

**DOWNTOWN DEVELOPMENT AUTHORITY  
PARKING SUBCOMMITTEE AGENDA**

**April 4, 2019, 11:00 a.m.  
2<sup>nd</sup> Floor Committee Room  
Governmental Center, 400 Boardman Ave, Traverse City  
[www.downtowntc.com](http://www.downtowntc.com)**

Information and minutes are available from the DDA CEO, 303 East State Street, Suite C, Traverse City, MI 49684, (231) 922-2050. If you are planning to attend the meeting and are handicapped requiring special assistance; please notify the DDA CEO as soon as possible. Any interested person or group may address the DDA Board on any agenda item when recognized by the presiding officer or upon request of any DDA Board member. Also, any interested person or group may address the DDA Board on any matter concerning the DDA not on the Agenda during the agenda item designated Public Comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than five minutes unless otherwise explained by the presiding officer, subject to appeal by the DDA Board.

1. Roll Call
2. Consideration of minutes of the March 7, 2019 Subcommittee Meeting (Approval recommended) (Pages 2-4)
3. Old Business
  - a. \$5 Meter Violation/Same Day Discount (Page 5)
  - b. Meter Bag Policy (Page 6)
  - c. Downtown Parking Meeting (Page 6)
  - d. PBD – Metered Beach Lots (Page 6)
  - e. Bay Street Seasonal Meter District (Page 7)
4. TDM 3 Year Plan
  - a. Residential Parking Public Input Review (Page 8)
  - b. Updated Residential Parking FAQs (Pages 9-12)
  - c. City Commission Study Session (Page 8)
5. Public Comment
6. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. 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.

**DOWNTOWN DEVELOPMENT AUTHORITY  
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March 7, 2019, 11:00 a.m.  
2<sup>nd</sup> Floor Committee Room  
Governmental Center, 400 Boardman Ave, Traverse City  
[www.downtowntc.com](http://www.downtowntc.com)**

Chair, Scott Hardy, called the meeting to order at 11:04 AM

1. Roll Call

Present: T. Michael Jackson, Scott Hardy, Rick Brown, Jeff Joubran

Phone-in: Debbie Hershey

Absent: Steve Constantin, Todd Knaus

2. Amended Agenda: **The amended agenda was approved as presented upon a motion by Jackson, seconded by Joubran. Motion carried unanimously.**

3. Meeting Minutes: **The meeting minutes from February 7, 2019 were approved as presented upon motion by Joubran, seconded by Brown. Motion carried unanimously.**

4. Old Business

a. Bus Shelters

- i. Hardy requested we work with BATA to consider moving the bus stop at Cass & Lake.
- ii. Kelly Dunham, BATA, explained that creating places for commuters to gather will provide a place for them to congregate rather than wandering into nearby businesses.

b. Additional Bus Shelter Purchase

- i. Jackson asked for clarification on why the previous motion was not in full support. VanNess explained it was due to Parking providing 100% of the funds rather than matching funds.
- ii. **Motion by Jackson, seconded by Brown that the Parking Subcommittee amend the previous recommendation to recommend the DDA Board approve an amendment to the Auto Parking Budget to include an expenditure up-to \$26,000 to purchase six bus stop shelters to be installed downtown and on 8<sup>th</sup> Street with installation locations to be approved by the DDA CEO . Motion carried unanimously.**

5. Right-of-way and Land-use Contractor Parking Permits

- a. Joubran asked to review any loopholes to ensure individuals with ROW permits would not be allowed to purchase permits to park in the neighborhood without having an active project.
- b. Jackson requested consideration to notify residents that a permit has been approved and parking could be permitted for the project, and the notification should include who to contact with concerns.
- c. **Motion by Jackson, seconded by Joubran that the Parking Subcommittee recommends the DDA Board approve the request to establish Contractor Parking Permits tied to Right-of-Way and Land-use Permits for \$40 per month or \$5 per day per license plate in the schedule of fees. Motion carried unanimously.**

6. Event Rate for Metered Lots
  - a. Joubran and Hardy requested the parking lot per space rental fees be reviewed for the National Cherry Festival.
  - b. Derenzy will inquire to see if consideration can be given to the already approved 2020-2021 permit.
  - c. **Motion by Brown, seconded by Joubran that the Parking Subcommittee recommends the DDA Board approve Event Rates for Metered Lots as presented. Motion carried unanimously.**
  
7. Bay Street Parking
  - a. Establish Seasonal Meter District
    - i. Discussion on Bay Street Parking and general overview of the operation implementation.
    - ii. Brown asked that property owners be contacted following the discussion with the Traffic Committee.
    - iii. **Motion by Brown, seconded by Joubran that the Parking Subcommittee recommends moving forward with requesting a Traffic Control Order from the Traffic Committee to establish a meter district on Bay Street. Motion carried unanimously.**
  - b. Metered Parking Considerations
    - i. Details on operations to be included at a later date.
  - c. Daily Permits
    - i. Details on daily permits to be included at a later date.
  
8. Old Business
  - a. Valet Parking
    - i. Discussion on Valet Parking will be included in the Retail Parking Concerns Merchant meeting.
  - b. Retail Parking Concerns
    - i. Jackson suggested moving the proposed meeting date as it falls on the opening of the Rotary Show.
  - c. Parking Benefit District – Metered Beach Lots
    - i. VanNess to provide an update in April.
  
9. TDM 3 Yr Plan
  - a. Residential Parking – Update
    - i. Discussion on overview of meetings. Current feedback and input seems to be positive.
  - b. Residential Parking Permit FAQ
    - i. Discussion of an updated FAQ to be provided in the April recommendation to remove surveying existing restricted blocks.
  
10. Meter Bag Policy
  - a. Parking Services Bagged Meter Policy
    - i. Discussion to consider not allowing meter bags on Front Street, Cass, or Union and partial day or evening only bags.
  
11. Public Comment
  - a. Derenzy thanked Kelly Dunham and BATA for being a partner as we work towards implementing our TDM objectives.
  
12. Adjournment. The meeting officially adjourned at 12:52 PM

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## Memorandum

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To: Parking Subcommittee  
From: Nicole VanNess, Parking Director  
Re: March 26, 2019  
Date: Old Business

### **\$5 Meter Violation/Same Day Discount**

In July of 2017, we made a recommendation to reduce a discount of 50% to the base amount of all meter violations that are issued if the payment is made the same day in-person or online only. The purpose of the discount was to incentivize anyone who promptly paid their citations, and increase our collection rate with the goal to decrease the number of second notices generated with meter citations that would include maximum escalations for non-payment.

In April 2018, we implemented an appeal solution to collect information on the number of citations that were not paid within the discount timeframe. Nearly 26,000 meter citations were issued, and less than 1,000 or 3.5% did not comply and therefore owed the maximum escalated fine. The reason for implementing the appeal process: (1) to educate the public on the revised ordinance (2) reduce the negative comments suggesting the City intentionally implemented a process to deceive the public (3) reduce comments that patrons would never come back to downtown TC, and (4) that Parking Services implemented the process for the purpose of increasing fine revenues.

At this time, we have achieved our goal of increasing the collection rate of the meter violations. We have decreased the overall number of second and third collection notices with the exception of the meter violations that were paid at the discount rate after the discount period. As predicted, the fine revenue has decreased.

As of March 2019, we have discontinued the appeal process. We will no longer appeal violations that are not paid in-full within the discount timeframe, and we will adhere to the ordinance language. We anticipate complaints, if any, submitted to elected officials to be minimal, but may increase in the summer months due to the amount of citations written.

As you are aware there are multiple issues that impact parking relating to fees several of which we have discussed at the subcommittee level: (1) demand based pricing, (2) permit rates, (3) seasonal rates, and (5) review of all violation fine amounts. In lieu of piecemealing the process together, we are recommending that the fee structure be reviewed as a whole. Therefore, we will complete a full analysis of all fees and bring back to the Subcommittee at a future date.

### **Meter Bag Policy**

We have reviewed the policy internally. There are two changes we would like the Subcommittee to discuss: (1) bagging meters for partial days and (2) define a perimeter in which meters are restricted from being bagged. We will include this item in our Downtown Parking Meeting before bring a recommendation back in May.

We have explored partial day bags. In reviewing, we have determined that it would be better to allow for partial day bags in the morning 8 AM-12 PM rather than partial bags that start at 4 PM or later. Our reasoning for this is that we already experience and have had to tow individuals who park in meter bagged spaces. The information reservation dates and times are printed on the bags, but may have made the assumption that it only applies to daytime hours. We feel the reduced traffic in the morning would allow requestors the access they need, and free up the spaces for businesses the rest of the day. Whereas, someone who fails to acknowledge the space is being reserved at a specific time runs a greater risk of being towed in order to make the space available to the requestor.

We understand the importance of turning over spaces in the main corridor of downtown and the benefit this provides customers to access businesses. We have reviewed past requests that would be effected by imposing a restriction which would include; Michigan Blood Bus, Buckets of Rain, Children's Advocacy Center Pink Telephone, GT Pie pick-up, Pub Peddler/Cycle Pub, Motor coaches, Swing Shift for the Stars, and various event venue requests. The restriction would allow for service vehicles only to be exempt or anyone who obtained a ROW permit. The blocks being proposed are Front Street and State Street between Boardman and Union. This restriction will allow spaces to remain open in front of businesses with storefronts. We understand there are storefronts on Park, Cass and Union, but they are not contiguous across the block face. Surface lots and side streets would be permitted for meter bags.

### **Downtown Parking Meeting**

As a follow-up to our discussion on retail parking concerns, we have reserved the City Opera House. We will hold two meetings. Wednesday, April 17<sup>th</sup> 8:30 AM-10:00 AM and Thursday, April 18<sup>th</sup> 5:30 PM-7:00 PM. The purpose will be to meet with businesses to review the many components of parking in the downtown area and to hear their parking concerns. The meeting will have a brief overview of the TDM and an overview of downtown parking reviewing our objectives: (1) increase utilization of existing spaces, (2) increase turnover of spaces to provide customers with easy access to on-street parking, and (3) reduce overall demand for parking. In addition to our objectives, we would like to identify any specific goals the Subcommittee has to ensure we are incorporating them into the discussion and that the information we are collecting is beneficial for our future decision making efforts.

### **Parking Benefit District – Metered Beach Lots**

Last month, I met with the Parks and Recreation Commission gauging interest in establishing a Parking Benefit District in parks and specifically related to beach lots. It was a great discussion, and we had a healthy Q&A session. They would like to see additional information; such as, estimated revenue based on similar sized parking lots. They acknowledge the potential for the revenue to improve the parks or be used to implement projects on their CIP, but are not sure

about charging or issuing violations to those visiting the parks. I will provide the information they requested and address any additional questions they have.

**Bay Street Seasonal Meter District**

The Transportation Committee has given a verbal approval to support and issue a Traffic Control Order to meter Bay Street from Second Street to Division. They would issue the TCO for both the north and south sides of the street rather than only for the north side. Our reasoning for the north side only was to allow the south side spaces to be used for customer parking. Their rationale for both sides is that visitors would park on the south side to avoid paying on the north side. We have begun communicating with the businesses in this stretch to let them know of our intent to meter the street for the summer season.

Our next step is to discuss the implementation. I would like to propose moving forward with single space meters. This will greatly reduce our cost to implement seasonal metered parking as we already have the single space meters in surplus. I will provide an update at the May meeting on the implementation status. The meters would be in place Memorial Day to Labor Day.



## Memorandum

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To: Parking Subcommittee  
From: Nicole VanNess, Parking Director  
Re: March 26, 2019  
Date: Transportation Demand Management – 3 Year Plan

### **Residential Parking**

We have completed our public outreach for residential parking. Over the three sessions, we had 31 participants in addition to the residents who attended the Central Neighborhood meeting. All-in-all the sessions were positive and there did not appear to be any strong opposition to the current recommendation.

I have provided a modified version of the FAQ that redlines the changes added based on feedback and clarification. (1) We have removed the requirement that all existing time restricted blocks being surveyed to reflect existing blocks are currently eligible to obtain permits and those opposed may request to be surveyed to have restrictions revoked. (2) We have provided additional examples to clarify vehicle registration as it relates to determining if a vehicle is eligible and the eligible location. (3) We are not adjusting how votes will be calculated.

Our timeline will be extended as we have been rescheduled to meet with the Planning Commission for their May 21<sup>st</sup> Study Session. At this time, we would like to review any additional feedback or comments from the Subcommittee as we continue moving forward. The updated changes will be submitted to the Transportation Committee and will be reviewed with the City Commission at their April 8<sup>th</sup> Study Session.

### **City Commission Study Session**

In order to communicate our implementation of the TDM objectives and overall parking master plan, we will be presenting to the City Commission at their April 8<sup>th</sup> Study Session. We intend to provide them with an update on the Subcommittee's progress along with reviewing our 3 year plan. We feel this is important as many of our initiatives will ultimately be approved by both the DDA Board and City Commission before being implemented. This will also provide them an opportunity to ask us to consider items they feel should be incorporated into our 3 year plan. Following the meeting, we anticipate providing them with quarterly progress updates.



## **Residential Parking for City of Traverse City Residents Frequently Asked Questions**

The Residential Permit Program (RPP) is intended to supplement resident parking needs on a temporary or as-needed basis. The program does not eliminate on-street parking for public use, but aims to limit use by non-residents by enforcing posted time limits.

### **Why is the DDA involved in residential parking?**

The City of Traverse City approached the Traverse City Parking Services to implement a residential parking program (RPP) based on information gathered over the course of the pilot which was initiated in 2001. The Operation and Management Contract between the City and DDA was amended on July 1, 2014 to include, "16. Residential Permits. The DDA shall administer the residential parking permit program on behalf of the City."

### **What areas/blocks are eligible for Residential Parking Program (RPP)?**

~~Residents of blocks that have time limit restrictions may request RPP and will be surveyed. The survey results must show a 51% interest to move forward with RPP. Any non-metered residential block that has a restricted time limit is eligible to obtain RPP permits.~~

### **Who is eligible to be surveyed?**

Surveys will be sent to residential property owners. Businesses, schools, medical facilities, etc. will not be surveyed.

### **How do we request to be surveyed?**

Anyone interested, should contact Traverse City Parking Services at (231) 922-0241, or email [rpp@downtowntc.com](mailto:rpp@downtowntc.com). The request will be submitted to the City of Traverse City Transportation Committee to verify the block is eligible for a RPP. Once the block has been verified, surveys will be sent to the residents.

### **What does it mean for my block to be verified?**

Emergency routes, mail drive-up routes, and other factors will be used to verify the block is eligible.

### **How is 51% calculated?**

Surveys will be sent to each property owner of the block requesting. The surveys will be sent to the address on file with the City Assessor's Office. Residents will have a minimum of two weeks to respond. 51% is calculated as the amount of responses in favor over those not in favor and those who did not respond.

*Example 1: The block has 10 residences and 10 surveys were sent. Survey results: 3 yes, 2 no, 5 no response would calculate as  $3/10 = 30\%$  Yes,  $7/10 = 70\%$  No. RPP would not pass for this block.*

*Example 2: The block has 10 residences and 10 surveys were sent. Survey results: 5 yes, 5 no would calculate as  $5/10 = 50\%$  Yes,  $5/10 = 50\%$  No. RPP would not pass for this block.*

**If our block did not show support in a previous survey, how long do we have to wait to request another survey?**

A block may request to be surveyed no more than one (1) time in a 12 month period.

**If the residents of my block show a 51% interest in RPP, what happens next?**

Restricted parking signage will be installed on the RPP block. Residents may request residential permits through an RPP application once the signs have been installed.

**How are permits assigned?**

The intent of the permits are to allow residents to park within a reasonable distance of their house. However, permits will be assigned by neighborhood. Permits are valid on any block that has RPP within the neighborhood.

*Example: Both the 300 block of Seventh and the 400 block of Thirteenth Street reside in Central Neighborhood. Both blocks have elected to participate in the RPP and may obtain a Central Neighborhood Permit. Posted signs for Seventh Street are 2 Hour Limit and Thirteenth Street are No Parking 8 AM-3 PM School Days. Residents from the 400 block of Thirteenth may park on the 300 block of Seventh or vice versa with their Central Neighborhood Residential Permit. Residents in the 500 block of Tenth Street have not elected to participate, therefore, are not eligible to obtain a Central Neighborhood permit.*

**Who is eligible to obtain a residential permit?**

Only residents on blocks approved for RPP are eligible to obtain a permit. There is no limit to the number of permits. The resident must provide proof of vehicle registration that the vehicle must be is registered to an address on the RPP block.

**If I am a Traverse City resident, but my vehicle is registered in another city or State, am I eligible to obtain a residential permit?**

No. Michigan Secretary of State Vehicle registration must indicate that the vehicle is registered to an address on the owner on the RPP block.

**My block has an RPP, am I required to obtain a residential permit?**

No. Residents may elect to obtain a permit to park past the posted restrictions, but residents are not required to have a permit.

**Does my permit allow overnight parking?**

No. Residential permits are valid for daytime hours only for the purpose of parking past posted time limits. Overnight parking will be enforced as stated in the current ordinance 410.04(c).

**Am I able to obtain a permit for my boat trailer or motorhome?**

No. Permits are available for passenger vehicles only and are not intended for use with trailers or motorhomes.

**I live in the DDA District, am I eligible for a RPP?**

No. Only neighborhoods outside of the DDA District are eligible for a RPP. Both Hardy and Old Town Garages offer 24 hour access for daytime and overnight parking through the downtown permit program.

**My block has meters, is my block eligible for a RPP?**

No. RPP permits are not valid in metered spaces.

**I own a business on a RPP block, am I eligible to purchase permits for my employees?**

No. RPP permits are only offered to residents who reside on the RPP block.

**I own two properties in Traverse City, one in Traverse Heights and one in Central Neighborhood. My personal vehicle is registered to my residence in Traverse Heights, am I able to obtain a permit to park in Central Neighborhood?**

No. You are eligible for a RPP permit for the neighborhood that corresponds to the address in which your vehicle is registered.

**I own a business, and my vehicle is registered to my business. I also own a home in Old Town Neighborhood. Am I able to obtain a permit to park in Old Town Neighborhood?**

No. You are eligible for a RPP permit for the neighborhood that corresponds to the address in which your vehicle is registered.

**I have a vehicle that has Dealer Plates, a loaner vehicle or company issued vehicle. Am I eligible to obtain a permit?**

No. The license plate must be registered to a property in the RPP zone.

**What should I do if I do not agree with time restrictions on my block?**

You may request to have your block surveyed to remove time restrictions. 51% in favor is required in order to pass. Once passed, any permits issued to properties on the block will be deactivated.