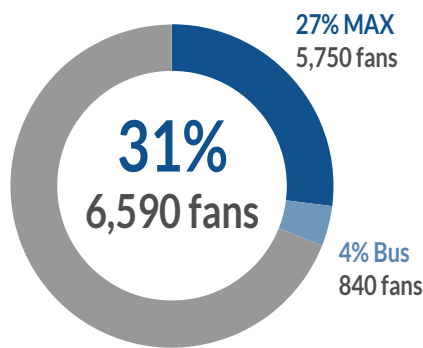
### DID YOU KNOW?

Season ticket holders can opt-in at the beginning of each season for 50% off on transit passes on game days.

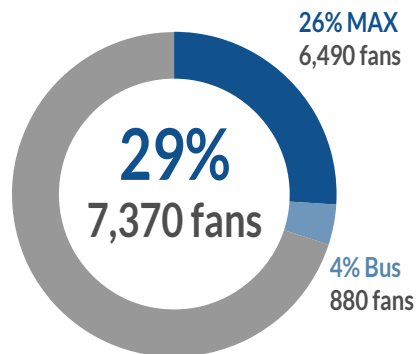
- **Partner with PBOT Parking Operations to continue to offer discount parking vouchers at SmartPark garages. Work with PBOT to better promote the program, and evaluate expansion of SmartPark discounts to a limited number of single game tickets per game (Lead: Timbers; Support: PBOT Parking Operations).** See additional discussion in Measure C.1.
- **Partner with ride-hail companies and shared mobility providers to offer season discount packages and single-game discount rides to and from Providence Park. Coordinate with third-party ticket vendors to ensure widespread distribution of such promotions. (Lead: Timbers, ride-hail and shared mobility companies; Support: Ticket platforms).**

## B. Transit

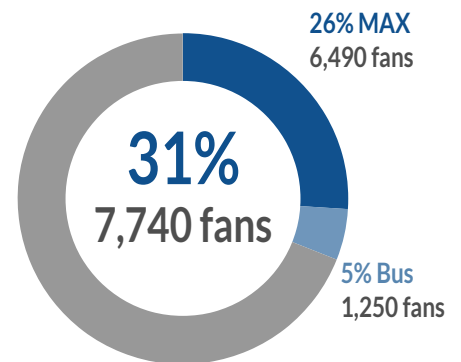
Current



2019



By 2022



**+780 fans**

**+1,150 fans**

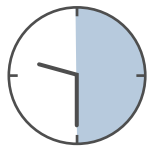
Some numbers do not add up due to rounding

### HOW MANY FANS CAN TAKE THE MAX?



Capacity per 2-car train

**372–400**



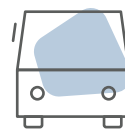
Capacity < 30 minutes after game

**5,300–5,600**

- 8 regular trains
- 6 additional trains

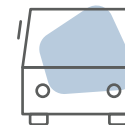
### HOW MANY FANS CAN TAKE THE BUS?

Number of fans within a 10-minute walk of:



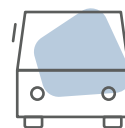
6 15  
20 77

**3,960**



24

**1,170**



45  
58

**1,330**

### Fans who take the MAX also:

- Walk to the Yellow, Green, and Orange lines
- Use another mode after the game
- Catch the MAX more than 30 minutes after the game

**6,460 total**

## B.1 – Provide additional MAX trains after games.

### DESCRIPTION

MAX service is an essential part of transportation to and from Providence Park, carrying roughly 5,700 fans each game in 2018. Given the dispersed arrival times of fans, regular MAX service is able to accommodate fan travel before games.

To handle the concentrated demand after games, TriMet currently provides two supplemental MAX trains in each direction – in addition to regularly-scheduled service – at the end of every home game. Based on 2018 observations, the regular and additional MAX trains can clear the platform within 25–40 minutes after the game.

With 4,000 more seats at Providence Park, MAX will continue to play a major role in future seasons. At the start of the 2019 season, TriMet has committed to provide a third additional MAX train in each direction after games. For Thorns games, TriMet will provide two additional trains in each direction.

### KEY ACTIONS

- **In addition to regular service, provide a third additional MAX train in each direction after each Timbers home game (Lead: TriMet).** For the start of the 2019 season, TriMet will provide a third additional MAX train in each direction at the end of games. Existing trains already operating will continue to provide capacity.

On a typical Saturday non-game day between 9:30 p.m. and 10 p.m., there are five westbound and three eastbound trains. In addition to the extra six game-day trains, this provides capacity at Providence Park station for approximately 5,200–5,600 fans<sup>1</sup> **within the first 30 minutes after the game.** It is important to note that certain fan behaviors provide flexibility for MAX operations at Providence Park station immediately after games.



EXISTING  
STRATEGY



IMMEDIATE



2019 BIG IDEA

### DID YOU KNOW?

A single two-car MAX train has a crush-load capacity of 400 people.

The Kings Hills/SW Salmon Street MAX station is closed for 90 minutes before and after every game to ensure pedestrian safety and efficient MAX operations.

These include:

- » Some fans walk to the Downtown Transit Mall to use the Green, Yellow, and Orange Lines.
- » Some fans who travel to the game on MAX may use other modes after the game.
- » Some fans engage in a post-game activity and board the MAX at Providence Park station more than 30 minutes after the game.
- **Continue to provide additional staff to monitor the Providence Park MAX station, ensure efficient operations, and maximize passenger safety (Lead: TriMet).**

1. Assumes 372–400 passengers per 2-car train.



## B.2 – Promote use of underutilized park-and-ride facilities.

### DESCRIPTION

Driving continues to be a popular means of travel – and is the preferred choice for many fans. However, parking is very limited on-street.

To increase the share of fans taking transit, and reduce local parking impacts, the Timbers and TriMet should further promote regional park-and-rides and educate fans on the availability of parking at the locations that provide direct MAX service to/from Providence Park.

### KEY ACTIONS

- Identify park-and-ride facilities that provide a one-seat ride on MAX Blue and Red Lines and have available parking capacity for fans (Lead: TriMet). On peak weekday conditions, several park-and-rides experience high parking occupancy. Sunset Transit Center (TC), Millikan Way, Gateway TC, Quatama, Parkrose/Sumner TC, and Elmonica/SW 170th have parking occupancies greater than 90%<sup>2</sup>.

However, parking occupancy at these facilities drops after 5 p.m. and on weekends, freeing up hundreds of spots for Timbers fans. Sunset TC is a popular location for fans, and parking demand at this location remains high on game days.

E 122nd Ave, Willow Creek/SW 185th Ave TC, Beaverton Creek, and Orenco typically have available parking, even on weekdays.

2. Source: Fall 2017 Park & Ride Use, TriMet. Counts represent peak weekday occupancy.



ENHANCED  
EXISTING  
STRATEGY



SHORT-TERM

### DID YOU KNOW?

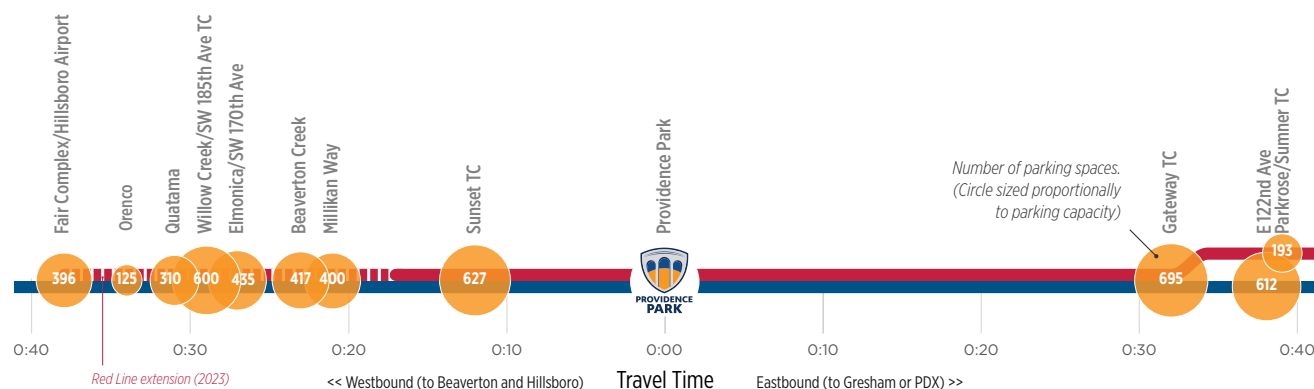
On the MAX Blue and Red lines alone, there are 2,479 TriMet park-and-ride spaces within a 30-minute ride to Providence Park.

In 2023, TriMet will extend the Red Line to the Fair Complex/Hillsboro Airport Station, providing increased access for Westside fans.

Additional data collection during game times would improve understanding of available capacity by station on game days, and help tailor parking information for fans.

- Promote and educate fans about the use of key park-and-ride facilities (Lead: Timbers, TriMet). Timbers and TriMet should provide targeted promotion, marketing, and education about use of park-and-ride facilities. Key elements could include:
  - Update website, maps, and communication materials with park-and-ride information.
  - Issue game day travel alerts and updates on park-and-ride parking capacity.
  - Conduct targeted marketing to season ticket holders who live in close proximity to park-and-ride facilities.

### Park-and-Rides on the MAX Red and Blue Lines



## B.3 – Increase bus ridership with additional marketing and service adjustments.

### DESCRIPTION

In future seasons, TriMet bus service can play a bigger role in fan mobility. Current bus lines that serve the stadium area have capacity during game times – weekday nights and weekends. For the 2019 CTMP Update it is recommended that TriMet and the Timbers enhance marketing of bus services and evaluate service adjustments, or new express services, to grow fan ridership on buses.

### KEY ACTIONS

- **Update website and fan communication to include more detailed information on bus lines serving Providence Park. (Lead: Timbers; Support: TriMet).** Key elements would include:
  - » System, line, and Google maps on Timbers website.
  - » Links to schedules by line.
  - » Game day alerts about route changes or service disruptions.
  - » Enhanced signage within the stadium area directing fans to bus lines and stops.
- **Develop targeted marketing campaign to season ticket holders that live/work on or near key bus corridors, notably Lines 6, 15, 20 and 77 (Lead: Timbers; Support: TriMet).**
- **Evaluate and prioritize the extension of service spans for key lines (Lead: TriMet).** Several lines (45-Garden Home and 58-Canyon Road) provide service near Providence Park. However, these lines end service prior to the end of typical weekday evening game times, and on Saturdays they end service prior to the start of a 7:30 p.m. match. **In addition, Line 24-Fremont/NW 18th Ave will be extended to Providence Park in March 2019 from its current terminus at Legacy Emanuel Medical Center.** The last trip for Line 24, however, will depart Providence Park at approximately 8:20 p.m., before the typical end of evening games.



NEW  
STRATEGY



MEDIUM-TO  
LONG-TERM

### DID YOU KNOW?

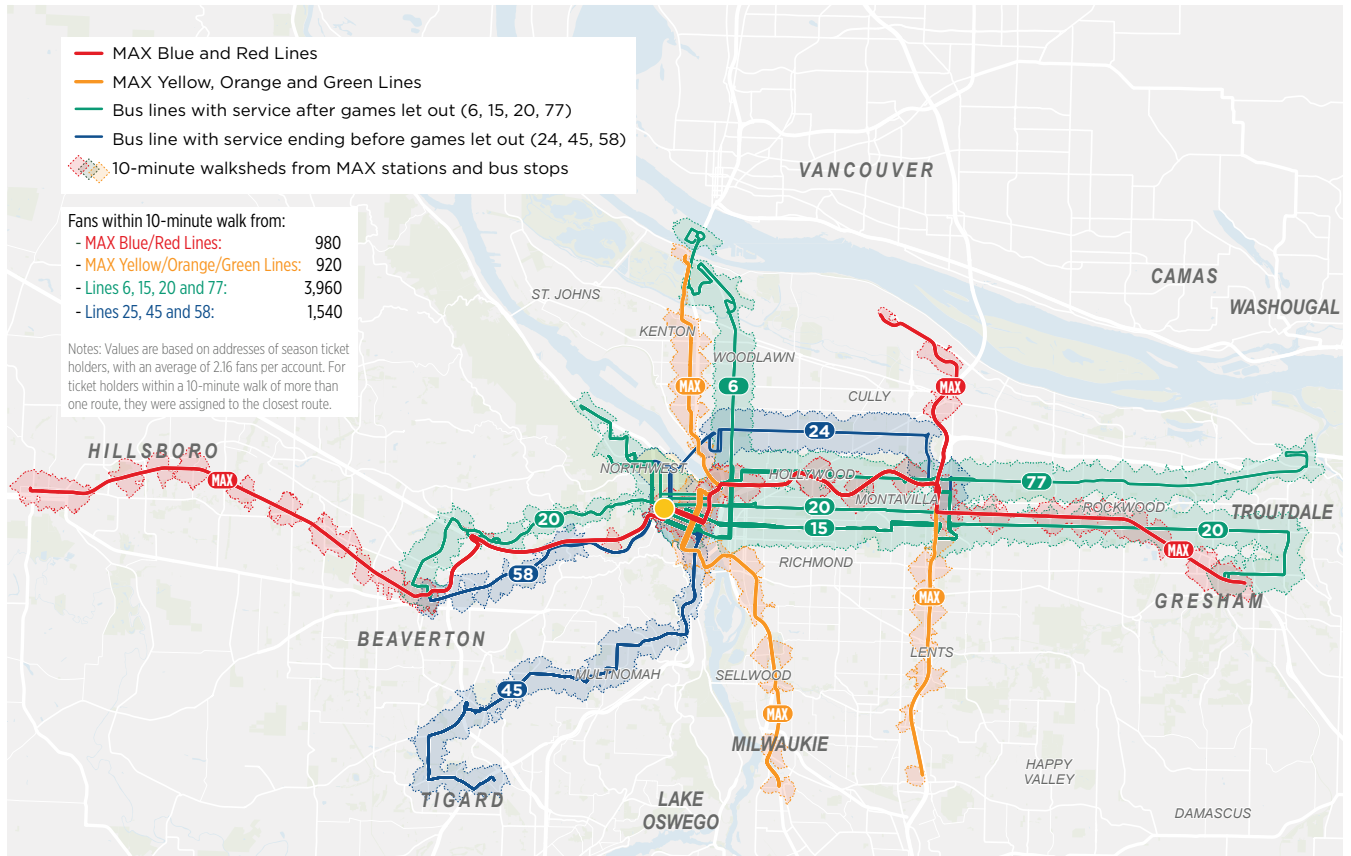
More than 3,900 Timbers season ticket holders are located within a 10-minute walk of a bus stop along Lines 6, 15, 20, or 77.

TriMet previously ran a game day shuttle connecting Providence Park and Downtown. The service was discontinued due to low ridership. Relative to its cost, the shuttle provided limited benefit for fans over walking or catching MAX.

It is recommended that TriMet specifically assess demand for these lines in 2019, and prioritize provision of additional service to ensure convenient bus service for fans after games.

- **Evaluate the provision of express, non-stop bus service between Providence Park and designated park-and-rides (Lead: TriMet).** To increase the number of fans who travel to/from games on buses, a game day shuttle service should be evaluated between Providence Park and designated park-and-ride locations before and after games. Key considerations include cost of service, ensuring express routes serve an unmet transit market, and shuttle staging and loading areas.

## Transit Walksheds



## Bus Stop Locations Near Providence Park



5,500 season ticket holder accounts are within a ten-minute walk of a bus line that serves Providence Park.



## B.4 – Continue to encourage and accommodate group buses.

### DESCRIPTION

For groups of fans that attend games together, it may be cost-effective to charter group buses. Group buses have been used in previous seasons, and offer another (fun) travel option to reduce parking impacts and demand on other transportation services. Group buses are expected to continue into the future, and targeted actions provide opportunity to further improve their convenience.

### KEY ACTIONS

- **Identify group bus companies in the Portland region to include on marketing materials and communications with large groups (Lead: Timbers).** Examples include: NW Navigator, Blue Star Transportation, MTRWestern, Metropolitan Shuttle, and NW Bus Tours.
- **As needed, identify additional loading zones (Lead: PBOT Parking Operations; Support: Timbers, Bus companies).** Designated tour bus parking is currently located on SW Salmon Street in front of Lincoln High School. Additional locations may be needed to support a higher number of fans coming by group buses.

Heavy pedestrian volumes make bus operations difficult near the stadium after events. It is suggested that locations be identified where



EXISTING  
STRATEGY



SHORT-TERM

### CASE STUDY

**Barclays Center in New York City** – The arena encourages groups to book tour buses for events. The arena provides a 10% discount to the cost of booking a charter bus for groups who use the arena's partner charter service company.

conflicts with pedestrians are limited, and utilize locations further from the stadium where event-related vehicular and pedestrian traffic are lower. Locations should be consistent from game to game.

Potential locations may include NW Davis or NW Couch between I-405 and NW 19th Avenue, or SW Alder between SW 18th and SW 14th Avenues.

- **Communicate loading locations and procedures to all groups and bus companies (Lead: Timbers; Support: Bus companies).**

## B.5 – Make additional Hop card readers available after games.

### DESCRIPTION

Prior to boarding a MAX train, each passenger is required to have a valid fare. For passengers who use the Hop Fastpass<sup>3</sup> – the region's stored value transit smart card – they must tap their card on a card reader at the station prior to boarding.

TriMet is working to increase adoption of the Hop Fastpass in favor of paper tickets and passes. It is expected that a growing number of MAX passengers, and Providence Park attendees, will use the Hop Fastpass in the future. With the large number of people using MAX immediately after the game, additional temporary and/or permanent card readers may be



NEW  
STRATEGY



SHORT-TERM

necessary to accommodate the demand after games and ensure fare compliance.

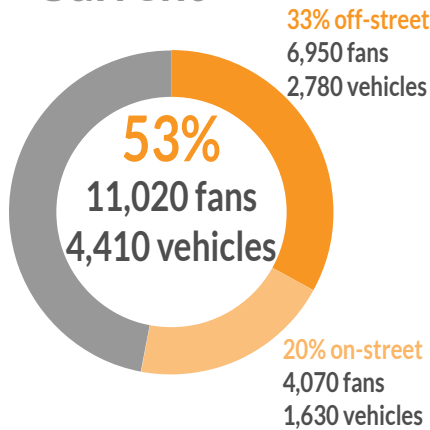
### KEY ACTIONS

- **Evaluate need for additional temporary and/or permanent card readers at the Providence Park MAX Station. As needed, install readers in appropriate locations (Lead: TriMet).**

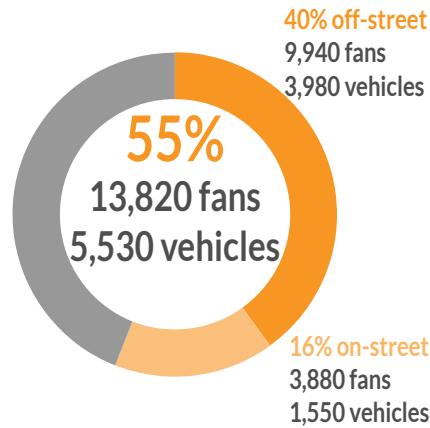
3. <http://www.myhopcard.com/home/>

## C. Drive and Park

### Current

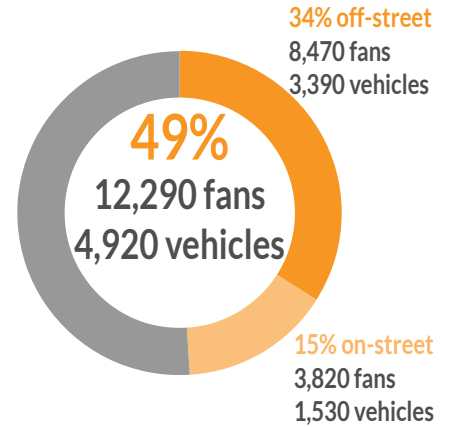


### 2019



**+1,120 vehicles**

### By 2022



**+510 vehicles**

Some numbers do not add up due to rounding

## WHERE CAN NEW VEHICLES FIND AVAILABLE OFF-STREET PARKING SPACES?

### SmartPark Garages



**850–1,060**

10th & Yamhill, 4th & Yamhill, 3rd & Alder

Based on 2018 SmartPark occupancy data. 47% of the 10th and Yamhill garage was closed, but will be open in 2019.

### Privately Operated, Publicly Available Garages



**1,570–2,630**

30% of 5,260–8,760 capacity

Based on scan of parking within 3/4-mile. Includes conservative assumption of 30% availability on game day.

## C.1 – Promote and secure underutilized parking facilities to incentivize off-street parking.

### DESCRIPTION

While a central goal of the 2019 CTMP Update is to decrease driving to games, it is anticipated that many fans will continue to drive and park. A major parking objective is to incentivize and direct fans who do drive to nearby and underutilized off-street parking, reducing local congestion and parking impacts. On-street parking simply cannot accommodate more fans.

All 2019 Timbers and Thorns home games take place on a weekend or a weekday after 7 p.m. Based on 2018 data, there are 850 to 1,060 available SmartPark parking spaces on Timbers game days, depending on the day and time.<sup>4</sup> It is also estimated that 5,260-8,760 additional privately-operated, publicly-available spaces are within 3/4-mile of the stadium. Even a conservative assumption of 70% occupied for weekday evenings and weekends, and not accounting for Timbers fans already using these spaces, leaves 1,570-2,630 available parking spaces for fans.

For the 2019 season, the Portland Timbers, PBOT Parking Operations, and public and private operators should partner to promote and secure proximate off-street parking options. Through strong marketing, effective management, and strategic pricing, fans can take better advantage of these underutilized off-street spaces.

### KEY ACTIONS

- **Maximize use of SmartPark garages (Lead: Timbers; Support: PBOT Parking Operations).** Data shows that there are consistently available spaces during game times at the SmartPark garages with a reasonable walk and/or MAX ride, and additional spaces will be available when the 10th and Yamhill garage fully re-opens in Spring 2019. Specific actions include:
  - » Further promote the SmartPark validation program to season ticket holders. Explore further price discounts with PBOT Parking Operations for season ticket holders.

4. Within the 10th and Yamhill, 4th and Yamhill, and 3rd and Alder garages.



ENHANCED  
EXISTING  
STRATEGY



IMMEDIATE



2019 BIG IDEA

### DID YOU KNOW?

Season ticket holders can request a parking voucher packet for SmartPark garages for the season, providing a 10% discount off the standard \$5 evening and weekend rate during home games.

During the 2018 season, 1,835 vouchers were redeemed, 52% of which were used at the 10th and Yamhill garage. On average, 97 vouchers were redeemed per game (less than 1% of fans).

- » Work with PBOT Parking Operations to evaluate expansion of SmartPark discounts to a limited number of single game tickets per game.
- » Update all parking materials and maps on the website to include SmartPark locations and information. Provide/link to Google Map directions to SmartPark facilities.
- » Work with ticket platforms to provide SmartPark and parking information upon ticket purchase.
- **Prioritize additional and enhanced partnerships with private operators (Lead: Private operators; Support: Timbers, PBOT Parking Operations).** There are 5,260–8,760 privately owned and operated parking spaces within a 15-minute walk of Providence Park. Additional coordination with these facilities and their operators could enhance off-street parking access and information for fans. Specific actions could include:



- One option would be additional promotion and utilization of parking facilities at Portland State University (PSU), which is about a .7 mile walk from Providence Park. PSU facilities, such as Parking Structure 3, are public facilities open 24 hours per day, have lower rates than on-street parking, and require no additional agreements prior to the start of the 2019 season.

- ticket holder program for future seasons (Lead: Timbers and Legacy Health; Support: NW Parking SAC).** Over the course of 2018, a parking program for Timbers season ticket holders at Legacy Health was discussed as a potential approach to mitigate on-street parking and congestion immediately around the stadium. In order to implement a program, additional work is required to ensure that the program meets the requirements of the NW District Plan and is compliant with City code. Any future program should resolve key issues related to:

- » Pre-purchase of single or season passes
- » Pricing structures to incentivize off-street parking
- » Promotion and marketing to season ticket holders
- » Program monitoring and refinement

**P** Parking Garage

— MAX Light Rail

Miles 0 0.25

**423 SPACES\***

**840 SPACES**

**647 SPACES**

PROVIDENCE PARK

SW MORRISON ST

SW BROADWAY

SW 5TH AVE

SW 1ST AVE

SW 2ND AVE

SW 3RD AVE

SW 4TH AVE

SW OAK ST

SW STARK ST

SW ALDER ST

SW 10TH AVE

SW 11TH AVE

SW 12TH AVE

SW 13TH AVE

SW 14TH AVE

SW 15TH AVE

SW 16TH AVE

SW 17TH AVE

SW 18TH AVE

SW 19TH AVE

SW 20TH AVE

SW 21ST AVE

SW 22ND AVE

SW 23RD AVE

SW 24TH AVE

SW 25TH AVE

SW 26TH AVE

SW 27TH AVE

SW 28TH AVE

SW 29TH AVE

SW 30TH AVE

SW 31ST AVE

SW 32ND AVE

SW 33RD AVE

SW 34TH AVE

SW 35TH AVE

SW 36TH AVE

SW 37TH AVE

SW 38TH AVE

SW 39TH AVE

SW 40TH AVE

SW 41ST AVE

SW 42ND AVE

SW 43RD AVE

SW 44TH AVE

SW 45TH AVE

SW 46TH AVE

SW 47TH AVE

SW 48TH AVE

SW 49TH AVE

SW 50TH AVE

SW 51ST AVE

SW 52ND AVE

SW 53RD AVE

SW 54TH AVE

SW 55TH AVE

SW 56TH AVE

SW 57TH AVE

SW 58TH AVE

SW 59TH AVE

SW 60TH AVE

SW 61ST AVE

SW 62ND AVE

SW 63RD AVE

SW 64TH AVE

SW 65TH AVE

SW 66TH AVE

SW 67TH AVE

SW 68TH AVE

SW 69TH AVE

SW 70TH AVE

SW 71ST AVE

SW 72ND AVE

SW 73RD AVE

SW 74TH AVE

SW 75TH AVE

SW 76TH AVE

SW 77TH AVE

SW 78TH AVE

SW 79TH AVE

SW 80TH AVE

SW 81ST AVE

SW 82ND AVE

SW 83RD AVE

SW 84TH AVE

SW 85TH AVE

SW 86TH AVE

SW 87TH AVE

SW 88TH AVE

SW 89TH AVE

SW 90TH AVE

SW 91ST AVE

SW 92ND AVE

SW 93RD AVE

SW 94TH AVE

SW 95TH AVE

SW 96TH AVE

SW 97TH AVE

SW 98TH AVE

SW 99TH AVE

SW 100TH AVE

SW 101ST AVE

SW 102ND AVE

SW 103RD AVE

SW 104TH AVE

SW 105TH AVE

SW 106TH AVE

SW 107TH AVE

SW 108TH AVE

SW 109TH AVE

SW 110TH AVE

SW 111TH AVE

SW 112TH AVE

SW 113TH AVE

SW 114TH AVE

SW 115TH AVE

SW 116TH AVE

SW 117TH AVE

SW 118TH AVE

SW 119TH AVE

SW 120TH AVE

SW 121ST AVE

SW 122ND AVE

SW 123RD AVE

SW 124TH AVE

SW 125TH AVE

SW 126TH AVE

SW 127TH AVE

SW 128TH AVE

SW 129TH AVE

SW 130TH AVE

SW 131ST AVE

SW 132ND AVE

SW 133RD AVE

SW 134TH AVE

SW 135TH AVE

SW 136TH AVE

SW 137TH AVE

SW 138TH AVE

SW 139TH AVE

SW 140TH AVE

SW 141ST AVE

SW 142ND AVE

SW 143RD AVE

SW 144TH AVE

SW 145TH AVE

SW 146TH AVE

SW 147TH AVE

SW 148TH AVE

SW 149TH AVE

SW 150TH AVE

SW 151ST AVE

SW 152ND AVE

SW 153RD AVE

SW 154TH AVE

SW 155TH AVE

SW 156TH AVE

SW 157TH AVE

SW 158TH AVE

SW 159TH AVE

SW 160TH AVE

SW 161ST AVE

SW 162ND AVE

SW 163RD AVE

SW 164TH AVE

SW 165TH AVE

SW 166TH AVE

SW 167TH AVE

SW 168TH AVE

SW 169TH AVE

SW 170TH AVE

SW 171ST AVE

SW 172ND AVE

SW 173RD AVE

SW 174TH AVE

SW 175TH AVE

SW 176TH AVE

SW 177TH AVE

SW 178TH AVE

SW 179TH AVE

SW 180TH AVE

SW 181ST AVE

SW 182ND AVE

SW 183RD AVE

SW 184TH AVE

SW 185TH AVE

SW 186TH AVE

SW 187TH AVE

SW 188TH AVE

SW 189TH AVE

SW 190TH AVE

SW 191ST AVE

SW 192ND AVE

SW 193RD AVE

SW 194TH AVE

SW 195TH AVE

SW 196TH AVE

SW 197TH AVE

SW 198TH AVE

SW 199TH AVE

SW 200TH AVE

SW 201ST AVE

SW 202ND AVE

SW 203RD AVE

SW 204TH AVE

SW 205TH AVE

SW 206TH AVE

SW 207TH AVE

SW 208TH AVE

SW 209TH AVE

SW 210TH AVE

SW 211ST AVE

SW 212ND AVE

SW 213RD AVE

SW 214TH AVE

SW 215TH AVE

SW 216TH AVE

SW 217TH AVE

SW 218TH AVE

SW 219TH AVE

SW 220TH AVE

SW 221ST AVE

SW 222ND AVE

SW 223RD AVE

SW 224TH AVE

SW 225TH AVE

SW 226TH AVE

SW 227TH AVE

SW 228TH AVE

SW 229TH AVE

SW 230TH AVE

SW 231ST AVE

SW 232ND AVE

SW 233RD AVE

SW 234TH AVE

SW 235TH AVE

SW 236TH AVE

SW 237TH AVE

SW 238TH AVE

SW 239TH AVE

SW 240TH AVE

SW 241ST AVE

SW 242ND AVE

SW 243RD AVE

SW 244TH AVE

SW 245TH AVE

SW 246TH AVE

SW 247TH AVE

SW 248TH AVE

SW 249TH AVE

SW 250TH AVE

SW 251ST AVE

SW 252ND AVE

SW 253RD AVE

SW 254TH AVE

SW 255TH AVE

SW 256TH AVE

SW 257TH AVE

SW 258TH AVE

SW 259TH AVE

SW 260TH AVE

SW 261ST AVE

SW 262ND AVE

SW 263RD AVE

SW 264TH AVE

SW 265TH AVE

SW 266TH AVE

SW 267TH AVE

SW 268TH AVE

SW 269TH AVE

SW 270TH AVE

SW 271ST AVE

SW 272ND AVE

SW 273RD AVE

SW 274TH AVE

SW 275TH AVE

SW 276TH AVE

SW 277TH AVE

SW 278TH AVE

SW 279TH AVE

SW 280TH AVE

SW 281ST AVE

SW 282ND AVE

SW 283RD AVE

SW 284TH AVE

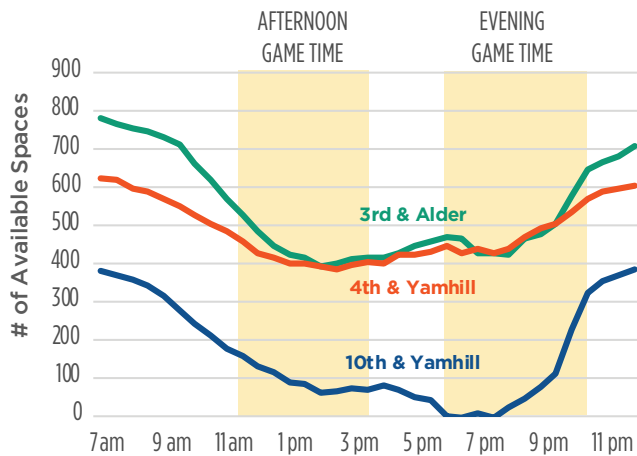
SW 285TH AVE

SW 286TH AVE

SW 28

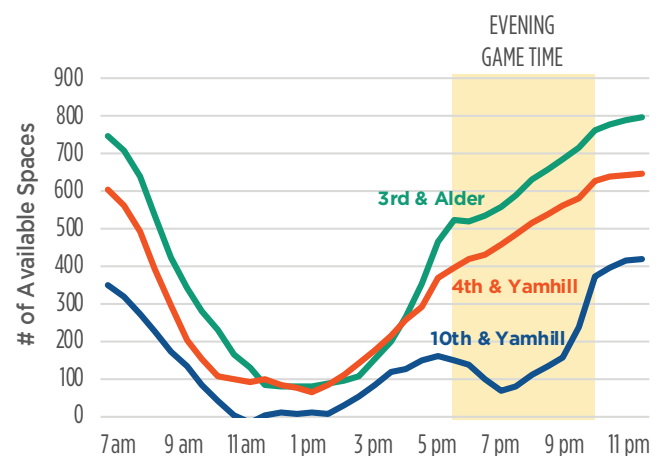
\*10th and Yamhill capacity for 2019 season is estimated at 795 spaces.

## Weekend Game Day SmartPark Availability



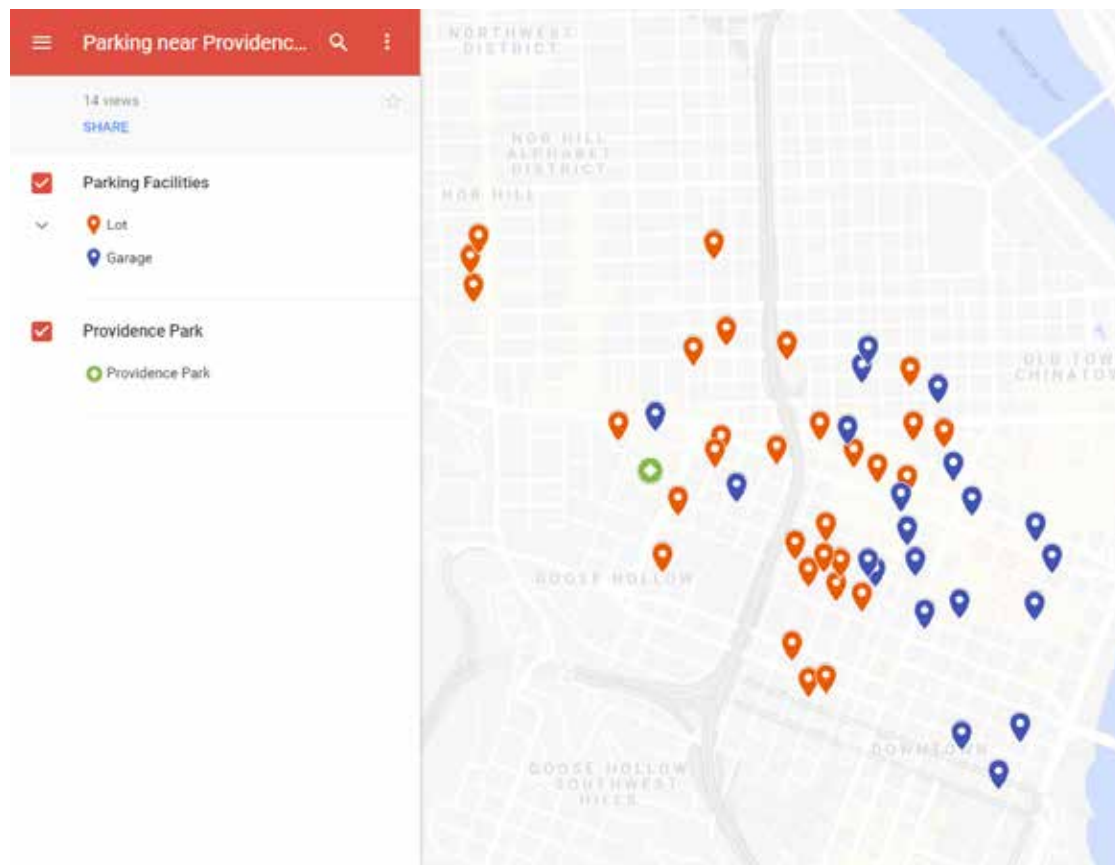
Average for 2018 weekend Timbers home game days

## Weekday Game Day SmartPark Availability



Average for 2018 weekday Timbers home game days

## Publicly Available, Privately-Operated Parking



A scan of parking facilities indicates a large number of publicly available parking spaces for Timbers fans. Within  $\frac{3}{4}$  mile, there are an estimated 5,260-8,760 spaces in lots and garages. Additional data collection would verify the number, location, and game day availability of spaces. [https://drive.google.com/open?id=1tjD7rOk9FryH3i7oUYrImOZF\\_qJnS\\_do&usp=sharing](https://drive.google.com/open?id=1tjD7rOk9FryH3i7oUYrImOZF_qJnS_do&usp=sharing)

## C.2 – Enhance parking information, including real-time data.

### DESCRIPTION

Data shows that there are underutilized off-street parking spaces within reasonable distance to Providence Park on weekends and weekdays after 6 p.m. Many fans are likely unaware of these parking options, and instead randomly search for on-street parking and/or an off-street space.

The Portland Timbers should lead partnerships with PBOT Parking Operations and other public and private parking operators to provide additional and enhanced information about parking. In 2019 and future seasons, these stakeholders should also work to secure and share real-time parking information to fans.

### KEY ACTIONS

- **Update all parking information on Timbers website. (Lead: Timbers; Support: PBOT Parking Operations, public and private operators).** The Timbers/Thorns are currently updating their transportation and parking website for the 2019 season. Key parking elements should include:
  - » New “interactive” parking map showing location and approximate number of spaces in lots/garages.
  - » Information on prices, regulations, and payment information.
  - » Directions and “last-mile” walking/transit/ biking connections from facilities to Providence Park. Provide links to Google Maps.
  - » Provide a link to PBOT new interactive parking map, which has specific and detailed parking information for Timbers games.<sup>5</sup>
- **Prioritize targeted communication of on-street regulations (Lead: Timbers; Support: PBOT Parking Operations).** Through emails, websites, social media, and other communication channels the Timbers should more explicitly communicate on-street parking prices/regulations and very limited parking availability on game days. Information should include maps of event management district.



ENHANCED  
EXISTING  
STRATEGY



SHORT-TERM



2019 BIG IDEA

- **Provide real-time parking information to fans (Lead: Timbers; Support: PBOT Parking Operations, public and private operators).** PBOT is currently working to provide new technology for its SmartPark facilities. As part of this technology upgrade, it is anticipated that real-time occupancy information will be available, allowing people to check a website and smartphone app for real-time availability of spaces. When available, and as feasible, the Timbers should include and communicate real-time occupancy information via the Timbers website and any other appropriate channels. As feasible, Timbers should work with other public and private operators to provide real-time data via the Timbers website and any other appropriate channels.
- **Work with public and private operators to include facilities on third-party parking websites/apps (i.e. SpotHero or ParkMe). Include rates, regulations, and payment options specific to game days. Promote and market to fans (Lead: Timbers; Support: Public and private operators).**

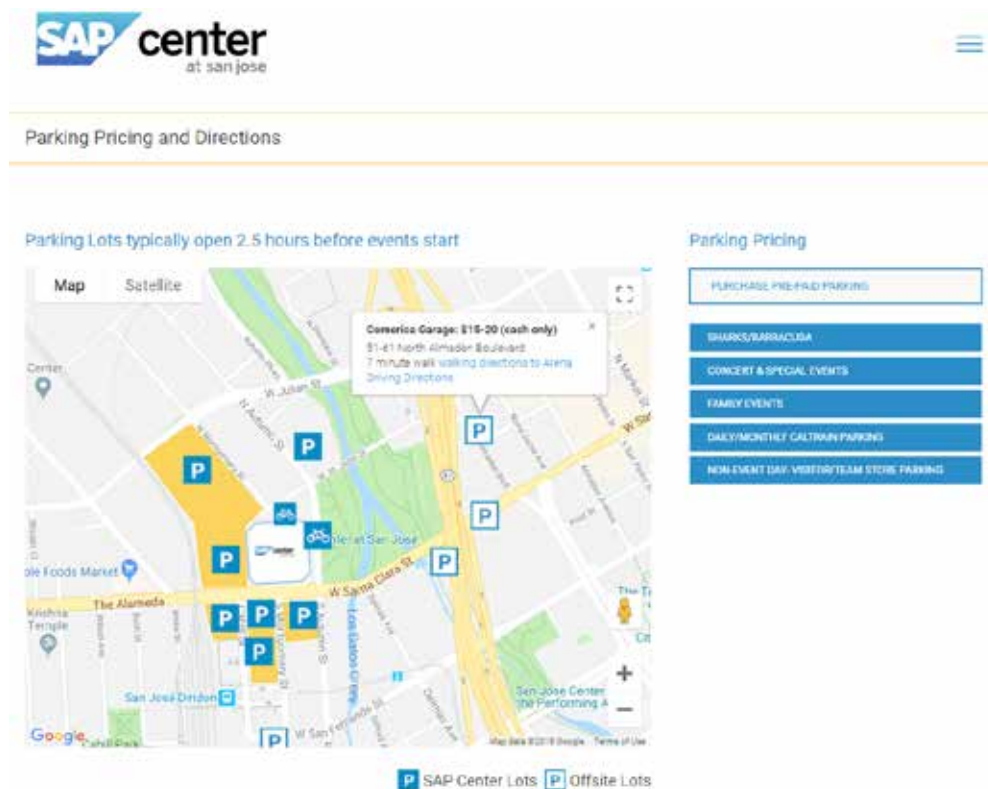
5. [www.portlandoregon.gov/transportation/34782](http://www.portlandoregon.gov/transportation/34782)



## CASE STUDY – SAP CENTER (SAN JOSE, CA)

The SAP Center in San Jose, California is an indoor arena, home to the National Hockey League's San Jose Sharks. It is similar in size to Providence Park, at about 17,500 seats. It provides a good example of how parking information can be integrated into fan communication. The SAP Center website includes a Google map of both SAP-managed and private parking near the stadium. Bike parking is also included. The map allows fans to click on a facility and find driving directions, information about cost, and walking directions. Some facilities also allow for pre-paid parking.

Providence Park and the Timbers do not own or operate parking. Integration of this information, and the option for pre-paid parking, would need to be led by PBOT Parking Operations and/or public and private operators. The Timbers could offer a one-stop venue for SmartPark and third-party parking information on their website.



The SAP Center website provides streamlined vehicle and bicycle parking information integrated with Google maps for both SAP-operated and private facilities. Source: [www.sapcentertransport.com/parking-pricing-and-directions/](http://www.sapcentertransport.com/parking-pricing-and-directions/)

## C.3 – Prioritize revisions to on-street regulations and pricing on game days.

### DESCRIPTION

Through the city code and management practice, PBOT Parking Operations has a long-standing policy that on-street parking in the stadium area should be preserved for local residents and businesses.

Through the Northwest Parking Project,<sup>6</sup> the Restricted Event Parking and Event Parking areas,<sup>7</sup> and the APPP,<sup>8</sup> PBOT Parking Enforcement actively manages on-street parking in an effort to incentivize fans not to park on-street and reduce local congestion from fans searching for parking.

For the 2019 season and future seasons, PBOT Parking Enforcement should prioritize modifications to pricing and regulations in the event areas. Approval of any changes would require action from PBOT Parking Enforcement, the NW Parking SAC<sup>9</sup> and other appropriate neighborhood groups.

### KEY ACTIONS

- **Explore increasing hourly rates during Timbers games in the Restricted Event area in accordance with the PBOT Parking Management Manual (Lead: PBOT Parking Operations and NW Parking SAC; Support: Other neighborhood groups).** Current data indicates on-street parking is at or near 100% occupied during games. The NW Parking SAC has identified an on-street occupancy goal of 85%. A higher hourly rate during games could help to shift Timbers fans to off-street parking. Reducing occupancy to 85% on game days, given fan willingness to pay for those front-door spaces, would likely require a much higher hourly rate than the current \$3.50 per hour. Any price increase would need to carefully consider impacts to residents and local business.



EXISTING  
STRATEGY



SHORT-TERM



2019 BIG IDEA

### DID YOU KNOW?

On game days, on-street parking in the Restricted Event Parking area (north of stadium) is restricted to two hours, 1.5 hours before game start and 2.5 hours after game start.

4-hour parking is allowed in the Event Parking area (east of the stadium).

The cost of parking on-street parking during games is \$3.50 an hour.

- **Evaluate modification to Restricted Event Parking area boundaries (Lead: PBOT Parking Operations, NW Parking SAC, other neighborhood groups).** Potential modifications to consider could include extension of area zone north of NW Irving Street, such as NW Lovejoy Street.

6. [www.portlandoregon.gov/transportation/60560](http://www.portlandoregon.gov/transportation/60560)

7. [www.portlandoregon.gov/transportation/article/523681](http://www.portlandoregon.gov/transportation/article/523681)

8. [www.portlandoregon.gov/transportation/77016](http://www.portlandoregon.gov/transportation/77016)

9. [www.portlandoregon.gov/transportation/article/500414](http://www.portlandoregon.gov/transportation/article/500414)

## C.4 – Enhance game day enforcement of on-street parking.

### DESCRIPTION

Parking enforcement is an essential component to the success of the CTMP. Without it, other policies and programs to reduce fan driving, incentivize off-street parking, and encourage multimodal travel will be less effective.

PBOT Parking Enforcement enforces on-street parking regulations during Timbers games in an effort to ensure those spaces are prioritized for local residents and businesses. Opportunities exist for ongoing improvement and more consistent enforcement.

For the 2019 season and beyond, PBOT Parking Enforcement should prioritize targeted actions to ensure parking enforcement best meets the needs of local residents and businesses, as well as better communicate the level of resources deployed and progress towards improvement.

### KEY ACTIONS

- **Adopt stadium performance metrics to track key enforcement trends. Issue a game day enforcement report to key stakeholders (Lead: PBOT Parking Enforcement).** Potential metrics could include: number of citations, number of citations by type and location, number of Parking Enforcement Officers (PEOs), percent of observable violations cited, percent of game day complaints cited/towed, and broken/offline meters.
- **Ensure all parking regulatory signage is updated on a regular basis and clearly communicates rates and regulations (Lead: PBOT Parking Operations).**



EXISTING  
STRATEGY



IMMEDIATE



2019 BIG IDEA


#### DID YOU KNOW?

On two game days in September 2018, an average of 156 citations were issued in the event district. The most common violation was for “No Meter Receipt.”

- **Prioritize enforcement early in the season to establish fan compliance (Lead: PBOT Parking Enforcement).** On game days, PBOT will increase patrols in the neighborhoods surrounding Providence Park, as resources allow, with special consideration on the first few games of the season.
- **Monitor ride-hail pickup/dropoff zones to ensure driver and rider compliance (Lead: PBOT Regulatory Division).** See detailed discussion on Measure D.2.




\_\_\_\_\_




**7%**  
1,370 fans  
550 vehicles

Category	Fans	Vehicles	Percentage
Other	1,370	550	7%



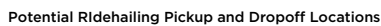
**7%**  
1,650 fans  
660 vehicles



**8%**  
2,080 fans  
830 vehicles

**+280 vehicles**

## WHERE ARE POTENTIAL LOADING LOCATIONS?

Stadium Entrance 

Walk Route from Stadium Entrance 

Feet 0 100 200



## Key Principles for Ride-hail Loading

- Dispersed network around stadium (north and south of Burnside St)
- 3+ zones
- Avoid high traffic, pedestrian, transit, and residential areas to the extent feasible
- Clear signage
- Strong enforcement
- Educate and inform
- Use incentives and pooled rides, which are good for fans, drivers, and the environment

For notes on data and methods, see Endnotes, page [74](#)

## D.1 – Designate and communicate ride-hailing zones and driver staging areas.

### DESCRIPTION

A number of Timbers fans travel to and from games with ride-hailing services, such as Uber and Lyft. Given that three-fourths of fans typically or occasionally stop for a meal or drink before or after a match, it is likely that ride-hail loading is happening in Downtown and the northwest neighborhood, and not solely right by the stadium.

While ride-hailing lowers the demand for parking near Providence Park, it can exacerbate traffic congestion, pedestrian safety issues, and neighborhood impacts as drivers and passengers seek locations to load.

Designated locations for pickups and dropoffs that are clearly advertised, combined with driver staging areas, can help mitigate impacts, improve safety, and enhance the ride-hailing experience for drivers and passengers.

### KEY ACTIONS

- **Designate a minimum of three ride-hailing zones within one-quarter mile (~5-minute walk) of the stadium on game days (Lead: PBOT Regulatory Department; Support: Ride-hailing companies, Timbers).** PBOT, in partnership with ride-hailing companies and the Timbers, should evaluate, identify, and implement a dispersed network of pickup and dropoff locations. Key guidelines for identifying locations include:
  - » Zones should be dispersed on all sides of the stadium, and both sides of Burnside Street, allowing for convenient access from all stadium entrances/exits.
  - » Zones should be close enough for people to reasonably walk, but should support traffic circulation and provide sufficient curb space to safely enter and exit vehicles. Locations on streets with a high volume of vehicles, pedestrians, transit vehicles, or residential units are not preferred.
  - » High-priority locations should include areas where curb space is underutilized or already designated for loading at other times, such as freight loading zones.
  - » Locations should be identified for passengers with disabilities.



NEW  
STRATEGY



IMMEDIATE



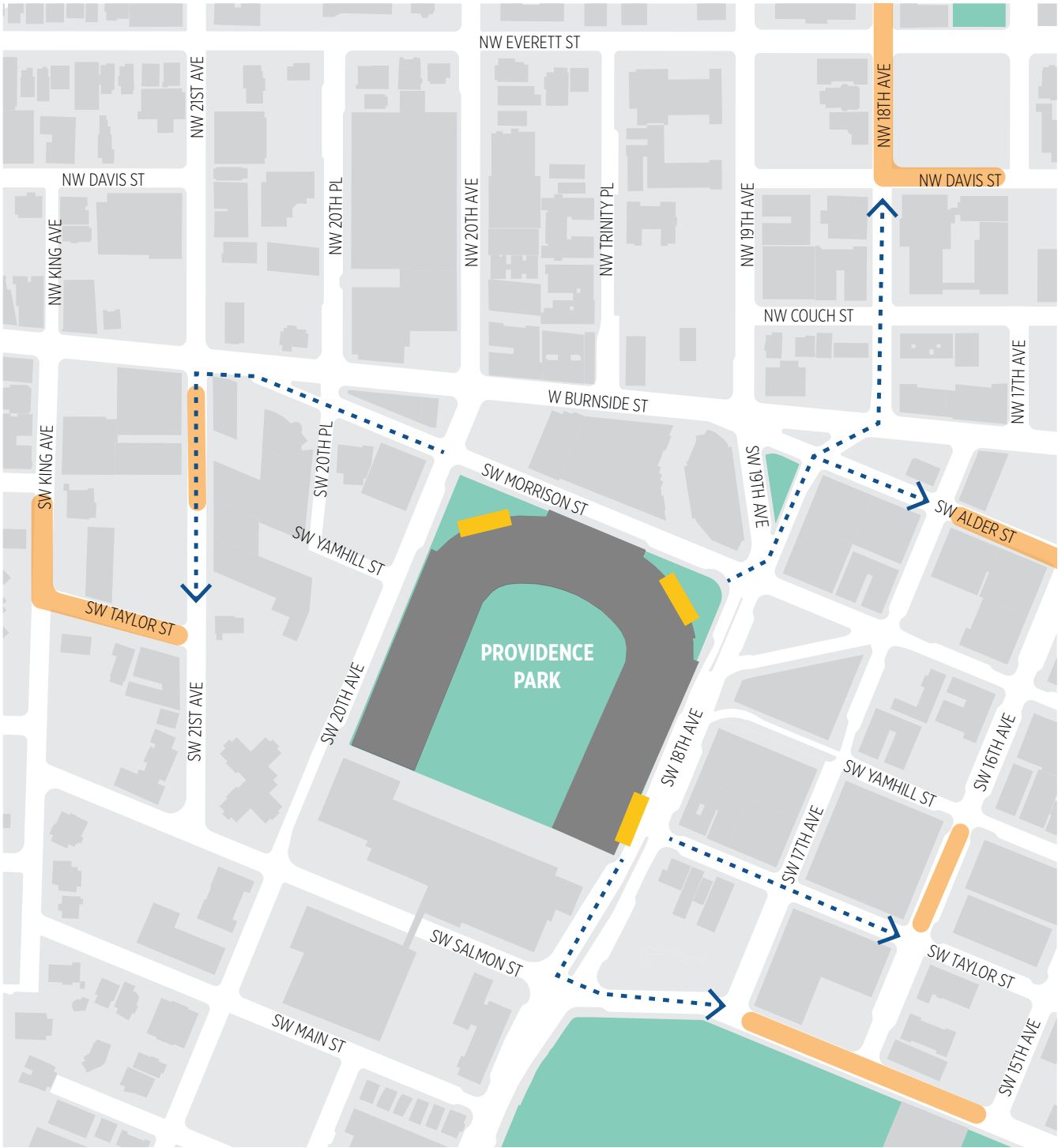
2019 BIG IDEA

### DID YOU KNOW?

Based on the best available data, it is estimated that approximately 6.5%, or about 1,370 fans, currently use these services. This translates to an estimated 548 ride-hailing vehicles.

- » Obtain required permits for ride-hail zones (Lead: Timbers, Ride-hail companies).
- **Designate driver staging areas within a reasonable distance of the stadium on game days (Lead: Ride-hailing companies; Support: Private lots/garages, PBOT Regulatory Department).** PBOT should work with ride-hailing companies to secure and designate staging areas for drivers as a means to reduce and manage ride-hail traffic. Potential locations include underutilized private lots or garages.
- **Provide clear signage and communications to direct fans to pickup/dropoff zones (Lead: Timbers; Support: Ride-hail companies, PBOT Development Permitting & Transit Department).** Key actions include:
  - » Install temporary signage on game days to indicate designated pickup/dropoff zones.
  - » Advertise locations on Timbers website with a map of the stadium and designated zones for fans planning their trip.
  - » Integrate information about pickup/dropoff zones in all fan communications and social media.
  - » Include directional signage within and outside of the stadium.
  - » Use the PA system to announce pickup/dropoff zones before and after the game.
  - » Locate staff at stadium exits to help attendees find designated zones. Educate traffic safety officers about locations and loading procedures.

Potential Ride-Hail Pickup and Dropoff Zones



- Pickup/Dropoff Zone (approximate)
- Stadium Entrance
- Walk Route from Stadium Entrance

Feet 0 100 200



## D.2 – Establish ride-hailing guidelines and programs to optimize game day use and minimize local impacts.

### DESCRIPTION

The Timbers have partnered with ride-hailing companies in the past, and will continue to do so in 2019, to provide discounts to event attendees and advertise directly to ticket holders.

However, instructions or incentives to use designated pickup or dropoff zones are limited. New pickup and dropoff locations are only viable solutions if drivers and passengers know about them and are encouraged to use them.

Clear guidelines for ride-hailing operators and users, combined with strategic use of ride-hail technology, can promote more efficient operations and reduce neighborhood impacts.

### KEY ACTIONS

- **Use geo-fencing technology to direct drivers and passengers to designated ride-hail zones. (Lead: Ride-hailing companies; Support: PBOT Regulatory Department, Timbers).** Key actions include:
  - » Designate pickup and dropoff locations on mobile devices based upon seat locations within the stadium. If possible, indicate the nearest or preferred zone on event tickets.
  - » Prohibit/limit ride-hailing vehicle pickups/dropoffs on high traffic corridors and roads closed for pedestrian and bicycle traffic, such as: Burnside, SW Alder, SW Morrison, and SW 18th Streets.
  - » Avoid driver queuing at or near the MAX rail line to mitigate conflicts with existing transit.
  - » Designate at least one staging area for ride-hailing service drivers near the stadium.
- **Encourage discount rate, incentive programs, and/or pooled rides for fans. (Lead: Ride-hail companies; Support: Timbers).** Implement incentive programs and/or pricing policies to encourage use of ride-hail trips that result in pooled rides and use of designated loading zones.
- **Educate drivers and passengers about game day loading procedures. (Lead: Ride-hail companies; Support: Timbers).** Educate both drivers and passengers about best practice behaviors, including designated locations, street closures, traffic routes, and safe pickup and dropoff procedures. Clearly communicate the dates and times when designated zones will be in effect. Prompt passengers to select which entrance/exit to the stadium they will be exiting to select the appropriate zone.
- **Monitor pickup/dropoff zones to ensure driver and rider compliance (Lead: PBOT Parking Regulations).**
- **Partner with companies to collect and summarize game day data on ride-hail use to and from Providence Park, as well as number of pickups and dropoffs by location (Lead: PBOT Regulatory Department, ride-hail companies).**



NEW  
STRATEGY



IMMEDIATE



2019 BIG IDEA

### DID YOU KNOW?

Based on the best available data, it is estimated that approximately 6.5%, or about 1,370 fans, currently use these services. This translates to an estimated 548 ride-hailing vehicles.



## CASE STUDIES

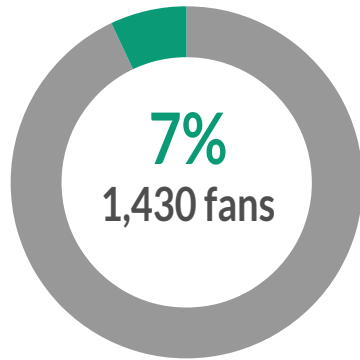
- **Golden1Center in Sacramento, California**, provides discounts for attendees' first Uber trip and designates three pickup zones within roughly one-quarter mile. [Learn more!](#)
- **Barclays Center in New York** provides \$10 discount off of first two Lyft rides and allocates curb space for Lyft drop/offs and pickups, as well as general passenger dropoffs. [Learn more!](#)
- **PPG Paints Arena in Pittsburgh** provides a map of parking locations, including ride-hail pickup/dropoff and the light rail station location. [Learn more!](#)
- **The SAP Center in San Jose** designates three dropoff zones and one rideshare pickup zone, and a \$5 discount off the first three Uber rides. [Learn more!](#)



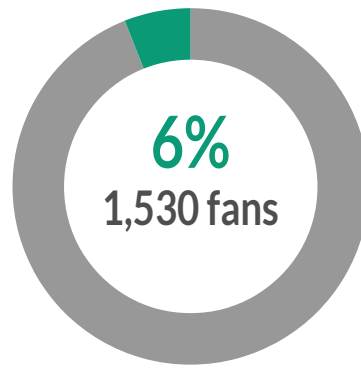
The parking map for Pittsburgh's Paint Arena shows the designated Uber pickup/dropoff zone.

## E. Pedestrian

Current

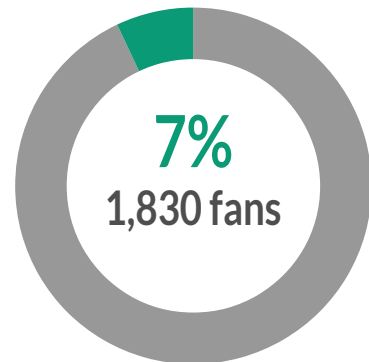


2019



+100 fans

By 2022



+400 fans

### HOW MANY FANS ARE WITHIN WALKING DISTANCE?



Season Ticketholders



Walkshed .....

## E.1 – Continue to utilize street closures to promote walking and ensure pedestrian safety. Further evaluate permanent closure of SW Morrison street.

### DESCRIPTION

SW 18th Avenue (between SW Morrison and SW Salmon Streets) and the eastbound lane of SW Morrison Street (between SW 18th and SW 20th Avenues) are temporarily closed to vehicles during games to reduce conflicts between pedestrian and vehicles and to create a safer plaza-like environment.

The temporary closures should continue in 2019 and beyond. A permanent closure of both lanes of SW Morrison should be further studied. A permanent closure would provide space for an increase in temporary and/or permanent bicycle parking, additional or relocated BIKETOWN hubs, and additional capacity for parking dockless shared vehicles, such as e-scooters. The space could also be activated before and after games for fans and to encourage fans to linger to reduce crush loading of MAX trains. Finally permanent closure would provide an enhanced public space year round.



SW Morrison Street is closed between 18th and 20th Avenues from four hours prior to game time until about 90 minutes after (photo: flickr user The West End).



EXISTING  
STRATEGY



LONG-TERM

### KEY ACTIONS

- Continue to close the eastbound lane of SW Morrison Street and SW 18th Avenue before and after each game (Lead: PBOT Development Permitting & Transit Department, Timbers).
- Further study feasibility of permanent closure of both lanes of SW Morrison Street between SW 18th and SW 20th Avenues (Lead: Timbers, PBOT Development Permitting & Transit Department; Support: local neighborhood groups). Through various past planning efforts, high-level assessments have looked at permanently closing SW Morrison Street. New development along this street and changes to roadway circulation present operational challenges. The Timbers have explored this idea in recent years. Under the current street configuration, requirements for fire access and ingress/egress to the parking structure on the north side of the block prohibit permanent closure.

Opportunity exists, however, to address these operational challenges through a more detailed study of changes to the right-of-way, modification of traffic flow and circulation, and utilization of access management and technology systems that could overcome current barriers to implementation. PBOT and the Timbers should partner to further study this project, as its potential benefits to stadium access, safety, game day experience, and year-round public space are profound.

## E.2 – Continue, expand, and diversify pedestrian access and safety programs.

### DESCRIPTION

Although not all attendees walk to events at Providence Park, all spectators walk or use personal mobility devices as they are entering or exiting the stadium. Large volumes of pedestrians after games, mixed with vehicles, MAX trains, ride-hailing activity, and bikes/e-scooters, presents significant traffic and safety challenges.

The Timbers and PBOT have allocated significant additional resources to ensure an efficient and safe environment at Providence Park on game days. Opportunity exists, however, to further improve safety and the game day experience for fans.

### KEY ACTIONS

- **Continue to provide traffic safety officers on game days (Lead: Timbers, Portland Police Department).** The Timbers currently fund 12-16 traffic safety officers. In partnership with Portland PD, the Timbers should monitor the number and geographic deployment of those officers to target key behaviors and traffic safety “hot spots.” Key hot spots include:
  - » West Burnside at 23rd Ave, 22nd Ave, 21st Ave, 20th Place, and 14th Ave
  - » SW Morrison and 13th Ave
  - » NW 16th at Glisan St and at Everett St
  - » NW 19th and Everett St
  - » SW Salmon at 20th Ave, 18th Ave and 14th Ave
  - » SW 20th Place
- **Continue to provide safety monitors at the Providence Park MAX Station (Lead: TriMet).** Safety monitors manage loading of MAX passengers after the game. TriMet should continue this program and monitor the number and deployment of those staff to maximize efficient operations.
- **Review street lighting in areas surrounding stadium. Install additional pedestrian-scaled lighting to ensure nighttime visibility and safety (Lead: PBOT Signals, Street Lighting & ITS Division and Active Transportation Operations).** Lighting at intersections on SW 20th Place should be a particular priority.



EXISTING  
STRATEGY



MEDIUM-TERM

### DID YOU KNOW?

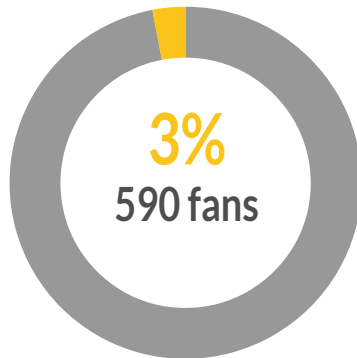
Between 2013 and 2015, 40 pedestrian collisions and 27 bicycle collisions occurred within a half-mile radius of Providence Park. Of these, the most common pedestrian collision involves a driver failing to yield to a pedestrian when making a turn.

- **Evaluate implementation of leading pedestrian intervals (LPIs) at signalized intersections and other safety enhancements near Providence Park (Lead: PBOT Signals, Street Lighting & ITS Division and Active Transportation Operations).** LPIs allow pedestrians to enter the crosswalk safely before other traffic is permitted to advance. LPIs increase pedestrian visibility to motorists and reduces the risk of a driver striking a pedestrian.
- **Implement planned improvements near the stadium (Lead: PBOT Signals, Street Lighting & ITS Division, and Active Transportation Operations).** Several key projects are currently in the design, funding, and implementation process. For a detailed list of planned bike and pedestrian improvements, see Measure F.4.
- **Collect safety data before and after games (Lead: PBOT Signals, Street Lighting & ITS Division and Active Transportation Operations).** PBOT should collect additional data to further identify key safety issues. Data should be utilized to identify additional countermeasures and safety treatments. Potential data includes:
  - » Pedestrian desire lines to and from MAX, TNCs zones, and off-street parking.
  - » Collision history by mode for corridors and intersections surrounding Providence Park.

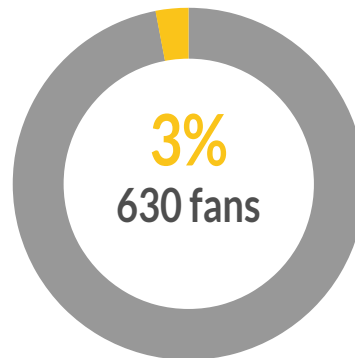


## F. Bikes and E-scooters

Current

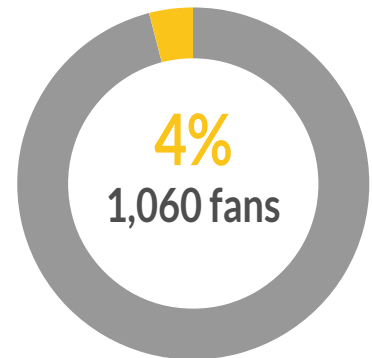


2019



+40 fans

By 2022

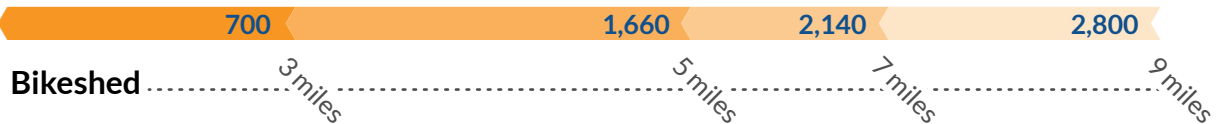


+470 fans

### HOW MANY FANS ARE WITHIN BIKING DISTANCE?



Season Ticketholders



### WHERE WILL THEY PARK?

On-Site Temporary

350- ----> 550

400

Existing

Future

- 100 on SW Morrison
- 100 on SW Yamhill

Permanent

200 ----> 420

Existing

Future

BIKETOWN

2 Hubs ----> TBD

36 spaces

Existing

Future

E-scooter

TBD

For notes on data and methods, see Endnotes, page [74](#)

## F.1 - Expand temporary bike parking at or near the stadium.

### DESCRIPTION

The Portland Timbers and Thorns currently provide temporary bike parking for fans. The bike parking area is located in the eastbound travel lane of SW Morrison Street between SW 18th and 20th Avenues (closed to traffic during games).<sup>10</sup>

Parking is free on a first-come, first-serve basis, and is monitored throughout the game. The temporary bike parking is funded by the Portland Timbers and operated via a contract with a third-party vendor. The amount of parking provided varies from game to game, largely calibrated to weather conditions. During certain good weather games the temporary bike parking is often 100% full.

Provision of bike parking in immediate proximity to the stadium entrances provides a convenient option and strong incentive for more biking by fans. In response to the stadium expansion and additional fans in 2019, the Timbers should expand the amount of temporary bike parking provided along SW Morrison Street and work with PBOT Active Transportation Operations to identify additional locations for more temporary bike parking.

### KEY ACTIONS

- **Expand temporary bike parking on SW Morrison Street (Lead: Timbers).** Based on an assessment of the current area, it is estimated that the Timbers could provide 75-100 additional bike parking spaces with limited effort. Key operational considerations include:
  - » As is current practice, the Timbers and the bike parking operator should assess bike parking need prior to each game to determine the number of spaces.
  - » BIKETOWN bikes should not be allowed to use this location, and should be parked at a nearby rack or within a designated hub.
- » Designation of a limited area for oversize bikes.
- » As needed, increase number of bike parking staff to facilitate operations.
- **Identify and secure additional supplementary locations for temporary bike parking (Lead: Timbers).** The Timbers and PBOT should prioritize additional “front-door” locations for temporary bike parking. One potential location could be SW Yamhill Street between SW 20th Avenue and SW 20th Place (~100 bikes). Other opportunities include temporary use of off-street parking spaces in nearby lots for bike parking, which would require agreements with property owners and operators.
- **If deemed feasible, expand temporary bike parking as part of a permanent closure to SW Morrison Street. (Lead: Timbers).** See discussion of permanent closure of SW Morrison in Measure E.1.



EXISTING  
STRATEGY



IMMEDIATE

### DID YOU KNOW?

1,660 season ticket holder accounts have their address within a half-hour bike ride of Providence Park.

10. Provision of parking in the westbound lane is prohibited due to fire vehicle access and garage parking ingress/egress on this block.

## F.2 - Expand permanent bike parking near the stadium.

### DESCRIPTION

Existing permanent bike parking in the vicinity of Providence Park provides space for approximately 200 bikes. In addition, the closest BIKETOWN hubs,<sup>11</sup> at SW 18th Avenue and SW Morrison Street and NW 20th Place and W Burnside Street, have space for 18 bikes each.

During peak bike parking game days, these facilities offer another key bike parking option for fans that travel by bike. In anticipation of additional fans and greater need for bike parking, the Timbers, with support from PBOT Active Transportation Operations, should prioritize investment in additional permanent bike parking in close proximity to Providence Park.

### KEY ACTIONS

- **Further evaluate, identify, and install permanent bike racks and/or on-street bike corrals (Lead: Timbers; Support: PBOT Active Transportation Operations, local neighborhood groups and businesses).** PBOT has identified potential locations for 270 permanent two-bike racks within about two blocks of the stadium. Based on an initial assessment for the 2019 CTMP Update, it appears that about 110 of these locations, or 220 additional bikes, are likely feasible for near-term installation. On-street “corrals” with space for 8 to 20 bikes provide the highest density bike parking option. A bike corral is planned for SW 19th near Hot Lips pizza. Key action steps include:
  - » Assess and identify preferred locations.
  - » Contact adjacent property owners and secure approval via PBOT’s bike rack request process.<sup>12</sup>
  - » Identify funding for bike rack installation, including potential cost-sharing agreements.
  - » Install bike racks and/or corrals.
- **Evaluate provision of additional BIKETOWN parking (Lead: Timbers, BIKETOWN operator; Support: PBOT Active Transportation Operations and Development Permitting & Transit Department, local neighborhood groups and businesses).** BIKETOWN has more potential as a game day transportation option, particularly for people who would like to bike to the game but prefer to find another way home. The hub at 18th and Morrison filled up prior to games with nice weather during the 2018 season, and many BIKETOWN bikes were parked on nearby streets as well. PBOT and BIKETOWN should evaluate modifications to the geo-fence to provide more “virtual” docking stations near the stadium on game days. BIKETOWN should also evaluate use of discounts/credits to riders who park at the lesser-used hub at NW 20th Avenue and W Burnside.
- **If deemed feasible, expand permanent bike parking as part of a permanent closure to SW Morrison Street. (Lead: Timbers; Support: PBOT Active Transportation Operations and Development Permitting & Transit Department).** See discussion of permanent closure of SW Morrison in Measure E.1.



EXISTING  
STRATEGY



MEDIUM-TERM

### DID YOU KNOW?

On average, more than four times as many people took a BIKETOWN bike to Providence Park before a Timbers game than at similar non-game days and times.

11. [www.biketownpdx.com/map](http://www.biketownpdx.com/map)

12. [www.portlandoregon.gov/transportation/34813](http://www.portlandoregon.gov/transportation/34813)

## Potential Permanent Bike Parking Locations Near Providence Park



### Potential Permanent Bike Parking Locations



Feet 0 100 200





## F.3 – Designate e-scooter parking areas. Educate about safe riding and proper parking.

### DESCRIPTION

Shared e-scooters were available throughout Portland from July 23rd to November 30th during the 2018 season. The City of Portland recently announced plans for a second e-scooter pilot beginning in spring of 2019 and lasting one year.

Given the timing of the first pilot program, limited data was available about e-scooter use to and from Providence Park. For the 2019 season, it is anticipated that e-scooters will be a small, yet important part of the fan travel experience. E-scooters offer another non-driving option for fans, and can provide a crucial first- and last-mile connection to off-street parking, transit, and nearby fan destinations.

The second pilot provides PBOT and the Timbers the opportunity to pilot strategies for managing scooter traffic and parking in the stadium area. By creating a designated space for people to park e-scooters and prohibiting sidewalk parking, Providence Park can encourage e-scooters use, while mitigating sidewalk congestion, safety concerns, and neighborhood impacts.

### KEY ACTIONS

- **Identify and designate e-scooter parking areas (Lead: PBOT Active Transportation Operations and Regulatory Department, e-scooter companies; Support: Timbers).** If managed correctly, e-scooter parking can be accommodated in a relatively small area. E-scooter parking can also be flexibly deployed based on anticipated need. E-scooter parking at Providence Park should consider key elements, including:
  - » Parking locations should be easy to find, well-marked, and close to stadium entrances. The closed section of SW Morrison Street, the plaza at Providence Park MAX station, and SW Yamhill between SW 20th Ave and SW 20th Place offer opportunities for designated e-scooter parking.
  - » E-scooter parking could be specifically integrated with temporary bike parking operations, allowing for efficient management and storage of e-scooters.
  - » E-scooter vendors should provide docking stations to allow for efficient parking.
- **Utilize smartphone apps and geo-fencing functions to direct users to dedicated e-scooter parking locations (Lead: E-scooter vendors; Support: PBOT Active Transportation Operations and Regulatory Department, Timbers).**
- **Update all maps and communication materials for fans with guidelines and information about e-scooter safety and parking at Providence Park. (Lead: Timbers; Support: PBOT Active Transportation Operations and Regulatory Department, e-scooter vendors).**
- **Continue vendor requirements for rider education about safe riding and proper e-scooter parking. (Lead: PBOT Active Transportation Operations and Regulatory Department e-scooter vendors; Support: Timbers)**
- **Require companies to collect and summarize game day data on e-scooter use to and from Providence Park (Lead: PBOT Active Transportation Operations, e-scooter companies).**



NEW  
STRATEGY



IMMEDIATE

### 2018 E-SCOOTER PILOT SNAPSHOT

- 700,369 trips taken citywide
- 48% of visitors and 34% residents said they would have otherwise driven a car or hailed an Uber/Lyft/taxi if the e-scooter was not available
- Sidewalk riding and incorrect parking were identified as primary challenges

- » E-scooter parking should be prohibited in stadium plazas and on sidewalks near the stadium.
- » Provide clear and prominent wayfinding around the stadium to inform people that sidewalk parking is not allowed and direct them to designated parking areas.
- » Issue guidelines to e-scooter companies about collection of parked e-scooters after games. For example, any e-scooters not utilized after games should be collected within the same timeframe as removal of temporary bike parking.

## F.4 – Support and implement bike access and safety improvements near Providence Park.

### DESCRIPTION

In general, Providence Park is located in a bike-friendly location, with close proximity to Downtown and major commercial nodes. The stadium is also served by a relatively flat and well-connected street grid. However, there are not any bike lanes that connect directly to the stadium, and W Burnside and I-405 present barriers with limited safe crossings.

To further support safe, convenient, and direct bicycle access to Providence Park, PBOT Active Transportation Operations should continue to advance, prioritize, and implement key bicycle network improvements. New bicycle facilities to Providence Park will enhance rider comfort and increase biking mode share to games.

### KEY ACTIONS

- **Implement planned bicycle network improvements near Providence Park (Lead: PBOT Active Transportation Operations).** Several key projects are currently in the design, funding, and implementation process. Priority projects include:
  - » The West Burnside Safety Improvements project,<sup>13</sup> which includes: a new traffic signal at Burnside and 20th Place; multimodal safety improvements at the SW Alder/W Burnside/SW 18th/SW 19th “triangle,” creating a key connection for people biking to games at Providence Park; improved bike and pedestrian crossings of I-405 at Burnside and Couch. All are scheduled for 2019.
  - » Two-way protected bicycle lanes on SW Salmon/SW Taylor, providing a direct connection to Providence Park from Downtown and the Hawthorne Bridge.<sup>14</sup>
  - » Two-way protected bicycle lanes on NW/SW 12th/14th/17th, providing enhanced connections between the stadium, Pearl District, and Goose Hollow.<sup>15</sup>



NEW  
STRATEGY



LONG-TERM

### CASE STUDY – ROSE QUARTER

In 2008, two new blocks of bike lanes were installed at the Rose Quarter Transit Center. These new lanes helped connect Downtown and the Eastbank Esplanade with existing bike lanes on N Vancouver and N Williams Avenues, which are the busiest in the city. In one year, bicycle ridership at that location increased 45%. Within two years, ridership had increased 127%. Ten years later, ridership at this location has increased 194%, compared to citywide bike ridership growth of 27% over that same timeframe.

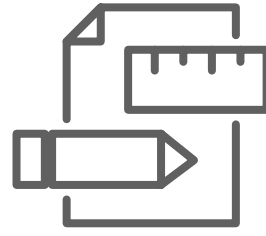
- » The Flanders Crossing Bike and Pedestrian Bridge, a bike and pedestrian bridge over I-405 at NW Flanders Street scheduled for construction in 2019 or 2020.
- **Evaluate use of temporary or interim safety improvements (Lead: PBOT Active Transportation Operations; Support: Timbers).** Strategic improvements in the immediate stadium area can complement PBOT’s future projects and help manage the interactions of bicyclists, pedestrians, and transit after games. These improvements could use low-cost or easy to remove materials. For example, spray chalk or free-standing plastic barriers could be used to designate temporary bike lanes on SW 18th between SW Taylor/SW Salmon and SW Morrison, minimizing conflicts as bicyclists head from the bike parking area to SW Taylor/SW Salmon.

13. [www.portlandoregon.gov/transportation/70555](http://www.portlandoregon.gov/transportation/70555)

14. <https://centralcityinmotion.com/#/project-view/8>

15. <https://centralcityinmotion.com/#/project-view/6>

## G. Monitoring



## G.1 – Enhance game day and season monitoring. Issue game day and season transportation reports.

### DESCRIPTION

The 2019 CTMP Update is a “living” document. It proposes a set of measures that will require monitoring and evaluation from season to season, and even game to game. Robust and consistent monitoring of the plan and use of options against goals and targets by mode will be crucial to ensure that the CTMP meets the needs of the Timbers, fans, and local stakeholders. Recommendations to update the CTMP may periodically be made to the City Council.

The Timbers, PBOT, TriMet, and other private mobility companies all collect data related to fan transportation and travel activity on game days. Opportunity exists to enhance data collected, monitoring procedures, data reporting and sharing, and public communication. A set of proposed actions is outlined below designed to ensure CTMP measures are being implemented in the most effective and impactful way possible.

### KEY ACTIONS

- Stadium Oversight Committee (SOC) should adopt a set of simple, measurable, and readily available performance measures to benchmark change and define success (Lead: SOC).
- Create templates or a simple data dashboard for data collected each match. Submit data to database or data dashboard. Issue a game day report to key internal stakeholders (Lead: Timbers; SOC; Support: PBOT, TriMet, ride-hail and shared mobility companies, and local stakeholders).
- As needed, secure data sharing and reporting agreements with ride-hail and shared mobility providers (Lead: PBOT Regulatory Department, ride-hail and shared mobility companies).
- Issue a brief annual report to the public at the end of each season, reporting on progress toward performance measures and key actions for the next season (Lead: SOC).
- As defined in the Good Neighbor Agreement, convene the SOC on a consistent basis to review in-season performance and adjustments (Lead: SOC).



ENHANCED  
EXISTING  
STRATEGY



IMMEDIATE



2019 BIG IDEA



## Potential CTMP Performance Measures

Category	Performance Measures	Desired Trend	Data Source	When collected/ reported?	
				Game Day	Annual
Marketing	Fan participation in travel programs/ incentives # and response rate for fan travel survey	↑	Timbers		✓
	Attendance at post-game events	↑	Timbers	✓	
Transit	Percent of fans who take transit	↑	Timbers travel survey		✓
	Average MAX platform clearing time	↓	TriMet		✓
	Ons/offers at key bus stops on game days	↑	TriMet		✓
Parking	Percent of fans who drive and park	↓	Timbers travel survey		✓
	SmartPark game day parking occupancy	↑	PBOT Parking Operations	✓	
	Game day use of Park & Rides within a 30 minute one-seat-ride from the stadium	↑	TriMet	✓	
	SmartPark voucher use	↑	PBOT Parking Operations	✓	
	PEOs deployed or parking citations issued	TBD	PBOT Parking Operations	✓	
Ride-hailing	Percent of fans who use ride-hail	↑	Timbers travel survey		✓
	Pickups/dropoffs by stadium loading zone	↑	PBOT Regulatory Department, Ride-share companies	✓	
	TNC ride cancellations	↓	PBOT Regulatory Department, Ride-share companies		
Pedestrians	Percent of fans who walk	↑	Timbers travel survey		✓
Bikes + Scooters	Percent of fans who bike or scoot	↑	Timbers travel survey		✓
	# of parked bikes and e-scooters	↑	Timbers, BIKETOWN, e-scooter companies	✓	

## G.2 – Enhance existing travel surveys and data collection methods.

### DESCRIPTION

The Timbers send an annual online survey to season ticket holders asking questions about fan travel and transportation. In 2018, TriMet also conducted an on-site fan intercept survey also asking a number of travel questions.

While both surveys provide useful insights into fan travel and preferences, the travel survey instrument and data collection processes should be updated to ensure consistent and meaningful data collection. A consistent and well-designed transportation survey is a crucial tool to monitoring the CTMP's implementation, while providing insights into fan travel preferences.

### KEY ACTIONS

- **Update existing fan travel survey (Lead: Timbers). Key actions include:**
  - » Revise mode of travel question to allow respondents to only choose one “primary” mode of travel at the “most recent match you attended.”
  - » Provide questions that also allow for additional information on combinations of multiple travel modes.
  - » Provide questions that allow respondents to differentiate between modes used for travel “to” versus “from” stadium.
  - » Provide questions that clarify pre- and post-game activities.
  - » Clarify parking question(s) to better capture specific parking locations and behavior.
  - » Capture respondent home zip code and/or address.
- **Update survey data collection methods (Lead: Timbers). Key actions include:**
  - » Select a single survey instrument and data collection method. An online survey is recommended for ease of use and level of resources required.
  - » Distribute online survey to not just season-ticket holders, but a sample of single game ticket purchases.
  - » Distribute survey two times per year to capture travel habits by season. Select distinct samples of fans for each survey period to eliminate double counting.
  - » Issue same survey each year and at same time periods to ensure consistency from season to season.
  - » Provide incentives to encourage higher response rates.



ENHANCED  
EXISTING  
STRATEGY



SHORT-TERM





Photo: flickr user Eric Prado



# 6

---

## Monitoring

---

The 2019 CTMP Update is not just a planning document, but also an actionable plan.

Implementation of the 2019 CTMP Update is guided by the following key principles.

- **There is no silver bullet.** The 2019 CTMP Update includes a coordinated package of 21 measures that work together to meet the Guiding Principles, achieve the future mode split targets, and improve the game day travel experience for all.
- **Success is a process.** The 2019 CTMP Update is designed to address immediate challenges for the 2019 season, yet full implementation will take time. Certain measures should be prioritized in 2019 to secure tangible progress and build support for future seasons.
- **This is a living document.** The 2019 CTMP Update will not get it 100% right all at once. Furthermore, travel behavior and mobility choices will change. The CTMP requires ongoing monitoring and revision to ensure long-term success.
- **Success requires partnerships.** Providence Park and the Portland Timbers/Thorns are the “face” of the CTMP, yet they are not alone in its implementation. The City of Portland Office of Management & Finance Spectator Venues Program, PBOT Parking Operations, Active Transportation Operations, PBOT Development Permitting & Transit Department, and Regulatory Department, TriMet, mobility companies, parking operators, and other neighborhood partners all have key roles to play to fund, operate, manage, and monitor the mitigation measures.



# Monitoring and Refinement

The 2019 CTMP Update is a “living” document. It proposes a set of measures that will require monitoring over time. Measures G.1 and G.2 outline a proposed framework for ongoing assessment of the transportation impacts of the stadium and success at achieving desired modal splits from game to game and season to season.

It is anticipated that as implementation takes place in 2019 and future seasons, changes to CTMP implementation efforts will be needed to ensure maximum efficiency and effectiveness. The Stadium Oversight Committee (SOC) (see Section 4 of the Stadium Good Neighbor Agreement) will meet at least annually and review the status of the CTMP and progress being made on the mitigation measures. The SOC may recommend a change of emphasis for strategies to the Timbers and other CTMP partners to better implement the CTMP.

## CTMP Updates

The SOC may recommend updates to the CTMP, such as those related to stadium expansions, other major events, or significant changes in the transportation system that have the potential to impact surrounding neighborhoods. Any update to the CTMP shall require City Council approval and must follow the neighborhood engagement process defined in the Stadium Good Neighbor Agreement Section 7.

# I can't wait to see the new stadium! What should I know about getting to Providence Park?

I am driving and will be parking. How can I make it easy?

**Are you sure?** Parking can be stressful and Providence Park is well-served by other options. Explore the alternatives and incentives.

**If you do drive, don't circle!**

On-street parking is very hard to find, more expensive on game days, and limited to two hours right by the stadium.

**Head directly to a downtown SmartPark or private garage.** There are thousands of spaces within a close walk or MAX ride to the stadium. Oh yeah, Timbers season ticket holders get a SmartPark discount too!

**Find an off-street parking space - there are plenty!** Many public and private lots and garages are within a 15-minute walk to the stadium. They love Timbers and Thorns fans!

I want to take transit! What should I do?

**Take it on the Timbers!**  
Get 50% off game day passes as a season ticket holder.

**Take MAX** and get off right at the stadium or connect easily to downtown parking and restaurants.

**Don't live on a MAX line?**  
We got you covered with numerous bus lines that also serve the stadium.

**PnR**  
**Park-and-ride** at one of dozens of MAX stations across the region.

**We've got extra trains** after the game, but be prepared to wait. Why not first celebrate the win at a local pub or restaurant?

I want to bike or walk! What should I do?

**Free bike parking** is located right at the stadium on SW Morrison. Don't worry, we'll watch your bike during the game!

**Bike parking can get full during certain games.** Plan to arrive early or park a block or two away on those sunny summer days.

**For many, walking is the best way to go.**  
The stadium is close to downtown and many local gathering spots for Timbers or Thorns fans.

**Safety is key!** Providence Park and the City of Portland work hard to make it as safe as possible, but take extra caution on game days and always look out for yourself and fellow supporters.

I'm going to get a Lyft or Uber! What should I do?

**Look out for promotions** that can save you time and money.

**Make it easy for you and your driver!**  
Go to a designated pick up and drop off zone conveniently located around the stadium.

**Be safe and courteous!**  
Don't get out in the middle of the street, and respect the neighbors.

**Need more help? No worries.**

- Check out our transportation website for all the details.
- Ask your season ticket representative for personalized help.
- Just ask or look for signs and ambassadors on game day.

## Endnotes

### B. Transit (page [38](#))

- Assumes park-and-ride is a transit trip.
- Existing mode share is based on analysis of 2016/17 online survey of Portland Timbers season ticket holders and 2018 TriMet intercept survey of fans at the stadium.
- Future MAX target is based on general assumption that new ridership is directly linked to MAX capacity at Providence Park station within 30-minutes after the game. This is a conservative assumption given that MAX riders also walk downtown to other lines, use other modes after the game, and/or get on MAX more than 30 minutes after the game.
- Future bus target is based on an analysis of reasonable walk sheds for season ticket accounts to bus lines that directly serve Providence Park. It also assumes enhanced marketing of bus services.
- Each fan account address equals 2.16 fans.
- Due to rounding, totals may not equal 100% or 21,000 / 25,000 fans.

### C. Parking (page [44](#))

- Assumes drive, park, and then walk is a driving trip.
- Existing mode share is based on analysis of 2016/17 online survey of Portland Timbers season ticket holders and 2018 TriMet intercept survey of fans at the stadium.
- Future parking target is based on assumption that no additional fans can park on-street and number of vehicles parking on-street declines slightly.
- Parking inventory and occupancy data is limited, especially for private, yet publicly available parking. Conservative assumptions were utilized to generate a reasonable estimate of available parking within a comfortable walk shed of stadium.
- Each fan vehicle has 2.5 fans .
- Due to rounding, totals may not equal 100% or 21,000 / 25,000 fans.

### D. Ride-hailing (page [52](#))

- Existing mode share is based on analysis of 2016/17 online survey of Portland Timbers season ticket holders and 2018 TriMet intercept survey of fans at the stadium.
- Mode share estimates were refined based on analysis of ride-hail pickup data within one-quarter and one-half miles distances of Providence Park. Game and non-game day data was compared to estimate pickups specific to Providence Park fan trips.
- Mode share estimates are likely conservative, as 2018 survey data indicates a higher mode share for ride-hailing and the “shed” for ride-hail trips likely extends beyond one-quarter and one-half mile as fans pair going to the match with another trip.
- Each ride-hail vehicle has 2.5 fans.
- Due to rounding, totals may not equal 100% or 21,000 / 25,000 fans.

### E. Pedestrian (page [57](#))

- Existing mode share is based on analysis of 2016/17 online survey of Portland Timbers season ticket holders and 2018 TriMet intercept survey of fans at the stadium.
- Walk shed analysis is based on season ticket account locations in proximity to street network and assumption of typical walking distances.
- Each fan account address equals 2.16 fans.
- Due to rounding, totals may not equal 100% or 21,000 / 25,000 fans.

#### F. Bikes and Scooters (page [60](#))

- Existing mode share is based on analysis of 2016/17 online survey of Portland Timbers season ticket holders and 2018 TriMet intercept survey of fans at the stadium.
- Future target is based on general assumption that bike and e-scooter use is directly linked to temporary and permanent parking within immediate proximity to stadium.
- Bike shed analysis is based on season ticket account locations assuming typical biking distances based on topography and rider effort.
- Each fan account address equals 2.16 fans.
- Due to rounding, totals may not equal 100% or 21,000 / 25,000 fans.



