

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**PARKING SUBCOMMITTEE AGENDA**  
**May 02, 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 April 4, 2019 Subcommittee Meeting (Approval recommended) (Pages 2-3)
3. Old Business
  - a. City Commission Study Session Review (Page 4)
  - b. Downtown Parking Meeting Review (Pages 5-7)
  - c. Meter Bag Policy (Page 8)
4. Public Comment
5. Adjournment

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

1. Roll Call

Present: T. Michael Jackson, Scott Hardy, Debbie Hershey, Steve Constantin, Jeff Joubran

Absent: Rick Brown, Todd Knaus

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

3. Old Business

- a. \$5 Meter Violation/Same Day Discount
  - i. Discussion on supporting enforcing policy when payments are not received in accordance with the ordinance.
- b. Meter Bag Policy
  - i. Discussion to modify policy to restrict bags on Front and State Streets from Boardman to Union Street.
- c. Downtown Parking Meeting
  - i. Discussion overviewing goals of meeting to ensure valuable input is obtained for future planning.
  - ii. Constantin suggested including our top priority which is to provide an easy place for people to shop and dine.
  - iii. Hardy suggested we discuss Ironman, and the impacts on downtown.
- d. PBD – Metered Beach Lots
  - i. Follow-up that this item will be removed until information can be provided to the Parks and Recreation Commission for future consideration.
- e. Bay Street Seasonal Meter District
  - i. Discussion on project timeline and the Transportation Committees decision to issue the TCO for both the north and south sides of the street.
  - ii. Jackson inquired if the meters would be installed near the Elks Lodge, and suggested that we hold off until we have more information from the businesses.
  - iii. Funding for expanding metered districts will be incorporated into the Capital Improvement Projects budget.

4. TDM 3 Year Plan

- a. Residential Parking Public Input Review
  - i. Discussion overviewing minor updates based on public input.
- b. Updated Residential Parking FAQs
- c. City Commission Study Session
  - i. Subcommittee members asked to attend the study session.

5. Public Comment. No public comment.

6. Adjournment. The meeting officially adjourned at 12:01 PM

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Scott Hardy, Chair

DRAFT



## Memorandum

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To: Parking Subcommittee  
From: Nicole VanNess, Parking Director  
Re: April 29, 2019  
Date: City Commission Study Session Review

We met with City Commission on April 8, 2019 for their Study Session. In the presentation, we reviewed our parking statistics downtown, reviewed the current 3 year TDM plan, outlined our implementation process in working on public outreach and internal committees, and highlighted our completed objectives and our in progress projects.

We provide an overview on the status of the residential permit program, and our progress of working with the public to obtain input thus far. The frequently asked questions were provided for their review. We identified that we would be presenting at the Planning Commission at their May 21, 2019 meeting.

We finished with an overview of our goal to create a parking master plan. We will continue to provide quarterly updates to the City Commission so they are kept abreast of our work plan and upcoming implementations. Commissions provided the following feedback:

- Include the annual cost to maintain parking and the true costs of parking when address leasing and building parking.
- The current recommendation to provide free parking permits to residents should be revisited, and they should have a fee for the permits.
- Consider reviewing City-wide overnight parking ordinance changes whether year-round or seasonal only.
- Remove time restrictions from residential blocks allowing for unlimited parking to allow for parking and traffic calming.



## Memorandum

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To: Parking Subcommittee  
From: Nicole VanNess, Parking Director  
Re: April 29, 2019  
Date: Downtown Parking Meeting Review

We held two public input sessions with downtown merchants in April at the City Opera House. The attendance is as follows:

- April 17<sup>th</sup> – 18 attendees representing 8 businesses of which 7 are on Front Street
- April 18<sup>th</sup> – 12 attendees representing 10 businesses of which 8 are on Front Street

The presentation structure included interaction from the attendees throughout. We aimed to focus on the preservation of the storefront spaces for the purpose of customer parking with the convenience and ease of access to the businesses.

Attendees were asked to comment on “How does parking benefit your business and/or employees?” using sticky notes as they arrived. The comments mostly resembled the importance of customer parking:

- Close/affordable parking brings more people downtown
- Retail customers if they have convenient parking, they will shop downtown.
- We need great parking for our customers. Goals not to make people feel unwelcome.
- Customers able to make a quick stop to shop.
- Easily available parking encourages tourists to visit downtown in summer and helps drive our business.
- Difficult for retail staff to afford paid parking.
- Alert the public to free parking after 4 pm and on weekends

We provided general background information and an overview which included a timeline of the DDA managing parking and taking on additional responsibilities over the years, statistics on parking in the downtown area, an overview of the TDM report, utilization statistics, and a general overview of the parking system funds.

Our first interactive topic was addressing the needs of the customer and employee, within a comprehensive system, while planning for the future. The overall general feedback was to support the spaces being available for customer parking. The cost of parking, safety and reference materials were the concerns for employee parking.

- Provide a trolley to get customers and employees from the West End to the East End
- Difficult labor pool – burden to attract good staff, employees, as well as, customers
- Servers walking blocks and blocks and blocks
- Hidden Maps. Find a better way to direct people to parking structures.
- Late night employees leaving late at night have to walk to far which is a safety concern
- Two hour parking needs to go. Front Street should be 30 minutes not 3 hours.
- Residential parking is taking up employee parking.

Our second topic was enforcement and how enforcement is not meant to punish customers from shopping, but provide a way to ensure the spaces are available for customers who are looking for parking.

- Parking experience needs to be a little friendlier.
- Why don't we enforce on Sundays?
- Employees are running out to reload 2 hour meters.
- Tourists are put off when they see a sea of yellow.
- Communicate enforcement hours as many are still unaware.
- Consider a first citation free (warning).
- Look at off-season promotions for free parking to get locals downtown between October and March or a Free Parking Happy Hour.
- Provide parking tokens that businesses can give to customers.
- Change Parkmobile to allow purchase in 15 min increments or to start/stop.

Our third topic related to parking policies and how they benefit all parkers. Policies included meter bag, seasonal permit lots, and free parking in permit lots.

- Better Signage for locals to know that parking is free after 4 p.m. in permit lots.
- Permits should be enforced on Saturdays.
- Limit to 1 bag on Front Street for requests
- Not allowing meter bags will result in parking (standing) in the street
- Do not allow construction parking around businesses
- Determine a % of spaces that can be bagged on each block at any given time

Our last topic included our multi-modal initiatives for increasing access to parking spaces by reducing the number of long-term single occupancy vehicles parking and decreasing traffic downtown. This is another area where many had not heard of the Destination Downtown program or BATA's Bayline route, and would like more information to share these options with employees.

- Need to develop an employee parking guide that includes all employee options (permits and transit)
- Expand Destination Downtown to be a true commuter pass that may be used for personal errands.
- Define Park & Ride locations that are near Destination Downtown or Bayline bus stops.

We finished the presentation outlining some of the topics we have identified in the 3 year plan and how the changes would impact and benefit current parking in downtown. Discussions included evaluating meter time limits by location, exploring meter enforcement extension and

reducing time limits seasonally, increasing meter rates by zone, increasing permit rates by zone and availability, and reducing permit locations.

- It is ok to extending the enforcement time in the summer, but reduce in the winter for locals.
- Need longer times on the outer lots. Increase 2 hour to 4 hour.
- Provide a parking punch card for part-time meters.
- Cheaper permits in the winter and more expensive permits in the summer.

Additional questions and comments include:

- Moving Friday Night Live to Cass Street
- Working with Festivals to highlight Bayline for employees
- Reducing the number of races, marches and other street closures on Front Street
- Communicating street closures as there is a lack of awareness.
- Reducing the number of festivals that take over parking lots.

The goal over the next few months will be to focus on employee reference materials that provide parking and transit options. We will ensure the information migrating over from the website is cleaned up to be more beneficial and user friendly. We will also review all fees and determine an implementation timeline so we can begin to communicate this information to the public and employees.



## Memorandum

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To: Parking Subcommittee  
From: Nicole VanNess, Parking Director  
Re: April 24, 2019  
Date: Meter Bag Policy

Last month, we discussed changing the meter bag policy to exclude meters on Front Street, State Street, Cass Street and Park Streets between Boardman Avenue and Union Street. This item was included in the discussion at the Downtown Parking meeting last week in order to obtain additional input from other businesses. The attendees represented 19 businesses of which all but 3 are on Front Street.

We reviewed how the changes may or may not impact some recurring requests. The Opera House shared their current use case and how they are mindful of the downtown businesses and only allow for one space to be bagged on Front for events. The Park Place shared how the change would impact their motor coaches having to park on Washington where the street is narrower, and they asked that we are mindful that the motor coaches are bringing up to 30 people downtown for each bus. Other than these two comments there was not much discussion, and the overall opinion was that the current policy is not a major inconvenience to the businesses. They do support our recommendation to change the policy to protect storefront parking.

Upon further review, we have determined a phased approach to modify the policy would be best in order to provide storefront parking spaces. Phase 1 will include restricting bag requests from blocks that have storefronts. We will operate with phase 1 for 1 year before evaluating. At the end of year 1, we will determine if we will move forward to Phase 2.

- Phase 1 will modify the policy to restrict meter bags on Front Street between Boardman Avenue and Union Street; Park Street, Cass Street and Union Streets south of Front to State Street.
- Phase 2 will include State Street from Boardman Avenue to Union Street and Boardman Avenue.