Parking Subcommittee (Zoom)

Thursday, December 3, 2020
11:00 a.m.



The Parking Subcommittee
will not be held at the
Governmental Center.
The Parking Subcommittee
Meeting will be conducted
remotely via Zoom webinar
Quick Highlights for Viewing
and Participating
(Finer Details Below)
Anyone wishing to give public
comment will need to call in
and wait in a "virtual waiting
room" where their
microphones will be muted

Dial: 312-626-6799
Meeting ID: 892 2381 8687
Participant ID: # (yes just #)
Posted and Published:

until they are called upon:



The DDA recognizes the importance of not bringing people together unnecessarily in an effort to stop the spread of COVID-19. The Governmental Center has been closed to walk-in traffic and will be closed for Parking Subcommittee meetings for the foreseeable future. Members of the Subcommittee will not be present in the Governmental Center for official Subcommittee meetings.

The DDA has determined that all subcommittee meetings may be conducted remotely to assist in stopping the spread of COVID-19. Individuals with disabilities may participate in the meeting by calling-in to the number as though they were going to be giving public comments as outlined below or by calling the TDD#. Individual members of the subcommittee may be contacted via email through presiding staff member Nicole VanNess, nicole@downtowntc.com.

For members of the subcommittee and key staff, their name will appear on screen when they are speaking. For individuals who may wish to give public comment, the method for providing public comment during these remote-participation meetings is to call: 312-626-6799 and enter the Meeting and Participant ID.

Callers wishing to give public comment may call in before the meeting starts and wait in a "virtual waiting room." Going forward, these instructions will be included in every published agenda of the Parking Subcommittee. Those calling in will be able to hear the audio of the Parking Subcommittee meeting, yet their microphone will be muted.

When the Subcommittee accepts public comment, in the order calls were received, the meeting facilitator will identify the caller by the last four digits of their telephone number and ask them if they would like to make a comment.

The DDA CEO has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA Office.

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority: c/o Nicole VanNess, Transportation Mobility Director (231) 922-0241 Web: www.downtowntc.com 303 East State Street Traverse City, MI 49684

Welcome to the Parking Subcommittee meeting!

Agenda

			Page		
1.	CAI	LL TO ORDER			
2.	ROLL CALL				
3.	CONSIDERATION OF MINUTES				
	A.	Consideration of approving the minutes of the October 1, 2020 meeting (approval recommended) Parking Subcommittee - 01 Oct 2020 - Minutes - Pdf	5 - 7		
4.	OLI	OLD BUSINESS			
	A.	Rate Increases for 2021 2021 Rate Increases - Memo Attach A Parking Rate and Policy Changes Timeline v4 - PDF Attach B 2021 Rate Increases - PDF Parking Rate By Zone Downtown - PDF Parking Rate By Zone Munson - PDF Parking Rate By Zone NMC - PDF Parking Rate By Zone Outer Downtown - PDF	9 - 23		
5.	NΕ\	W BUSINESS			
	A.	Smart Parking Meter RFP Smart Meter RFP - Memo	25 - 27		
6.	RECEIVE AND FILE				
	A.	The Post and Courier Article - November 28, 2020 <u>Charleston lost \$11M from parking revenue - Article</u>	29 - 31		
7.	PUBLIC COMMENT				
Q	۸٦	IOLIDNMENT			





Minutes of the Parking Subcommittee for the Downtown Development Authority Regular Meeting Thursday, October 1, 2020

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order remotely via Zoom meeting.

The following Members were in attendance: Board Treasurer Scott Hardy, Commissioner Debbie Hershey, Board Secretary Stephen Constantin, Board Member T. Michael Jackson, and Committee Member Todd Knaus

The following Members were absent: Commissioner Rick Brown and Board Member Jeff Joubran

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

(b) ROLL CALL

Hardy called the meeting to order at 11:03 AM.

(c) CONSIDERATION OF MINUTES

(1) Approval of the minutes of the September 3, 2020 meeting. Motion to approve the minutes as presented.

Moved by T. Michael Jackson, Seconded by Debbie Hershey

Yes: Scott Hardy, Debbie Hershey, Stephen Constantin, T. Michael

Jackson, and Todd Knaus

Absent: Rick Brown and Jeff Joubran

CARRIED. 5-0-2 on a recorded vote

(d) OLD BUSINESS

(1) TDM 2021 Parking Rate and Policy Changes

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Comments from the Subcommittee:

- Constantin commented the that format of Attach A was fine to use for future updates.
- Constantin expressed Attach B needed to be communicated appropriately so it was not perceived the rates are too high or would be implemented at the maximum.
- Hershey suggested that we use Transportation Demand Management versus TDM.
- Hardy suggested we explain the benefit and understand the flexibility during COVID.
- Jackson inquired about the maximum rate definition.
- Subcommittee agreed with Jackson and requested a revision to the word "maximum" as the rates could change at a later date.

Comments from Staff:

- Derenzy identified the efforts of the DDA to increase communication.
- McCain provided an update on the communication plan that is being developed.

The Parking Subcommittee recommend the DDA Board approve the 2021 rate increases as presented.

Moved by Stephen Constantin, Seconded by Debbie Hershey

Yes: Scott Hardy, Debbie Hershey, Stephen Constantin, T. Michael

Jackson, and Todd Knaus

Absent: Rick Brown and Jeff Joubran

CARRIED. 5-0-2 on a recorded vote

(e) **NEW BUSINESS**

(1) Agreement with Traverse City Light & Power to Partner on EV Charging Stations

Comments from Staff:

 VanNess updated the subcommittee that there would be no vote and would like to gather feedback. A recommendation would go back to the subcommittee in November.

Comments from the Subcommittee:

- Hardy inquired on current EV charging opportunities offered.
- Knaus inquired about parking lots and loss of spaces due to reserved charging.
- The subcommittee shared support for a recommendation to be brought back at a later date.

The Parking Subcommittee recommend the DDA Board approve a budget

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amendment to the Auto Parking Fund for the 1/3 public entity contribution needed for the EGLE grant subject to reimbursement from Traverse City Light & Power. The Parking Subcommittee recommend the DDA Board approve moving forward with an EV Charging Station Agreement with Traverse City Light & Power subject to content approval by the City Attorney.

(f) **RECEIVE AND FILE**

(1) Article: Balancing long hikes with price hikes

(g) PUBLIC COMMENT

(h) ADJOURNMENT

(1) Meeting adjourned at 11:48 AM. Motion to adjourn the meeting.

Moved by T. Michael Jackson, Seconded by Todd Knaus

CARRIED.

Scott Hardy, Chairperson



Memorandum

To: Parking Subcommittee

From: Nicole VanNess, Transportation Mobility Director

Date: November 30, 2020 Re: 2021 Rate Increases

Staff is currently working with our vendors to align all of the 2021 rate changes. All needed signage and configuration files are progressing, and there are no known delays at this time.

There is one change to the rate increases for January 1, 2021. The parking garages were planned to have increased rates during peak hours. Our occupancy and utilization do not support a peak rate increase at this time. The hourly rates will remain the same until a future date.

Attachment A: Parking Rate and Policy Changes Timeline

This document has been updated and now includes a History section. All completed items have been moved into this section.

Attachment B: 2021 Rate Increases

The table outlines the DDA Board approved rate increases for 2021. All rates listed in the table are the maximum rates for each parking area.

Attachment A: Parking Rate and Policy Changes Timeline

Version 4 Last Updated: November 30, 2020

Timelines are based on the following approval:

• There are no current items pending approval

Timeline for implementation in 2020:

- December 1, 2020 Same Day Meter Discount No Longer Issued
- December 7, 2020 City Commission Enactment of ordinance change
 - o Past Limit on Sign
 - o No Permit/Failure to Display

December 7, 2020 - Enactment of ordinance change - Past Limit on Sign

December 7, 2020 – Enactment of ordinance change – No Permit/Failure to Display

Timeline for implementation in 2021:

- January 1, 2021 Rate Increases
- May 1, 2021 Meter and Garage Rate Increase (Seasonal Increase)
- November 1, 2021 Meter and Garage Rate Decrease (Seasonal Decrease)

January 1, 2021 - Rate Increases

Reference Attachment C: 2021 Rate Increases

Rate increases for meters, parking garages, permits, specified parking violations and event parking are effective January 1, 2021. For meters, the rates will be based on zones.

May 1, 2021 - Meter and Garage Rate Increase (Seasonal Increase) TENTATIVE

This is the planned date for a rate increase based on current information. Both meter and hourly parking garage rates would increase to the maximum premium or maximum peak rates approved for 2021. These rates are subject to change based on availability and usage of the overall parking system.

November 1, 2021 - Meter and Garage Rate Decrease (Seasonal Decrease) TENTATIVE

This is the planned date for a rate decrease based on current information. Both meter and hourly parking garage rates would decrease back to the January 1, 2021 rates. These rates are subject to change based on availability and usage of the overall parking system.

Rate and Policy Change History

Timeline for implementation in 2020:

- October 5, 2020 City Commission Introduction of ordinance change
 - Rescind Free Parking for Electric Vehicles
 - o Rescind Same Day Meter Violation Discount
- October 19, 2020 City Commission Enactment of ordinance change
 - Rescind Free Parking for Electric Vehicles
 - Rescind Same day meter violation discount
- November 2, 2020 Policy Changes (Phase 1)
 - Permits by Location (Surface or Garage)
 - Remove Permit Overflow Lots/Streets
 - o Handicap Placards Require MISOS Issued Free Parking Sticker
- November 16, 2020 City Commission Introduction of ordinance change
 - o Past Limit on Sign
 - No Permit/Failure to Display

October 5, 2020 - City Commission approval of Rate Maximums

Rate Maximum table is adopted. (Reference Attachment B: Proposed Rate Maximums)

October 5, 2020 - Introduction of ordinance change - Rescind Free Parking for Electric Vehicles

<u>Current ordinance</u> – 484.04(a) has an exception that fully electric vehicles are not required to activate parking meters.

Managed Approach Attach A Parking Rate and Policy Changes Timeline v4

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<u>Rescinded ordinance</u> - Rescind the exception that fully-electric vehicles do not need to activate the parking meter which would eliminate free parking for fully electric cars in chapter 484.04(a)

<u>Purpose of ordinance change</u> – The amendment to the ordinance was made in May of 2007 as a way to promote electric vehicles as they were fairly new at the time. Each space that we operate have a value and associated costs to operate. There are many more electric vehicles now than existed in 2007, and there should be a cost to park for each space regardless of who is using it.

<u>Challenges</u> – Dissatisfaction of those who have been parking for free at meters.

October 5, 2020 - Introduction of ordinance change - Rescind same day meter violation discount

<u>Current ordinance</u> – Provides a same day discount of $\frac{1}{2}$ (\$5) the meter violation amount (\$10) when paid in person or online and prior to escalation.

Rescinded ordinance - Rescind the same day discount.

<u>Purpose of ordinance change</u> – The rates will gradually increase to determine the base and premium amounts; the parking violations will not be adjusted until there is additional information available.

Challenges - Dissatisfaction of those who have taken advantage of the discount.

October 19, 2020 - Enactment of ordinance change - Rescind Free Parking for Electric Vehicles

October 19, 2020 - Enactment of ordinance change - Rescind same day meter violation discount

November 2, 2020 – Permits by location (Surface or Garage) and Remove Overflow Permit Locations Lots and Streets Policy Change

<u>Current policy</u> – Garage permit holders are able to use their garage permits to park in surface parking lots

<u>New policy</u> - Effective November 1, 2020 permits will be required to park in the location of their purchase. Those who purchased a surface permit will be required to park in surface and those who purchased a garage permit will be required to park in either of the two parking garages. All overflow locations would be reduced to move permit parkers back into designated permit locations.

<u>Purpose of policy change</u> – This is a process that has been followed since the first parking garage was built and garage permits were made available for sale. Allowing individuals to park in the surface lots with a garage permit reduces the number of available spaces for surface permit holders. When this occurs, we increase surface permit lot spaces by allowing permits at meters which reduces metered parking. In order to understand utilization and occupancy of permits sold, we need to ensure permits are being used by location.

<u>Challenges</u> – We will need to create a waitlist and add a waitlist policy. By requiring permit holders to park in their designated locations, we may see occupancy increase and no longer be able to sell permits for surface, garage or both. Additionally, garage capacity may be filled by permits only and not allow for transient use. When this occurs, we will need to determine the permit sale threshold if we would like to offer transient parking.

November 2, 2020 - Handicap Placard Policy Change

Managed Approach Attach A Parking Rate and Policy Changes Timeline v4

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<u>Current policy</u> – Anyone displaying a state issued handicap placard does not have to pay the meter, but must abide by the posted time limit.

<u>New policy</u> - Effective November 3, 2020 those displaying a handicap placard will be required to activate the meter with the exception of those issued a state free parking sticker.

<u>Purpose of policy change</u> – This policy has been in effect for an unknown amount of time. A revised approach was implemented in May of 2015 to limit placard use to the posted time limits. Each space that we operate have a value and associated costs to operate, and there should be a cost to park for each space regardless of who is using it. The State of Michigan does offer an application process for free parking, and we should adhere to state guidelines.

<u>Challenges</u> – Dissatisfaction of those who have been parking for free at meters.

November 16, 2020 - Introduction of ordinance change - Past Limit on Sign

<u>Current ordinance</u> – Base amount is \$10, 1st escalation \$10 (\$20 balance), and 2nd escalation \$10 (\$30 balance).

<u>Amend ordinance</u> – Increase fine schedule: Base amount \$15, 1st escalation \$15 (\$30 balance), and 2nd escalation \$15 (\$45 balance).

<u>Purpose of ordinance change</u> – The rate in time parking locations; such as, neighborhoods would increase. The goal would be that those seeking free parking alternatives or avoiding rate increases at the meters would not move to all day parking in residential areas as the violation amount is more than the meter violation amount.

Challenges - Dissatisfaction of those who receive citations for parking past the posted limit.

November 16, 2020 - Introduction of ordinance change - No Permit/Failure to Display

<u>Current ordinance</u> – Base amount is \$10, 1st escalation \$10 (\$20 balance), and 2nd escalation \$10 (\$30 balance).

<u>Amend ordinance</u> – Increase fine schedule: Base amount \$15, 1st escalation \$15 (\$30 balance), and 2nd escalation \$15 (\$45 balance).

<u>Purpose of ordinance change</u> – The rate in permit lots would increase. The goal would be that those seeking free parking alternatives or avoiding rate increases at the meters would not move to permit lots and reduce the amount of available permit parking spaces as the violation amount is more than the meter violation amount.

Challenges – Dissatisfaction of those who receive citations for parking in permit areas without a permit.

Managed Approach Attach A Parking Rate and Policy Changes Timeline v4

Attachment B: 2021 Rate Increases

Metered Parking	Base	Premium		
DDA District	\$1.00	\$1.50		
Outside DDA District	\$1.00	\$1.25		
Parking Garage	Non-Peak	Peak	Daily Max	Lost
Hardy	\$1.00	\$2.00	\$20.00	\$15.00
Old Town	\$1.00	\$1.75	\$20.00	\$15.00
Permit Parking	Per Month			
Surface Permit	\$38.00			
Garage Permit	\$50.00			
Violations	Base Amount	Escalation 1	Escalation 2	
Expired Meter	\$10.00	\$20.00	\$30.00	
Past Limit on Sign	\$15.00	\$30.00	\$45.00	
No Permit/Failure to Display	\$15.00	\$30.00	\$45.00	
Event Parking	Per Day Maximum	Per Entry		
Meters	\$20.00			
Garage		\$20.00		
Services				
Validations	\$5.00 Setup Fee			





Memorandum

To: Parking Subcommittee

From: Nicole VanNess, Transportation Mobility Director

Date: November 30, 2020 Re: Smart Parking Meter RFP

Our Capital Improvement Plan has earmarked \$100,000 for the next five years for the purchased of smart meter technologies. In October, we issued the Request for Proposals which included a required bid summary for three areas: single space parking meters, multi-space parking meters and real-time data solutions. Bidders were not required to bid on all three areas in order to be considered. The main purpose of the replacement is to allow for more flexible back-office programming, provide reporting capabilities and offer additional payment methods. In more recent years, real-time data solutions have become increasingly popular as a way to include real-time occupancy or reporting on parker duration. Real-time data solutions were included in the RFP as a means to provide additional functionality to the Managed Parking System as we move forward with implementing some of the objectives.

The bids were opened on November 17th. The Chair, Scott Hardy; Vice-chair, Rick Brown; CEO, Jean Derenzy and I are currently evaluating the proposals. Additional City Departments may be asked to evaluate prior to a final selection. The goal is to meet and review the proposals the week of December 7th in order to have a recommendation to the DDA Board for their December 18th meeting.

The table below highlights the eight Bidder responses.

Vendor	Single Space	Multi-space	Real-time Data
Civic Smart	Х	Х	X
CleverCiti			X
Conure	Х	Х	Х
Frog Parking			X
IPS	Х	Х	Х
POM	Х		
Traffic & Safety Control Systems		Х	
WiseMoving			X

The pricing tables for single space and multi-space provide a high-level overview of the pricing received. The purpose of providing this information is to depict the one-time purchase costs along with monthly operating costs that will be incurred with the transition from a mechanical to a technological solution. There are additional fees charged by the bank for credit card processing and some vendor solutions charge an additional per transaction fee charge. The sample pricing tables are based on converting 200 E Front Street or 33 single space meters. One pay station is recommended for every 8 to 10 spaces.

Single Space Purchase and Ongoing Fees

	Purchase	Monthly Per Meter	Additional Monthly Fees
Low	\$395 x 33 = \$13,035	\$5.00 x 33 = \$165	\$800 x 12 = \$9,600
High	\$740 x 33 = \$24,420	\$8.50 x 33 = \$280.50	\$850 x 12 = \$10,200

Multi-space Purchase and Ongoing Fees

	Purchase	Monthly Per Meter	Additional Monthly Fees
Low	\$6,100 x 4 = \$24,400	\$17.75 x 4 = \$71	\$800 x 12 = \$9,600
High	\$10,615 x 4 = \$42,260	\$75 x 4 = \$300	\$850 x 12 = \$10,200

During our meeting, we will have a discussion on the advantages and disadvantages of single space and multi-space meters. All of the meters in the system are single space with the exception of the multi-space meter block of 200 Lake Avenue. This purchase will be a multi-year investment in the future of parking downtown and both solutions have valid pros and cons.

Comparable Advantages of Both Single Space and Multi-space Meters

- Back-office Software Systems Repairs and maintenance notifications
- Programmable Rates Easily program rate and time limit changes
- Reporting Revenue and utilization
- Revenue Projected increased revenue based on offering credit card
- Additional Payment Methods credit card (and cash for pay stations)

Advantages of Single Space Meters

• Single meters are conveniently located next to space for parkers

Advantages of Multi-space Meters

- Improve streetscapes Average of 4 per block, no posts, consideration for zone based to reduce parking space painting
- Reduced Collections and Maintenance Fewer number of units to collect and repair compared to single space meters
- Pay-by-plate or Pay-by-Zone Eliminates single space signage

Smart Meter RFP Page 3

Disadvantages of Single Space Meters

- Parts More mechanisms will require more spare parts and/or replacement parts
- Fees May have higher fees due to low total transaction counts

Disadvantages of Multi-space Meters

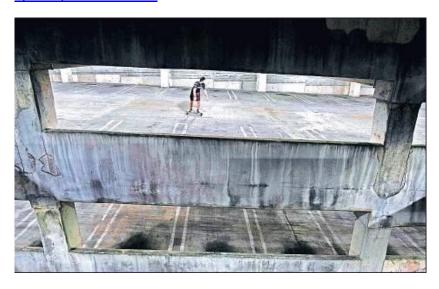
- Costs Higher up front and maintenance costs
- Out of order unit –Frustrated parkers having to walk to another unit.
- Walking and Wait times Meter shared by several spaces in a block results in walking and having to wait in line (inclement weather)
- Traffic Control Barricades and traffic cones in lieu of meter bags
- Signage and Wayfinding Clear and visible signage needed to direct parkers where to pay

The Post and Courier | Page A4 | Monday, November 30, 2020

Chas. lost \$11M from parking revenue

How pandemic will further impact budget is unknown

BY MIKAELA PORTER mporter@postandcourier.com

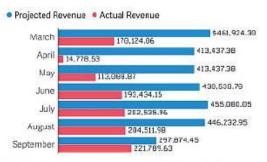


FILE/MAT THEW FORTNER/STAFF

A skateboarder takes advantage of the nearly vacant Marion Square parking garage. The temporary closure of many of Charleston's businesses and coronavirus restrictions kept most people at home earlier this year, leaving the city's busiest areas relatively empty.

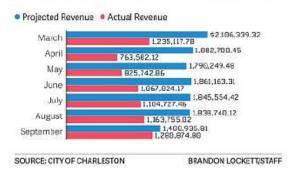
On-street and meter parking

PROJECTED REVENUE AND ACTUAL REVENUE PER MONTH



Off-street, garage, and lot parking

PROJECTED REVENUE AND ACTUAL REVENUE PER MONTH



Charleston's parking revenue, money that city leaders have historically balanced the city's multi-million dollar budget on, saw an \$11 million hit this year when the coronavirus pandemic halted business and tourism.

Money for the parking account collectively comes from people using garages, surface lots and meters.

The biggest and most immediate hit to the city's parking revenue was "transient" parking from tourists and people who come to shop or eat downtown, Charleston Deputy Chief Financial Officer Matt Frohlich said.

Some money has trickled in from people who have permit-parking in surface lots — like space for the Charleston School of Law and College of Charleston — and for people who have monthly parking passes at garages.

But fewer people are using the garages during the pandemic.

"Businesses continued to operate and after a couple of months and emergency orders in place, people started cancelling their (parking garage) cards," Frohlich said.

The city owns or manages 14 parking garages. There's also 10 non-metered and five metered surface lots, and 1,600 on-street parking spaces, plus 174 metered parking spots.

The city's expected to purchase a 15th garage off Conroy Street by the end of the year, Frohlich said.

Parking at garages and nonmetered lots is \$1 per half hour.

The hardest-hit month for both on-street and off-street or garage parking was April — about \$1.5 million in anticipated parking revenue between the two options wasn't collected — the same month the city had the most strict restrictions in place.

As Gov. Henry McMaster lifted statewide restrictions that overruled city ordinances, parking revenue in Charleston slowly picked up.

Each month slowly saw more parking revenue, though not enough to close the nearly \$7 million gap from March to September.

Frohlich said the shortfall will certainly have an impact on city finances, but the revenue goes into an enterprise fund and isn't necessarily earmarked for a specific program. The city has a contract with ABM, which expires soon, and leaders will bid for a new contract early next year. ABM collects the parking fees and sends that money to the city. Keith Benjamin, Charleston's director of the Department of Traffic and Transportation, said the drop off in parking meant the city's parking enforcement officers were focused on residential parking districts, commercial and handicap parking enforcement, as well as people parking in intersections, blocking crosswalks or too close to fire hydrants.

From March 1, 2019, through Nov. 30, 2019, parking enforcement officers issued 74,092 meter violation tickets.

From March 1, 2020, to Nov. 9, 2020, parking enforcement officers issued less than half the number of tickets — 36,356 — for meter violations. The cost of a meter violation ticket is \$14.

The 22 officers, who also oversee the street-sweeping program, expanded their oversight during the shutdown outside the peninsula, Benjamin said.

Reach Mikaela Porter at 843-937-5906.