

# **Traverse City Downtown Development Authority Annual Organizational Meeting**

**Friday, October 15, 2021**

**8:30 am**

Commission Chambers, Governmental Center

400 Boardman Avenue

Traverse City, Michigan 49684

Posted: October 11, 2021



The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, 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 ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

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 Jean Derenzy, CEO

(231) 922-2050

Web: [www.downtowntc.com](http://www.downtowntc.com)

303 East State Street, Suite C

Traverse City, MI 49684

# Welcome to the Traverse City Downtown Development Authority meeting!

## Agenda

	Page
<b>1. CALL TO ORDER</b>	
<b>2. ROLL CALL</b>	
<b>3. ELECTION OF OFFICERS</b>	
A. Election of Officers (Approval Recommended) <a href="#">Election of Officers Memo (Jean Derenzy) - PDF</a>	5
<b>4. REVIEW AND APPROVAL OF AGENDA</b>	
<b>5. CONSENT CALENDAR</b> <i>The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.</i>	
A. Consideration of approving the minutes of the Regular Meeting of September 17, 2021 (Approval Recommended) (Jean Derenzy) <a href="#">September 17, 2021 Downtown Development Authority Regular Meeting Minutes - PDF</a>	7 - 10
B. Consideration of approving Financial Reports and Disbursements for DDA, TIF 97, Old Town TIF, Parking Services, and Arts Commission for September 2021 (Approval Recommended) (Jean Derenzy, Harry Burkholder, Nicole VanNess) <a href="#">DDA General, TIF 97 and Old Town TIF Financials - September 2021 - PDF</a> <a href="#">TC Parking Services Financials - September 2021 - PDF</a> <a href="#">TC Arts Commission Financials - September 2021 - PDF</a>	11 - 19
C. Consideration of approving a three-year service order for Parking Garage Window Washing (Approval Recommended) (Jean Derenzy, Nicole VanNess)	21

	<a href="#"><u>Parking Garage 3-year Window Washing Memo (Nicole VanNess)- PDF</u></a>	
D.	Consideration of approving an agreement for the purchase and installation of Parking Garage Occupancy Count Signage (Approval Recommended) (Jean Derenzy, Nicole VanNess)	23 - 29
	<a href="#"><u>Parking Garage Occupancy Count Sign Purchase Memo - PDF</u></a>	
	<a href="#"><u>Occupancy Count Sign Product Sheet - PDF</u></a>	
	<a href="#"><u>Occupancy Sign Placement - PDF</u></a>	
E.	Consideration of approving the Healthier Drinking Culture Strategic Plan (Approval Recommended) (Jean Derenzy)	31 - 76
	<a href="#"><u>Healthier Drinking Culture Strategic Plan Memo (Jean Derenzy) - PDF</u></a>	
	<a href="#"><u>Summary of Public Feedback Regarding Draft Healthier Drinking Culture Strategic Plan - PDF</u></a>	
	<a href="#"><u>Edits Made to Draft Healthier Drinking Culture Strategic Plan - PDF</u></a>	
	<a href="#"><u>Final Healthier Drinking Culture Strategic Plan - PDF</u></a>	
F.	Consideration of approving the Downtown Tree Management Plan (Approval Recommended) (Jean Derenzy, Harry Burkholder)	77 - 140
	<a href="#"><u>Downtown Tree Management Plan Memo (Jean Derenzy, Harry Burkholder) - PDF</u></a>	
	<a href="#"><u>2021 Downtown Tree Management Plan - PDF</u></a>	

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**6. ITEMS REMOVED FROM CONSENT CALENDAR**

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**7. OLD BUSINESS**

A.	Reimagine East Front Street Project Update	141 - 202
	<a href="#"><u>Reimagine East Front Street Project Memo (Jean Derenzy, Harry Burkholder) - PDF</u></a>	
	<a href="#"><u>Reimagine East Front Street Project Update Progressive AE Memo (Chris Zull) - PDF</u></a>	
	<a href="#"><u>September 27, 2021 Reimagine East Front Street Public/Stakeholder Meeting Notes - PDF</u></a>	
	<a href="#"><u>September 27 &amp; 29, 2021 Reimagine East Front Workshop Presentation w/Design Scenarios - PDF</u></a>	

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**8. NEW BUSINESS**

A.	CEO Report - Project Updates	203 - 205
	<a href="#"><u>Project Updates final.</u></a>	
B.	Consultant Work and RFP For DDA (Input Requested)	207 - 208
	<a href="#"><u>Consultant Work and RFP Memo (Jean Derenzy) - PDF</u></a>	

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**9. BOARD MEMBER UPDATES**

- A. Arts Commission Update (Steve Nance) 209 -  
[Arts Commission Update Memo \(Steve Nance\) - PDF](#) 210
- B. Parking Subcommittee Update (Scott Hardy) 211  
[Parking Subcommittee Update Memo \(Scott Hardy\) - PDF](#)
- 

**10. STAFF REPORTS**

- A. Transportation Mobility Director Report (Nicole VanNess) 213 -  
[Transportation Mobility Director Report \(VanNess\) - PDF](#) 214
- B. Community Development Director Report (Katy McCain) 215 -  
[Community Development Director Report \(Katy McCain\) - PDF](#) 217
- 

**11. RECEIVE AND FILE**

- A. October 1, 2021 Special Arts Commission Meeting Minutes 219 -  
[October 1, 2021 Special Arts Commission Special Meeting Minutes - PDF](#) 221
- B. September 9, 2021 DTCA Meeting Minutes 223 -  
[September 9, 2021 DTCA Board Meeting Minutes - PDF](#) 224
- C. October 7, 2021 Parking Subcommittee Minutes 225 -  
[Parking Subcommittee - 07 Oct 2021 - Minutes - PDF](#) 227
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**12. CLOSED SESSION FOR POSSIBLE PROPERT PURCHASE MCL 15.268 (MOTION REQUIRED)**

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**13. CLOSING PUBLIC COMMENT**

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**14. ADJOURNMENT**



Downtown Development Authority  
303 E. State Street  
Traverse City, MI 49684  
jean@downtowntc.com  
231-922-2050

## Memorandum

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**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**Memo Date:** October 11, 2021  
**SUBJECT:** Election of Officers

Our by-laws require that the election of officers shall happen at the annual organizational meeting. The annual organizational meeting is typically in September, or no less than 90 days from September.

Our current officers are:  
Gabe Schneider, Chair  
Scott Hardy, Vice-chair  
Steve Constantin, Treasurer  
Richard Lewis, Secretary

The current Chair, Vice-Chair and Secretary have served for one year (officers typically serve for two years). Each officer has expressed a willingness to serve for the 2021/2022 year. Jeff Joubran has also offered to serve as Treasurer, as Steve Constantin will no longer be on the Board.

A motion is required from the Board for nominations for each office or a full slate of officers can be made in one motion.





**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, September 17, 2021**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 8:30 a.m.

The following Board Members were in attendance: Mayor Jim Carruthers, Board Chair Gabe Schneider, Board Member Steve Nance, Board Member Peter Kirkwood, Board Treasurer Stephen Constantin, Board Vice Chair Scott Hardy, Board Member Damian Lockhart, Board Member T. Michael Jackson, Board Member Leah Bagdon-McCallum, Board Secretary Richard Lewis, and Board Member Pam Marsh

The following Board Members were absent: Board Member Jeff Joubran

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 8:30 AM.

Chairperson Schneider introduced Audrey Michael.

(b) **ROLL CALL**

(c) **REVIEW AND APPROVAL OF AGENDA**

- (1) Consideration of approving the agenda.  
That the agenda be approved as presented.

(d) **CONSENT CALENDAR**

*The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for*

*individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.*

- (1) Consideration of approving the minutes of the Regular Meeting of August 20, 2021 (Approval Recommended) (Jean Derenzy)
- (2) Consideration of approving a three-year service order for Parking Garage Washdown Maintenance (approval recommended) (Jean Derenzy, Nicole VanNess)
- (3) Consideration of approving Financial Reports and Disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for August 2021 (approval recommended) (Jean Derenzy, Harry Burkholder, Nicole VanNess)

The following addressed the Board:

Carruthers identified the minutes access.  
Correction on the minutes of the last meeting.  
That the consent calendar be approved as presented.

Moved by T. Michael Jackson, Seconded by Jim Carruthers

**Yes:** T. Michael Jackson, Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Damian Lockhart, Leah Bagdon-McCallum, Richard Lewis, and Pam Marsh

**Absent:** Jeff Joubran

**CARRIED. 11-0-1 on a recorded vote**

(e) **ITEMS REMOVED FROM CONSENT CALENDAR**

(f) **SPECIAL ORDER OF BUSINESS**

- (1) Presentation: FishPass. Bob Lambe, Executive Secretary of the Great Lakes Fishery Commission

The following addressed the Board:

Bob Lambe  
T. Michael Jackson  
Steve Constantin  
Pete Kirkwood  
Scott Hardy  
Mayor Carruthers

- (2) Presentation: Overview of Healthy Drinking Culture Draft Report - Elise Craft, Megan Motil (input from DDA Board Members welcomed)



The following addressed the Board:

Elise Craft  
Megan Motil  
Pete Kirkwood  
Pam Marsh  
Damien Lockhart  
Audrey Michael  
Mayor Carruthers  
Steve Constantin  
Scott Hardy  
Gabe Schneider  
Steve Nance  
Richard Lewis  
T Michael Jackson  
Leah McCallum-Bagdon

(g) **OLD BUSINESS**

- (1) East Front Street Project Update (Suzanne Schulz, Progressive AE)

Board Member McCallum left the meeting at 10:48 AM

Board Member Schneider asked that we adjourn the meeting and table the rest of the items.

The following addressed the Board:

Suzanne Schulz, Progressive AE  
Mayor Carruthers

- (2) Downtown Tree Management Plan (approval recommended) (Jean Derenzy, Harry Burkholder)

At this point of the meeting, Chairperson Schneider, asked that this item and all remaining agenda discussions be deferred to the next meeting.

(h) **NEW BUSINESS**

- (1) CEO Report - Project Updates

All discussions deferred to the next meeting.

(i) **BOARD MEMBER UPDATES**

- (1) Arts Commission (Steve Nance)

(j) **STAFF REPORTS**

- (1) Transportation Mobility Director (Nicole VanNess)
- (2) Community Development Director (Katy McCain)

(k) **RECEIVE AND FILE**

- (1) Arts Commission August 18, 2021 Meeting Minutes

(l) **PUBLIC COMMENT**

No public comment.

(m) **ADJOURNMENT**

- (1) Motion to adjourn the meeting.  
The meeting was adjourned at 10:52 AM

Moved by Richard Lewis, Seconded by Peter Kirkwood

**Yes:** Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Damian Lockhart, T. Michael Jackson, Richard Lewis, and Pam Marsh

**Absent:** Leah Bagdon-McCallum and Jeff Joubran

**CARRIED. 10-0-2 on a recorded vote**

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Jean Derenzy, Traverse City DDA  
CEO

# Traverse City DDA - General

## Balance Sheet Summary

As of September 30, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	5,926,530.25
Accounts Receivable	262,048.03
Other Current Assets	64,094.89
<b>Total Current Assets</b>	<b>\$6,252,673.17</b>
Other Assets	56,491.00
<b>TOTAL ASSETS</b>	<b>\$6,309,164.17</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	29,488.58
Credit Cards	0.00
Other Current Liabilities	4,637,199.72
<b>Total Current Liabilities</b>	<b>\$4,666,688.30</b>
<b>Total Liabilities</b>	<b>\$4,666,688.30</b>
Equity	1,642,475.87
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$6,309,164.17</b>

# Traverse City DDA - TIF 97

Balance Sheet  
As of September 30, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVALENTS	
1001 Fifth Third Checking - 8026	3,572,274.70
<b>Total 1000 CASH AND CASH EQUIVALENTS</b>	<b>3,572,274.70</b>
<b>Total Bank Accounts</b>	<b>\$3,572,274.70</b>
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	448,626.18
<b>Total Accounts Receivable</b>	<b>\$448,626.18</b>
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	304,283.42
1104 Due From DDA	1,930,691.89
<b>Total 1100 OTHER CURRENT ASSETS</b>	<b>2,234,975.31</b>
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$2,234,975.31</b>
<b>Total Current Assets</b>	<b>\$6,255,876.19</b>
Fixed Assets	
Land	0.00
<b>Total Fixed Assets</b>	<b>\$0.00</b>
Other Assets	
Accounts Rec - DO NOT USE	0.00
Pre-Paid Expense	0.00
Work in Progress	0.00
<b>Total Other Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$6,255,876.19</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	276,861.25
Due to City - Capital Projects	0.00
<b>Total Accounts Payable</b>	<b>\$276,861.25</b>
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	48,290.00
2200 DEFERRED REVENUE	300,237.86
Accounts Payable - DO NOT USE	0.00
<b>Total Other Current Liabilities</b>	<b>\$348,527.86</b>
<b>Total Current Liabilities</b>	<b>\$625,389.11</b>
<b>Total Liabilities</b>	<b>\$625,389.11</b>
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	3,832,992.60
Net Income	1,818,694.48
<b>Total Equity</b>	<b>\$5,630,487.08</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$6,255,876.19</b>

# DDA Old Town TIF

## Balance Sheet

As of September 30, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVILENTS	
1001 Fifth Third Checking - 0650	359,648.27
<b>Total 1000 CASH AND CASH EQUIVILENTS</b>	<b>359,648.27</b>
<b>Total Bank Accounts</b>	<b>\$359,648.27</b>
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	93,060.42
1104 Due From DDA	327,625.36
<b>Total 1100 OTHER CURRENT ASSETS</b>	<b>420,685.78</b>
<b>Total Other Current Assets</b>	<b>\$420,685.78</b>
<b>Total Current Assets</b>	<b>\$780,334.05</b>
<b>TOTAL ASSETS</b>	<b>\$780,334.05</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	3,717.41
<b>Total Accounts Payable</b>	<b>\$3,717.41</b>
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	3,500.00
<b>Total Other Current Liabilities</b>	<b>\$3,500.00</b>
<b>Total Current Liabilities</b>	<b>\$7,217.41</b>
<b>Total Liabilities</b>	<b>\$7,217.41</b>
Equity	
Retained Earnings	522,467.68
Net Income	250,648.96
<b>Total Equity</b>	<b>\$773,116.64</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$780,334.05</b>



REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 09/30/2021

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	ACTIVITY FOR MONTH 09/30/21	YTD BALANCE 09/30/2021	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-502.000	FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-651.000	PARKING DECK PROCEEDS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-652.000	PARKING FEES-COIN	1,000,000.00	210,432.67	796,547.79	0.00	203,452.21	79.65
585-000-653.000	PERMITS-SURFACE LOTS	150,000.00	9,267.00	29,971.50	0.00	120,028.50	19.98
585-000-653.005	PERMITS-PARKING DECK	0.00	0.00	0.00	0.00	0.00	0.00
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	80.00	550.00	0.00	(550.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	0.00	0.00	0.00	0.00	0.00	0.00
585-000-656.010	PARKING FINES	150,000.00	24,684.00	71,869.76	0.00	78,130.24	47.91
585-000-656.020	PARKING FINES-AIRPORT	0.00	0.00	0.00	0.00	0.00	0.00
585-000-656.030	PARKING FINES-COLLEGE	0.00	0.00	0.00	0.00	0.00	0.00
585-000-664.000	INTEREST & DIVIDEND EARNINGS	60,000.00	10.12	7,410.12	0.00	52,589.88	12.35
585-000-668.000	RENTS AND ROYALTIES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-673.000	SALE OF FIXED ASSETS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-677.000	REIMBURSEMENTS	0.00	3,360.00	3,360.00	0.00	(3,360.00)	100.00
585-000-683.000	RECOVERY OF BAD DEBTS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-686.000	MISCELLANEOUS INCOME	0.00	0.00	2,207.85	0.00	(2,207.85)	100.00
585-000-687.000	REFUNDS AND REBATES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-000-699.000	PRIOR YEARS' SURPLUS	1,682,700.00	0.00	0.00	0.00	1,682,700.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		3,042,700.00	247,833.79	911,917.02	0.00	2,130,782.98	29.97
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-653.005	PERMITS-PARKING DECK	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		0.00	0.00	0.00	0.00	0.00	0.00
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	120,000.00	26,918.05	148,196.40	0.00	(28,196.40)	123.50
585-586-653.000	PERMITS-SURFACE LOTS	0.00	0.00	0.00	0.00	0.00	0.00
585-586-653.005	PERMITS-PARKING DECK	150,000.00	13,416.50	38,765.50	0.00	111,234.50	25.84
585-586-668.000	RENTS AND ROYALTIES	13,000.00	918.00	2,754.00	0.00	10,246.00	21.18
585-586-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
585-586-686.000	MISCELLANEOUS INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-586-687.000	REFUNDS AND REBATES	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 586 - HARDY DECK		283,000.00	41,252.55	189,715.90	0.00	93,284.10	67.04
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	35,000.00	8,334.90	33,230.30	0.00	1,769.70	94.94
585-587-653.005	PERMITS-PARKING DECK	40,000.00	10,500.00	26,554.13	0.00	13,445.87	66.39
585-587-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
585-587-686.000	MISCELLANEOUS INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-587-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 587 - OLD TOWN DECK		75,000.00	18,834.90	59,784.43	0.00	15,215.57	79.71

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

PERIOD ENDING 09/30/2021

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	ACTIVITY FOR MONTH 09/30/21	YTD BALANCE 09/30/2021	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
TOTAL REVENUES		3,400,700.00	307,921.24	1,161,417.35	0.00	2,239,282.65	34.15
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	8,900.00	175.43	464.31	0.00	8,435.69	5.22
585-585-704.000	EMPLOYEE OVERTIME	2,200.00	0.00	0.00	0.00	2,200.00	0.00
585-585-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	(0.59)	33.26	0.00	(33.26)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	12.94	34.11	0.00	165.89	17.06
585-585-716.000	EMPLOYEE HEALTH INSURANCE	100.00	9.14	27.44	0.00	72.56	27.44
585-585-717.000	EMPLOYEE LIFE/DISABILITY INS	0.00	2.23	7.07	0.00	(7.07)	100.00
585-585-718.000	RETIREMENT FUND CONTRIBUTION	700.00	0.00	103.27	0.00	596.73	14.75
585-585-719.000	RETIRES HOSPITALIZATION INS	0.00	0.00	0.00	0.00	0.00	0.00
585-585-720.000	UNEMPLOYMENT COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00
585-585-721.000	WORKERS COMPENSATION INS	0.00	0.00	0.00	0.00	0.00	0.00
585-585-727.000	OFFICE SUPPLIES	6,000.00	442.74	749.72	0.00	5,250.28	12.50
585-585-740.000	OPERATION SUPPLIES	37,000.00	4,324.16	7,565.10	23,686.57	5,748.33	84.46
585-585-801.000	PROFESSIONAL AND CONTRACTUAL	1,180,800.00	59,635.14	99,029.47	172,030.68	909,739.85	22.96
585-585-810.000	COLLECTION COSTS	500.00	0.00	0.00	0.00	500.00	0.00
585-585-850.000	COMMUNICATIONS	21,600.00	1,675.80	4,427.40	129,478.00	(112,305.40)	619.93
585-585-854.000	CITY FEE	120,000.00	0.00	0.00	0.00	120,000.00	0.00
585-585-860.000	TRANSPORTATION	5,000.00	466.53	754.03	0.00	4,245.97	15.08
585-585-862.000	PROFESSIONAL DEVELOPMENT	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-880.000	COMMUNITY PROMOTION	65,000.00	0.00	0.00	0.00	65,000.00	0.00
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	0.00	80.70	97.94	13,821.36	1.28
585-585-910.000	INSURANCE AND BONDS	13,000.00	0.00	997.41	0.00	12,002.59	7.67
585-585-920.000	PUBLIC UTILITIES	15,000.00	130.58	2,395.28	0.00	12,604.72	15.97
585-585-930.000	REPAIRS AND MAINTENANCE	99,700.00	0.00	3,279.92	4,648.17	91,771.91	7.95
585-585-930.005	RAMSDALL GATE REPAIR & MAINT	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-585-940.000	RENTAL EXPENSE	83,000.00	9,485.90	18,636.58	59,005.63	5,357.79	93.54
585-585-956.000	MISCELLANEOUS	0.00	0.00	10,218.87	0.00	(10,218.87)	100.00
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	0.00	0.00	0.00	135,000.00	0.00
585-585-964.000	TRANSFERS OUT	0.00	0.00	0.00	0.00	0.00	0.00
585-585-977.000	EQUIPMENT	165,000.00	45,225.00	45,225.00	4,679.26	115,095.74	30.25
585-585-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		1,976,700.00	121,585.00	194,028.94	393,626.25	1,389,044.81	29.73
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-586-740.000	OPERATION SUPPLIES	9,000.00	294.00	327.12	4,217.37	4,455.51	50.49
585-586-801.000	PROFESSIONAL AND CONTRACTUAL	125,800.00	862.15	1,171.27	56,008.78	68,619.95	45.45
585-586-850.000	COMMUNICATIONS	3,300.00	256.00	768.00	0.00	2,532.00	23.27
585-586-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
585-586-910.000	INSURANCE AND BONDS	8,000.00	0.00	606.24	0.00	7,393.76	7.58
585-586-920.000	PUBLIC UTILITIES	55,000.00	1,476.03	5,812.20	0.00	49,187.80	10.57
585-586-930.000	REPAIRS AND MAINTENANCE	318,100.00	9,660.25	16,916.09	47,569.39	253,614.52	20.27
585-586-940.000	RENTAL EXPENSE	16,500.00	1,348.29	4,044.87	0.00	12,455.13	24.51
585-586-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	0.00	10,000.00	0.00
585-586-959.000	DEPRECIATION EXPENSE	206,000.00	0.00	0.00	0.00	206,000.00	0.00
585-586-977.000	EQUIPMENT	0.00	0.00	0.00	61,004.20	(61,004.20)	0.00
Total Dept 586 - HARDY DECK		752,700.00	13,896.72	29,645.79	168,799.74	554,254.47	26.36



10/11/2021 09:07 AM  
 User: nvanness  
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 09/30/2021

Page: 3/3

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	ACTIVITY FOR MONTH 09/30/21	YTD BALANCE 09/30/2021	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BGD USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
Dept 587 - OLD TOWN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
585-587-740.000	OPERATION SUPPLIES	8,000.00	443.98	528.93	4,744.27	2,726.80	65.92
585-587-801.000	PROFESSIONAL AND CONTRACTUAL	107,500.00	110.00	5,780.00	75,433.50	26,286.50	75.55
585-587-850.000	COMMUNICATIONS	5,100.00	392.33	1,040.67	1,727.33	2,332.00	54.27
585-587-863.000	TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-910.000	INSURANCE AND BONDS	6,000.00	0.00	541.02	0.00	5,458.98	9.02
585-587-920.000	PUBLIC UTILITIES	55,000.00	1,178.48	2,343.09	0.00	52,656.91	4.26
585-587-930.000	REPAIRS AND MAINTENANCE	294,400.00	4,040.64	9,949.13	20,815.59	263,635.28	10.45
585-587-940.000	RENTAL EXPENSE	14,300.00	1,169.16	3,507.48	0.00	10,792.52	24.53
585-587-956.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
585-587-959.000	DEPRECIATION EXPENSE	181,000.00	0.00	0.00	0.00	181,000.00	0.00
585-587-977.000	EQUIPMENT	0.00	0.00	0.00	40,661.50	(40,661.50)	0.00
Total Dept 587 - OLD TOWN DECK		671,300.00	7,334.59	23,690.32	143,382.19	504,227.49	24.89
TOTAL EXPENDITURES		3,400,700.00	142,816.31	247,365.05	705,808.18	2,447,526.77	28.03
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		3,400,700.00	307,921.24	1,161,417.35	0.00	2,239,282.65	34.15
TOTAL EXPENDITURES		3,400,700.00	142,816.31	247,365.05	705,808.18	2,447,526.77	28.03
NET OF REVENUES & EXPENDITURES		0.00	165,104.93	914,052.30	(705,808.18)	(208,244.12)	100.00



REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 09/30/2021

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	ACTIVITY FOR MONTH 09/30/21	YTD BALANCE 09/30/2021	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-664.000	INTEREST & DIVIDEND EARNINGS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	15,000.00	0.00	0.00	0.00	15,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
282-000-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	30,000.00	30,000.00	0.00	0.00	100.00
282-000-699.000	PRIOR YEARS' SURPLUS	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		50,000.00	30,000.00	30,000.00	0.00	20,000.00	60.00
TOTAL REVENUES		50,000.00	30,000.00	30,000.00	0.00	20,000.00	60.00
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	500.00	0.00	0.00	0.00	500.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	15,000.00	0.00	3,983.81	28,914.50	(17,898.31)	219.32
282-282-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
282-282-930.000	REPAIRS AND MAINTENANCE	4,500.00	0.00	0.00	0.00	4,500.00	0.00
282-282-970.000	CAPITAL OUTLAY	30,000.00	0.00	0.00	0.00	30,000.00	0.00
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		50,000.00	0.00	3,983.81	28,914.50	17,101.69	65.80
TOTAL EXPENDITURES		50,000.00	0.00	3,983.81	28,914.50	17,101.69	65.80
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		50,000.00	30,000.00	30,000.00	0.00	20,000.00	60.00
TOTAL EXPENDITURES		50,000.00	0.00	3,983.81	28,914.50	17,101.69	65.80
NET OF REVENUES & EXPENDITURES		0.00	30,000.00	26,016.19	(28,914.50)	2,898.31	100.00





## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
CC: Gerald Moeggenberg, Facilities Supervisor  
Date: October 5, 2021  
Re: 3-year Service Order for Parking Garage Window Washing Maintenance

Our staff maintains all windows on the ground level on a weekly basis. Twice a year, all levels of the windows in the parking garage pedestrian towers are cleaned in the fall and spring. The purpose of the window cleaning is to clean the inside and outside of all four levels of the glass and window sill ledges of the pedestrian stair towers as we do not have the proper equipment to reach these areas. This cleaning is an important part of reducing dirt and grime buildup caused by settling exhaust dust, pollen and other airborne debris.

In the past, we have obtained quotes for each garage for each window washing. In order to reduce administrative time and ensure scheduling can be done in a timely manner, we issued a RFP to provide a service order for the next three fiscal years. Only one company provided a proposal. Fish Window Cleaning has provided this service for us in the past. We are familiar with their work and recommend moving forward with a service order.

Bidder	2021-22	2022-23	2023-24	3 Year Total
Northern Lighting Wash	\$6,815	\$6,815	\$6,815	\$20,445

**Recommendation:** That the DDA Board recommend the City Commission approve a 3-year service order with Fish Window Cleaning in an amount of \$20,445 for the purposes of bi-annual window washing maintenance at the Hardy and Old Town Parking Garages with budgeted funds available in the Repairs and Maintenance line item of the Hardy Parking Fund and the Old Town Parking Fund.





## Memorandum

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To: DDA Board of Directors  
From: Nicole VanNess, Transportation Mobility Director  
Copy: Jean Derenzy, DDA CEO  
Date: October 5, 2021  
Re: Parking Garage Occupancy Count Sign Purchase

In an effort to increase motorist visibility to provide available parking options and decrease congestion caused by circulation, we issued an RFP to add occupancy count signage at both parking garages. The signs will display the number of available spaces, and be mounted at each entrance/exit. There will be three total signs: one for the Old Town Parking Garage on Eighth Street and two for the Hardy Parking Garage on both State and Front Streets. The signs are two-sided and continue to provide functionality in the event that State Street or Front Street is converted to two-way traffic.

The goal is to provide motorist available occupancy which will direct them into the parking garages instead of seeking out other available parking options. Another benefit is that the signs may help to identify the entrances so those that are unfamiliar with the parking garage locations will recognize the signs and associate it with the parking structure.

We received one proposal from Traffic & Safety Control Systems. The vendor is currently working on our Video Management System implementation, and they recommend coordinating the conduit installations for both projects in order to use some of the same lines and minimize the amount of conduit needed.

The final pricing may vary slightly pending the City Engineer's approval of conduit design locations.

**Recommended Motion:** That the DDA Board of Directors recommend the City Commission approval to issue a contract in an amount more-or-less of \$49,845 to Traffic & Safety Control Systems for the purchase and installation of a Parking Garage Occupancy Count Signage with funds in the Hardy and Old Town Auto Parking Funds.





**PRODUCT ID: 39915**

**Space Available Sign**

**MODEL**

SA3636DGRGR-01-K241/120-277VAC



**DIMENSIONS**

36" H x 36" W x 7.5" D (est. 79.626 lbs)

**CLASS**

Class: SA Series

Control Method: Communication interface with a parking system, compatible with most major equipment providers.

**CONSTRUCTION**

Cabinet: Mitered extruded aluminum frame with 2 hinged faces. LED displays installed with sign-in-sign construction. Moisture absorbent interior coating

Face Material: 1/8" thick routed aluminum panel.

Faces: Double Faced Sign

Finish: Duranodic Bronze

Graphic: Vinyl applied graphic

Number of Displays: (2)

**ELECTRICAL**

Input Voltage: 120-277 VAC

UL/cUL Listed: Listed for wet locations

**MESSAGE**

Color: White reflective vinyl (7812)

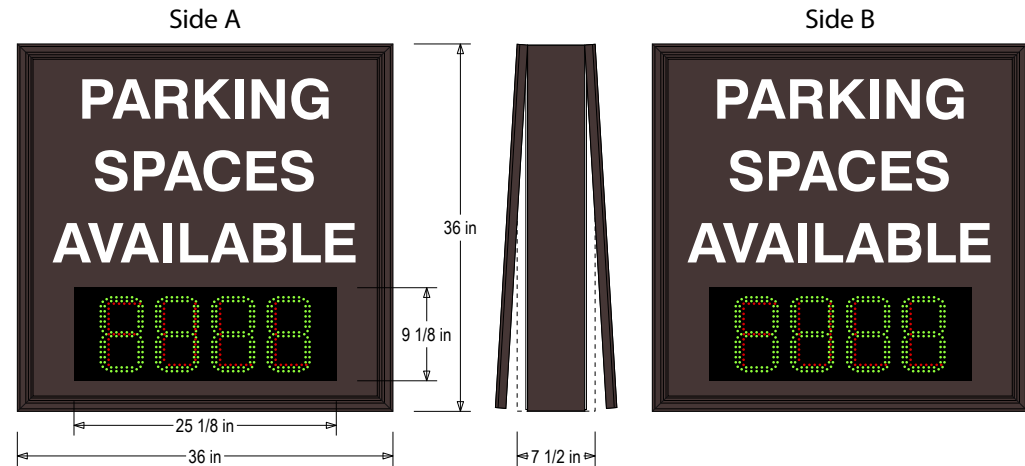
Display Type: 1026 Green 7-Seg | Red FULL Display

Font: Swiss 721 Bold BT

Sign Messages: See message table below

**Product View**

NOTE: Sign image may not exactly represent the finished product. For illustration purposes only.



MESSAGE	LED/COLOR	HEIGHT	AMPS
PARKING SPACES AVAILABLE (2)	White Reflective Vinyl	4.5"	0.000-0.000
4-digit Seven Segment w/ FULL (2)	Green, Red Wide Angle LED	7.5", 6.0"	0.315-0.136

NOTE: Above messages are independently controlled.

**Signal-Tech**

4985 Pittsburgh Ave.

Erie, PA 16509

Phone: (877) 547-9900

Fax: (814) 835-2300

Email: sales@signal-tech.com

Website: www.signal-tech.com



Proudly Made in the USA

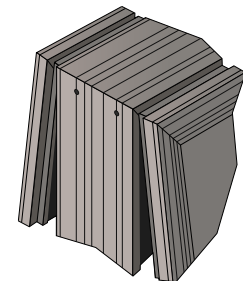
**Seven Segment Display Functions**



**FULL**



**Frame Detail**





Parking Garage Occupancy Sign Suggested Placement

**Hardy Parking Garage**

State Street



Parking Garage Occupancy Sign Suggested Placement

Front Street



Parking Garage Occupancy Sign Suggested Placement

**Old Town Parking Garage**

Eighth Street







Downtown Development Authority  
303 E. State Street  
Traverse City, MI 49684  
jean@downtowntc.com  
231-922-2050

## Memorandum

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To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: October 11, 2021  
Subject: Healthier Drinking Culture Final Plan

Thank you for sharing your perspectives, questions, and ideas regarding the Healthier Drinking Culture draft strategic plan at the September 17, 2021 DDA board meeting.

The project team has incorporated your feedback, along with feedback from the City Commission and public, to inform the final Healthier Drinking Culture Strategic Plan. This Final Plan is enclosed in your packet for your review and approval.

I have also attached a summary of the public comments that were received and a summary of the changes that were made from the draft plan.

### **RECOMMENDATION**

That the DDA Board approves the 2021 Healthier Drinking Culture Strategic Plan and will continue to facilitate conversations and engagement with community stakeholders to inform and implement the actions identified within the plan.





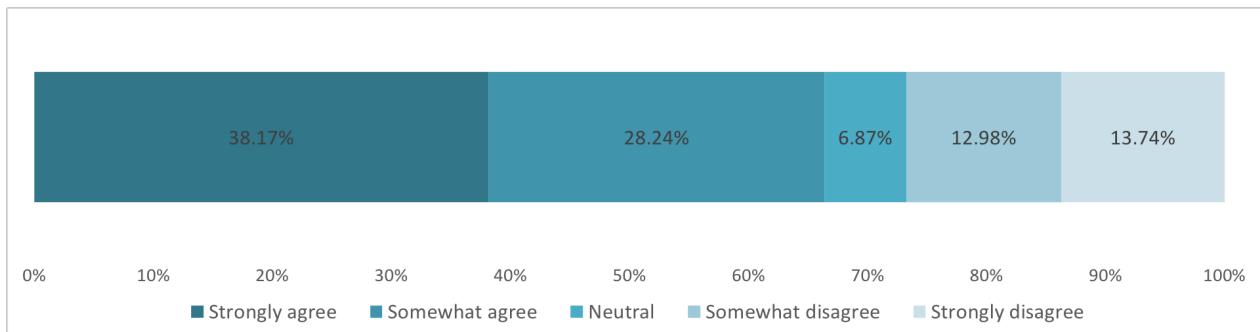
## SUMMARY OF PUBLIC FEEDBACK REGARDING DRAFT STRATEGIC PLAN

The draft of the Healthier Drinking Culture strategic plan was released for public review on September 13, 2021. Through social media, media releases, email invitations to stakeholders, and a postcard mailed to all City residents, community members were invited to provide feedback on the draft plan. Comments were collected via a form on the Healthier Drinking Culture website. A total of 133 survey responses were received by September 30, 2021. This report summarizes the responses received. Written comments are included as they were received, verbatim, in the Appendix.

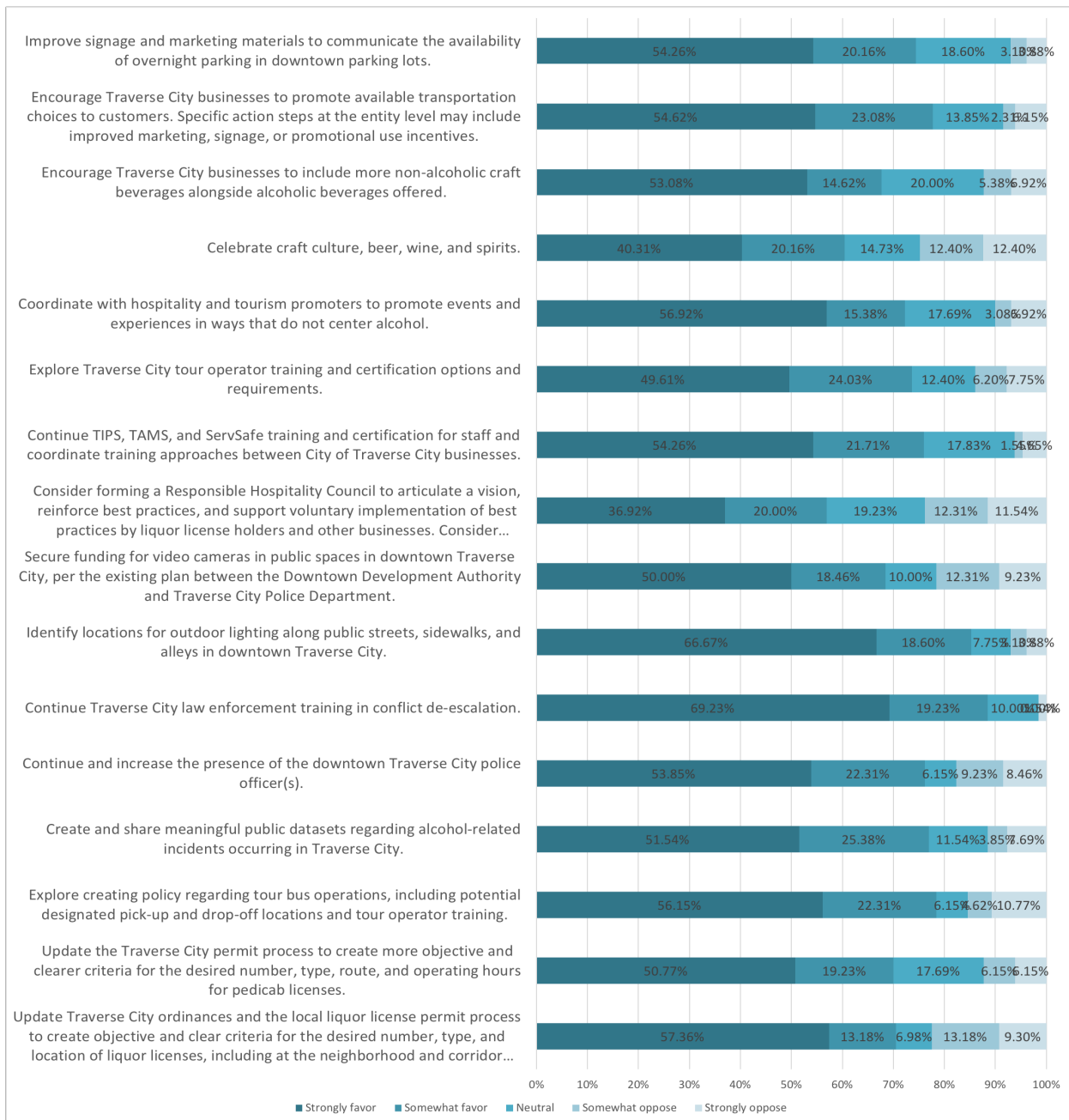
### SUMMARY RESPONSES

**QUESTION 1: THE DRAFT STRATEGIC PLAN INCLUDES A VISION STATEMENT FOR A HEALTHY DRINKING CULTURE. WHAT IS YOUR LEVEL OF AGREEMENT WITH THE DRAFT VISION STATEMENT BELOW?**

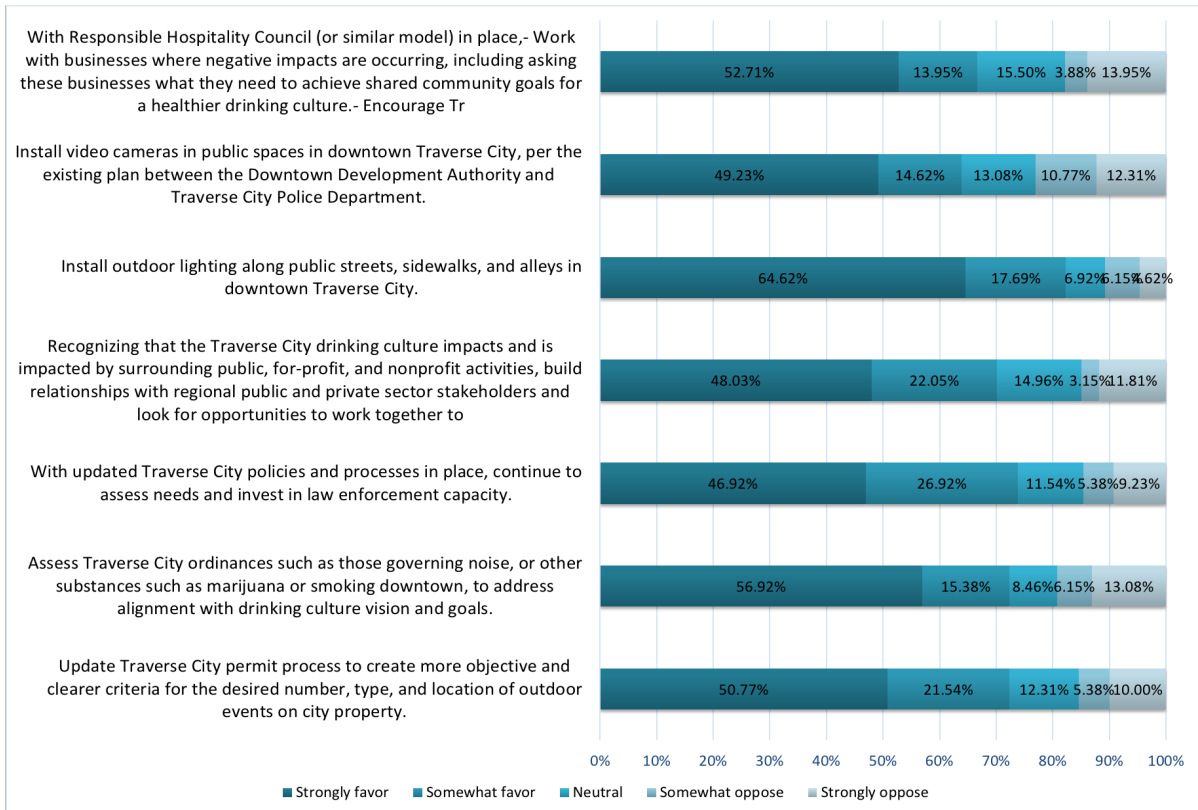
*"A healthy drinking culture in Traverse City fosters a joyful, celebratory, respectful, and fun environment for all people who live, work, and play in Traverse City whether or not they choose to drink alcohol. Alcohol is regulated and available to be responsibly enjoyed in moderation and as part of a meal but is balanced and not centered at every experience, celebration, event, or activity. Safe transportation options are easily available, and businesses and individuals are held accountable for their actions. Experiences celebrate the local craft, food, arts, culture, recreation, and social connection opportunities in Traverse City and normalize folks' participation in these activities, with a wide range of beverages available for consumption."*



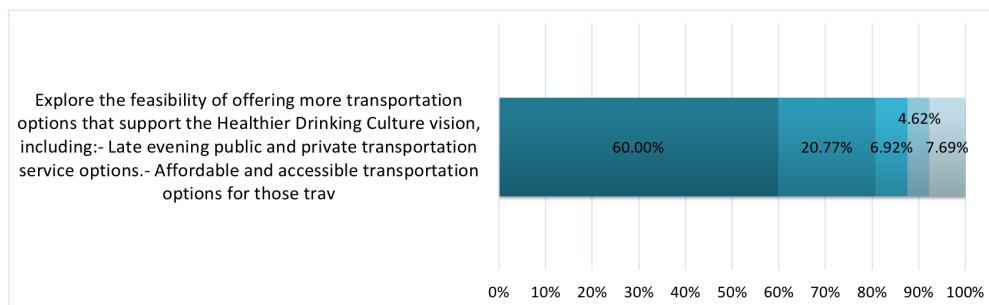
## QUESTION 2: WHAT IS YOUR LEVEL OF SUPPORT FOR THE FOLLOWING IMMEDIATE (0-18 MONTHS) ACTION STEPS?



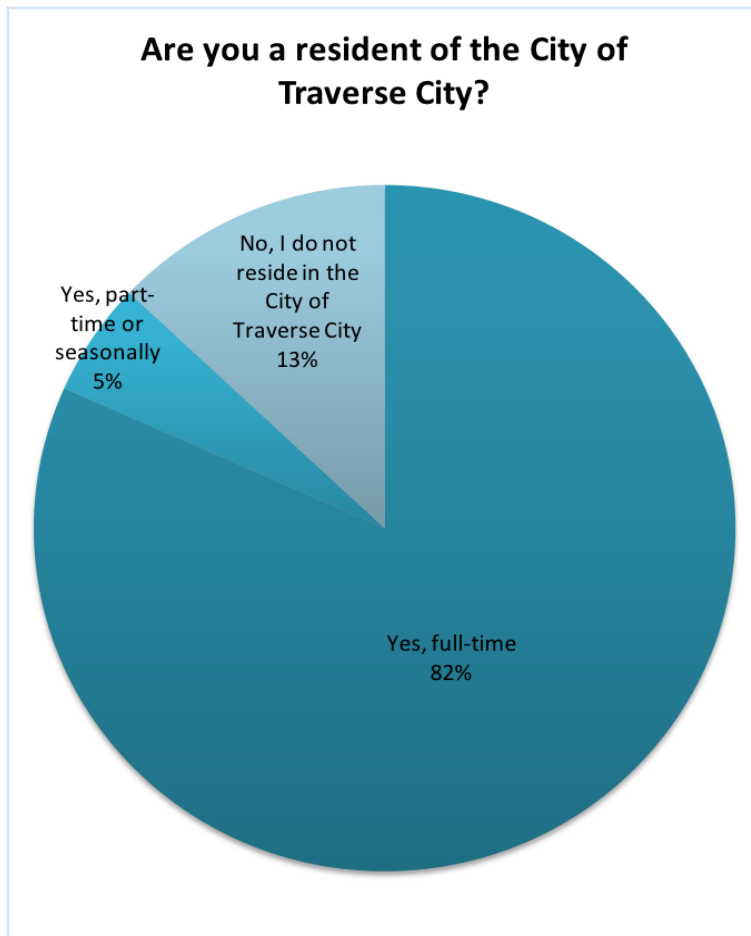
## QUESTION 3: WHAT IS YOUR LEVEL OF SUPPORT FOR THE FOLLOWING SHORT-TERM (1-3 YEARS) ACTION STEPS?



## QUESTION 4: WHAT IS YOUR LEVEL OF SUPPORT FOR THE FOLLOWING LONG-TERM (4-5 YEARS) ACTION STEPS?



QUESTION 5: ARE YOU A RESIDENT OF THE CITY OF TRAVERSE CITY?



**APPENDIX – WRITTEN COMMENTS, AS SUBMITTED ONLINE**

**QUESTION 1: THE DRAFT STRATEGIC PLAN INCLUDES A VISION STATEMENT FOR A HEALTHY DRINKING CULTURE. WHAT IS YOUR LEVEL OF AGREEMENT WITH THE DRAFT VISION STATEMENT BELOW?**

I think when an institution, town or other entity does not tolerate misuse of alcohol, and is clear and consistent about it, word gets out and those who want to misuse it go elsewhere. I think consistent enforcement and consistent messages are critical. There is a lot of research on what works that should be studied - some successful culture change strategies have been developed on university campuses. A lot of it has to do with what people perceive the social norm to be - they tend to align their own behavior with what the social norms are.
This all encompassing statement means nothing. It completely avoids the health issue and seeks only to continue sales and provide transportation. There is nothing healthy about it. I agree that alcohol does not need to be the center of every celebration, but you can change how people celebrate by providing cabs or punishment to the establishment that gave them a drink. This is pointless
That statement is the current culture in Traverse City. The fact that there is a problem is that Alcohol is a addictive drug and some people will abuse this drug. T C has spent the last 10 - 15 years creating a Wine , Beer and Whiskey industry , allowing many tasting rooms , tour buses, bike/ touring , bars on wheels, multiple ways to enjoy the wineries and celebrate the breweries and local whiskey tasting rooms. Unless you are willing to reduce the number of wineries, breweries, distilleries and activities where drinking is celebrated or severely punish public over consumption nothing will change. Slogans and wishful thinking, more non alcoholic options will not change this. Remove the beer tent from the Cherry Festival if you are serious and put people in jail if they are publicly drunk on a bicycle ! The Jennie is out of the bottle. You cannot easily put in back in.
It's long and dense. It could be simplified and still convey the same message.
Safe transportation is not easily available in the city or outside of it.
At times I enjoy getting together with friends doing something that doesn't include a meal, including the extra expense of a meal.
I strongly agree with what is listed in the vision statement, however, it seems too long and complex to be practicable.
I'm concerned by the intention of the statement "...not centered at every experience, celebration, event, activity." If the intent is to heavily restrict TC events from providing alcoholic beverages, that is a poor decision for the well-being of our city's thriving culture, and reduce participating and hosting of events. Concerning holding individuals and businesses accountable, It sounds like the intent is to slap stringer penalties on existing drinking laws, and step up enforcement. This approach has statistically never been shown to deter the use of alcohol or negative behavior associated with it.
Regulation on how alcohol is consumed does not make a healthy drinking culture.
Alcohol is currently the center of most experiences and events. It would be great if businesses offered interesting non alcoholic options.
Love this sentence "fun environment for all people who live, work, and play in Traverse City whether or not they choose to drink alcohol." ALL people who drink or don't is key. I also really like the mention of alcohol not being "centered at every experience"

## HEALTHIER DRINKING CULTURE

If alcohol is regulated in town then why are we having intoxicated pedestrians and accidents related to alcohol.
The situation is so far left and right now that I doubt normalcy will ever exist again
I am not clear as to whether this statement is supposed to reflect what currently exists, or what we strive to establish. It does ABSOLUTELY NOT reflect the current reality, bt hopefully represents what we are striving for.
Missing from the vision statement is a clear recognition of the harms and costs to the community associated with promoting substance use. For example, consider including a sentence or two recognizing chief O'Brien's comment that "nearly all" police call-outs have origins in alcohol use. And many physical and sexual assaults are related to alcohol use.
It is outside your scope of work to control what people eat and drink.
We enjoy responsible beer and wine festivals. We do not need a balanced meal
I am stunned that tax money is being used this way. Traverse City is becoming a pompous parody of itself.
It's all words, like everything else. When there is actually some real action taken, I will start believing you.
The problem is that we are already at a crossroads of a problem. This statement is not a solution but a hope or expectation. Why were so many liquor licenses already given out? Will there be a cap from now on, how many more breweries are we going to allow to open? What you have up there in the statement is what you hope will happen. How will you make it happen? Do you expect business owners to stop serving customers and do the policing?
Yes and strong support network for prevention, connecting people with other activities refer to the "Iceland program. " Additionally how do we design off ramps for people that get on the runaway alcohol train?
It is up to each individual to make decisions based on their drinking.
There should be able to be events centered around local beers and wines to celebrate what our local businesses have created. Yea to transportation but no to exclusively having drinking centered around food.
Alcohol is already over regulated in Traverse City. Liquor licenses are government bribery.
Alcohol can be consumed as part of a meal or without a meal.
DDA Board Member Pete Kirkwood should go back to school! His statement "We rank 25th out of 83 Michigan communities in problem drinking. ..." does not make sense mathematically. Ranking 25th in problem drinking out of 83 communities places Traverse City in the top 30% or about one-third. Maybe you should make sure that when you allow a board member to comment to the press, that they know simple arithmetic.
I am personally concerned about the focus on alcohol consumption in our communities. Everything revolves around alcohol. There are very few options at many functions without alcohol.
In my harsh opinion: "Alcohol is regulated and available to be responsibly enjoyed in moderation and as part of a meal but is balanced and not centered at every experience, celebration, event, or activity" Does not fit with the verbiage or tone of the remainder of the message. I don't believe we should be directing individuals to enjoy alcohol during meals. There are different occasions and reasons to visit a drinking establishment, not necessarily to compliment a meal.
Non Alcoholic Drinks, CBD drinks, Teas, Snow Cones

## HEALTHIER DRINKING CULTURE

In my mind the definition you provide should be for a welcoming Family Culture. The words used "fosters a joyful, celebratory, respectful, and fun environment" should not be used in context with drinking or drugging for that matter.
I am particularly concerned about drunk driving and having options so people don't drive after drinking. This should be coupled with strong enforcement of the drunk driving laws.
I would include areas of the community and neighborhoods/zones that are designated as sheltered from events that include alcohol. I also think event size, the number and timing of even regulated events with alcohol needs to be considered and defined.
Who elected this group? For God sake we can't get people vaccinated, or masked, who's going to comply with this? Other than those who are forced too. As a democrat and an alcoholic that has been sober for 39 years this entire study reeks of an over reaction.
Regulation only leads to work-arounds, "rule" breaking, and "illegal" speakeasies. Offering and promoting safe transportation is great. But there are too many conflicts of interest between parking fines and responsibility for vehicles. Parking is too big of an issue here in the first place. When tourism is your main industry, as tc has built itself to be for years, drinking culture is a part of that. People on vacation are going to celebrate. You asked for this. People who live here are going to celebrate too. They will also drown sorrows. They will self medicate. They will combat loneliness. They will deal with harsh realities. You cannot change this with regulations. You do not have the right to tell someone how to live their life. You can make suggestions, and you can promote a better course of action. But the more you regulate, the more people will do this out of spite. (See vaccination mandates and prohibition)
Safe transportation options are easily available seems a major problem
It does not foster a healthy drinking culture. Consumption is everywhere. HOW DOES 119 FOR 15,000 RESIDENTS COMPARE STATEWIDE?
For me, respectful means individuals who have been joyful, celebratory and having fun while consuming alcohol downtown also respect their neighbors when moving their activities into their backyards, etc after the downtown alcohol is no longer available--after bars close on weekends, for example.
Most functions in TC include if not highlight the availability of alcohol. The overwhelming number of brew pubs, taverns, wine tasting rooms and wineries is, per capita, far more than the area requires. No longer a family destination, we are a party town.

### QUESTION 2: WHAT IS YOUR LEVEL OF SUPPORT FOR THE FOLLOWING IMMEDIATE (0-18 MONTHS) ACTION STEPS?

Please ban the cycle bars. They are obnoxious and a neighborhood disturbance, and create an outsize amount of attention relative to those being entertained.
TOO MANY LICENSES
These are all things the town should be doing in some level and should not require some pointless waste of money study. And it's hard to agree with any types of training or promotion without outlining what that training/promotion is. The data gathered from this subset of questions will be as useless as the data generated by the original survey. Ask pointless directed questions and get pointless directed feedback
Get rid of the most annoying type of alcohol activities: pedal pub, paddle & pints, bike tours and alcohol. More police and lights and cameras are all great but they're not going to arrest people for being loud obnoxious or stop them from being so. The alcohol tour groups are the

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<p>biggest problem because they get the drunkest and the tour itself encourages mass consumption of alcohol in a short period of time.</p> <p>A council to support voluntary guidelines? If they're voluntary and the committee is made up of DDA officials, tourism officials, and local bar owners, it's not going to accomplish anything anyway as all those organizations have a vested interest in alcohol being purchased downtown. Even if there was no conflict of interest, having voluntary guidelines don't do anything anyway since they're not enforceable outside of the occasional public shaming which is quickly forgotten about.</p>
<p>Training is always a positive. No matter where you have the tour buses drop off people they will be drunk. They just visited 5 - 8 Wineries, breweries or distilleries . If you want them to behave when they visit you will have to make them. They don't mean to get drunk but they just toured our area ? 10 Wineries on Old Mission , 15 on Lelanau. 5 + Breweries oh yea the distilleries.</p>
<p>Stop allowing multiple dui, dwi incidents. there is absolutely no reason for anyone to be allowed to be a habitual offender. Start jailing dui and dwi offenders for a mandatory of 90 days. And then 6 months if it happens again. The problem is not the alcohol itself but the lack of any kind of enforcement in penalty for drunk or impaired drivers.</p>
<p>Re-look the pedaling for pints fiasco that make our trails and some areas of the city un-inviting to residents and true visitors</p>
<p>The "pedal pubs" create a bad atmosphere, and are unfortunately also an accident waiting to happen. They are too drinking-and-partying centered, and having bridesmaids drunkenly singing and hooting at pedestrians isn't sending a good message. They are also not adequately/safely lighted, and don't belong in traffic. I hope nothing terrible happens someday.</p>
<p>The instinct to "crack down" on the dive bars makes sense at first, but then expressing primary concern over tourists is an incongruous line of thinking. Majority of tourists aren't at the double wide, and worrying about tour licensing would not be constituent. Also marijuana provisioning centers being treated as if they are guilty of the sins of the father is a totally unreasonable reaction. There is not enough available data other than public opinion to make such decisions</p>
<p>Some great ideas</p>
<p>More government is never the right answer. I will not live in a town with surveillance cameras. Who will be watching these? More tax money?</p>
<p>Transportation and overnight parking encourages over consumption and irresponsible drinking. 8th st would be the perfect corridor to restrict liquor licenses to 500 feet between any businesses that sell alcohol on premises or to go.</p>
<p>ENCOURAGE? Again you're saying what you think people want to hear. Actions do and always will speak louder than words.</p>
<p>Enforce fines for disorderly conduct, have brew/wine buses only operate out of hotels or other locations people stay/sleep at so they're not driving after they get off the bus, after hours police presence, eliminate the brew tent at Cherry Fest, close drinking establishments earlier, close Front Street in the summer allow pedestrian only traffic which eliminates people driving through area looking for drinking establishments, have a good BETA Bus route to/from hotels.</p>
<p>I know many people that have had their last drink at events like men's night. Finding a way to connect with people downtown and make it clear that while there are places to drink there are places not to and if you need help here are the resources to recovery from alcohol addiction which is severe and deserves dedicated resources from the benefits of the alcoholic culture that profit from it.</p>



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As a previous TIPS trainer I have noticed most places serving alcohol do not follow basic practices to keep everyone safe.
Encouraging businesses to promote safe transportation options makes sense, as long as participation is voluntary and not tied to regulatory approvals.
Uber, Lyft, and taxis are not always easy to get. Major lack of overnight parking available. People are going to drink, create safe places to leave their vehicles overnight without signs everywhere saying they will be towed. Work with local taxi companies to make them well known and offer reasonable rates to get home safely. TC is known all around the state as a party destination, not sure why people are so surprised by this, I mean look around, there are TONS of bars, restaurants, breweries, kayak/drink, bike/drink, wineries, all within walking distance.
I would be willing to volunteer for any part of this initiative we are volunteers are needed.
The root of the problem here is that our economy is almost completely dependent on tourism. The sooner we move away from a tourism-based economy, the sooner we begin solving the problem of drunken behavior downtown.
With the increased lighting please include consideration for not adding to light pollution e.g. have lights facing down, not wasting light going up, etc. Work with the dark skies people to achieve this. I think there is too much 'celebrating' of "craft culture" which is not, in effect, different from "alcohol culture".
Celebrating craft culture in a food-forward manner will inherently include wine craft beer and sprits without branding our city as it is becoming/ has become a destination for alcohol consumption vacationing.
Why favor "craft culture?" Problem drinkers are problem drinkers regardless of how alcohol is packaged.
Please don't mess with businesses. They are working hard enough as it is and should not be required to do the City's job. If law enforcement and city officials feel there is a problem with drinking then they should know how to handle those issues. Please don't put that on business owners who are trying to make a great experience.
Generally, my response is to not try to regulate everything. "Encourage" a business is fine, but coercion is not. Be cautious of your authoritarian tendencies. If this survey tells you anything, it should tell you that. But yes, by all means, use the police and train them to be the best that they can be. But you don't need more regulation for that. There are plenty of laws for them to enforce already.
More law enforcement is a terrific idea, as is blanketing the downtown area in cameras. Camera cost and storage has come down so much in recent years and the benefits towards solving crimes (and justice for victims) and deterrence far outweigh those costs. Additionally, the TIPS, etc. training is good, but there should be two associated components. First, there should be datasets created regarding the number of people cut off. Second, there need to be incentives for people to be cut off. Currently, there is a large incentive for servers to not cut people off--cut off people do not tip, drunk people often tip very well, and cut off people often complain very loudly. To balance the incentive to over-serve, there needs to be incentives to cut such people off.
I am against requiring tour operator type of businesses to have additional certification other than what is required by the state (i.e., CDL), especially if it costs money or requires additional time. I am against additional lighting that adds to the existing light pollution in the city, but lamps that shield the light from aiming upward might be acceptable. I am against excessive use of video cameras because it is an invasion of privacy, but I understand that they are useful in certain areas, such as where costly damages might occur due to vandalism.

I am not at all surprised that many of these recommendations are related to police/curbing police incidents. I agree that's important, but I don't feel that gets to the root of the problem. I think you were too heavily influenced by the police presence and their needs, and failed to find the bigger issues at play. That's really disappointing but not at all surprising.
I think we should be careful about adding police and cameras. It creates an increased culture of surveillance and policing and is not something that is easy to come back from once it becomes an accepted norm. Also, police are not safe for all members of the community—BIPOC folx are arrested more often and treated with increased force. Even with bias training, these statistics remain. I can't in good conscience agree to any increase in police activity. I would love to see other policies implemented first and then decide whether an increase in police is actually needed. Should not be one of the first things implemented. I urge the group making this plan to consider what other options might be in place of increased police and surveillance.
Do any of these options have anything to do with peoples health? Stop promoting Traverse City as a wine tasting, beer drinking, whiskey tasting paradise..It's no longer family friendly. I feel like I have to drive on high alert for fear of all the drunks out there.
It seems weird to me that pedicabs get their own mention. Are there no other alternative forms of transportation that should be singled out? Absolutes think, "Continue Traverse City law enforcement training in conflict de-escalation." is essential.
It could help.

**QUESTION 3: WHAT IS YOUR LEVEL OF SUPPORT FOR THE FOLLOWING SHORT-TERM (1-3 YEARS) ACTION STEPS?**

These are all good suggestions but there are no penalties for businesses that ignore these points, until there are penalties not much will change.
Increased police presence only increases conflict. Where is the survey question asking how the city can provide access to those who need help with alcohol? Please don't increase police budgets without first addressing people's well being. Don't loop marijuana into alcohol problems. The city has already punished those business owners enough.
Again how is this any different that how a city does and should function.
All of this is pretty toothless and won't see the kind of results needed for the downtown area. Seems like a lot of words for the stakeholders to say "we're doing something" without actually doing anything meaningful.
You may slowly lower the number of tour busses , bike bars etc. you could have less festivals . Non alcohol after hour businesses would be here if there was a demand. Traverse City and the outlying areas known for winery's, breweries and distilleries brings thousands of people to our communities . They will drink and celebrate joyfully. Many will over consume. Although I believe Marijuana is a separate issue and the economic impact can be positive I would recommend a modest approach on that one.
I would like to see more emphasis on creating accountability measures for business owners, managers, and landlords and connect those to licensing and ordinances.
pedaling and paddling for pints licensing and areas of operation need to be reined in. They are out of control and impact those of us who want to live, enjoy and use the public areas in our city. Hull Park is ruined for most non-drinking, biking, kayaking folks. Add in the operation of the sailing and rowing venues volume of business plus folks that are walking or

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biking the trail system adjacent Boardman Lake and there is no question that the area is over-populated--mostly due to the liveries that cater to the drinkers.
This is yet another example of left leaning people moving to an area because "it's so nice" yet ignoring the fact that it was run in a hands off conservative fashion that made it nice in the first place. Public surveillance cameras are insidious and can not be a fixture in free society.
The current communication problems within the governing entities of TVC would be a hinderance to a new committee. We do not need more committees, we need the DDA to stop promoting their friends and allowing liquor licenses to be fraudulantly obtained in return for "favors" to the DDA and planning commisions. I feel like the local non profits along with the DDA use these studies to fleece the local government and push their own bicycle and craft beer only agenda. This is all smoke in mirrors. Police ifficers cannot afford to live within 20 miles of the downtown district, therefore are not employable in the downtown district.
Have pot shops downtown. It is unfair to city residents who live outside of downtown that the pot shops are centered on the east side of town.
You flat out need more police to enforce these restrictions. If you're going to have businesses try to enforce a healthy drinking culture you have to back them up with police presence and support.
Traverse City does not need more surveillance or police presence.
Thank You All so MUCH! This has needed to happen for a long time!!
Again although some of these things need to be accomplished calling it a healthy drinking culture is not appropriate.
As you assess law enforcement needs, please think expansively as in "public safety"...including social workers, mental health-trained people, etc. as police forces in general should be doing. My concern with fostering a "healthy drinking culture" is that it takes precedence over a "healthy alcohol-free culture" option just because alcohol is a large part of our economy. Regarding lighting more, see my comment above re light pollution mitigation. I like the idea of non-alcohol "third spaces" for folks to gather (not work, not home) once the pandemic is abated.
Well done Specify health related employee options Perhaps consider balanced marketing of physical fitness events for seasoned athletes and also community based events to encourage individuals to engage in new/ first time ways of being more active physically separate from alcohol. I think that the more balanced the sectors of arts, business, ag,, hospitality and wellness, the healthy drinking culture may naturally be checked.
Let businesses operate without your involvement. If they break rules, then let law enforcement deal with it. We don't need more and more and more committees and groups wasting time on this. We already have this handled.
Have those w/ liqueur licenses (wineries too) be held accountable for there serving practices.
No I don't think you need another beurocratic waste of money like a Hospitality Council. It's a waste of time and resources. Improving street lights is not a bad thing generally. Hard pass on video cameras.
My reasons for opposition are the same as the first section.
I'd like to see something here that involves the hotels. I was talking to some hotel GMs about the issue, and they said they can tell the minute a group comes in if they are going to be an issue - and then they start fielding calls at 2am/3am about the groups being rowdy in the hotels and causing issues. What about a policy for hotels to deny service? Or deny

bachelorette parties? Or hotels to work with tour owners so that those going on the beer/wine/paddle tours get a free meal at the hotel to ensure they are getting food once they leave the event and before they go downtown? Or maybe even late night pizza or something at the hotel? I think the priorities are good, but just saying "businesses" for the involvement is not clear. And listing "film festival" as a strategic partner when it's unlikely that will be back seems like a huge oversight.

If there was a rating higher than strongly favor, I would have used it for: 1) Assess Traverse City ordinances such as those governing noise, or other substances such as marijuana or smoking downtown, to address alignment with drinking culture vision and goals. 2) With updated Traverse City policies and processes in place, continue to assess needs and invest in law enforcement capacity.

**QUESTION 4: WHAT IS YOUR LEVEL OF SUPPORT FOR THE FOLLOWING LONG-TERM (4-5 YEARS) ACTION STEPS?**

Not that transportation options are a bad thing, but all this does is help promote more drinking. How does this address the health aspect of your study in any way?

Anything to reduce drunken driving would be great, but again it doesn't solve the major issue. Getting rid of the most obnoxious groups (wedding parties and alcohol tours in particular) would go a lot further than most of these ideas and practices.

More transportation options may encourage more drinking since driving has been secured. Again if there was a need for late night transportation it would have been filled.

This shouldn't be a long-term perspective. It should be in the immediate goals of the next 18 months. And there should be a focus of providing late night transit year round, not just May-September.

I think we should be grownups and make transportation decisions for our selves. We should pay our own way and not have Traverse City tax payers foot the bill.

do away with the drinking biker and kayaker liveries and you reduce the problem by 50%

We don't need more tour buses trucking people in and out of town to drink. So, while encouraging people to park overnight, and use cabs and ubers, could be helpful, creating transportation pipelines to serve drinkers (and provide more customers to bars) is a bad idea.

More government is never the answer.

Not at my expense. My taxes as a city resident are high enough. Start spending my money wisely.

Offer train services to/from TC again! Bus system? Offer more in town public transportation as well to/from beaches and restaurants and other attractions. Especially from breweries and wineries. Designed parking with bussing to areas of drinking. Make TC more walkable vs drivable. Personally I think biking in TC is super dangerous.

I would prefer that Uber and Lyft fill that gap.

STRONGLY agree. Although public, available, and clearly noted public parking was mentioned previously, I see this as a long term goal as well

People need to be responsible about their drinking behavior in public. These things enable poor choices regarding alcohol consumption.

Eliminate tourism. Tourists are a cancer.

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Once the pandemic is abated, BATA should definitely run later and connect more with other options.
If the transportation options facilitate late night drinking it creates an infrastructure that sustains it.
And... continued evaluation of implemented plans for ongoing change. As much as TC has developed this image over time, the implementation of this shift needs time too.
Transportation is fine, the "vision" is what I have issues with.
While these steps may alleviate drunk driving, that isn't the mission of this plan. Offering a ride home to someone who's had too much to drink removes some of the responsibility of healthy drinking from that individual.
uber and taxis are extremely difficult and expensive especially outside downtown
The lack of public transportation in this town is a serious issue.

**QUESTION 5: ARE YOU A RESIDENT OF THE CITY OF TRAVERSE CITY?**

No written comments for this question.

**QUESTION 6: WHAT ELSE WOULD YOU LIKE TO SHARE RELATED TO ACTION STEPS TO SUPPORT A HEALTHY DRINKING CULTURE IN TRAVERSE CITY?**

How do we change TC's reputation as a party town before visitors get here?
Limit the number of establishments serving alcohol. Set and enforce penalties for non compliance of ordinances that promote a healthier drinking culture. Limit activities that are based primarily on alcohol. Encourage activities that DO NOT include consumption of alcohol.
With Marijuana coming to light in the area.....curtailing the drinking is critical...
There is no steps around communicating to the tourist and visitors that we are no supporting/promoting a culture of binge drinking. We have become a "wedding party" destination where houses are rented right in our neighborhoods to party for a weekend or a week. There needs to be a State-wide (if not national) campaign to communicate our new stance and encourage these folks to seek other locations. Rather, our visitor focus should be on the outdoor-loving, quality-seeking visitor who will enjoy a good meal and a nice craft drink. Additionally, though it might have been touched on, there should be designated routes for tours/bikes/etc that do not include riding/driving through neighborhoods. This traffic should be routed through more of the business district to avoid messaging to our children and interruption of our daily lives.
There is no mention in this plan about increased services for chronic alcoholic homeless people. There needs to be a stronger, more capable safety net to provide safe housing for them - like Dan's House. Church volunteers and underpaid under supported staff at Goodwill Inn are not adequate for the scope and scale of the problem. Homeless Outreach needs to be funded and grown exponentially.

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Please don't use this as an opportunity to make it more difficult for business owners. Please don't just throw police at the problem, they often escalate situations. Please add mental health to the conversation. No where in the survey did it suggest the city would add more services with those who have problems. Please don't assume marijuana and alcohol are the same thing. Those business owners shouldn't have to pay for the drinking culture. I'm general it seems as though the city is going to make it more restrictive and difficult for business to operate. Also that they intend to increase policing. Increased business fees and intoxication fines will be an asset to the city all while mental health and well being is left off the table.

I want to know what your really trying to achieve here, because this plan does not seem to take any action on the drinking cutler at all. All it does is allow the same culture while increasing the cost to the city to patrol it more via cameras lights police and cabs. It is meaningless to what it pretends to address.

You know what needs to be done. The question is will you let local bar and restaurant owners control the conversation and water down any substantive action or make the tough decisions that may not be popular with business owners but ultimately makes the community healthier and better in the long-term?

The term "healthy drinking " is funny since we all know that there is very little that is healthy about alcohol. If you truly wish to maintain the economic impact that our local wineries, breweries and distilleries have in our area and yet try to control the negative aspects of over consumption you will need limit the tour buses , bike bars , kayak touring businesses. We have a business in town called " Bike , Brews and Kayaks. " . You could also increase fines for public drunkenness. I do not think this is easily solved. As long as alcohol is the industry that it is in our area over consumption and the activities that come with that will continue.

Irresponsible people should pay the costs to clean up their mess. Trash , barf, vandalism, etc. I'm tired of cleaning up after out of town party pigs.

I strongly support the concept of drinking in moderation and not having drinking as the prime focus of an activity. This plan is badly needed as clearly we have a problem. I live close to the 3 bars on Union Street (Union St. Station, Dillingers, and the other one) which seem to be the center of trouble for my area of town. Interestingly, the bar across the street, 7-Monks, dose not seem to foster roudy and uncouth behavior.

City of TC should lead the way and show it is serious about this by not approving alcoholic sales at any event which requires City approval or is held on City owned space...i.e start at the Open Space. Any event which uses the Open Space should not be allowed to serve alcohol.( for ex - NCF beer tent ). Hard to take City seriously on this initiative if they won't even cut back themselves.

Examine whether violators are punished in meaningful significant ways, as compared to receiving warnings or the proverbial slap on the hand.

Traverse city's drinking culture only has an impact in so far as the town has grown in popularity and size without a corresponding increase in police, roads, and other city services.

Available transportation to those of us that live in the county but not the city. As an example , I live in Interlochen.

We are not comfortable walking down Union Street at night. Too many bars on Union.

If the DDA and others have grave concerns about the healthy drinking environment then why did you give a liquor license to a breakfast place recently(Green Cafe) and to a lunch time place 1-2 years ago? We don't need liquor/beer/wine at every establishment and we're almost there.

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Stop drinking centric activities that don't need alcohol such as the bike kayak and beer businesses as well as the drinking trolleys going bar to bar. We are a drinking Mecca for bachelor and bachelorette parties. Going out to dinner and having screaming vomiting people had made locals like myself avoid frequenting our favorite bars and restaurants. The town has been catering to and turned the town over to the drinkers. Too bad we're known as the party town when we have such excellent businesses with great food and culture but are overrun by the drunks. I'll stay home.

Much needed in the City, good job thus far.

There should be more training for owners, managers, and employees of liquor establishments regarding their responsibility for the behavior of people they have served inside AND outside their doors. I find that most problems I've encountered as a downtown resident revolve around the poor behavior of customers when they step outside of establishments. Sometimes, this is simply people smoking in proximity to the business, or those that wander from bar to bar, or those that linger after closing hours. Employees should do a better job of policing their own customers.

Keep it locally based. Make it more safe. Make sure the drinking does not negatively impact our reputation as a family destination. Do not go down the pot route...one vice does not make another okay here. Make sure that drinking is in moderation, with repercussions if you get too drunk or unruly.

In terms of the Cherry Festival, I would like to see more cherries and TC heritage be visually present and less Beer Tent. The Beer Tent and Carnival are front-and-center. They are ever-present. They very much are the festival. Even the stage encourages drinking. Other activities are dispersed. And they come and go. I wish The Open Space had more to do than drink and eat. I wish it showcased more of Traverse City's heritage (farm-to-table foods, wholesome activities) and celebrated CHERRIES--the entire week--all at the Open Space. Sorry for the rant on the Cherry Festival. I love this entire plan. I just know the festival has become very drinking-focused. And in turn has spread the word of TC being a drinking town.

Serve up to only 2 alcoholic drinks to each person

Would like to limit drinking and drug facilities in the downtown areas.

With all of the very positive elements of living in Traverse City and the region, the drinking culture and the contrived businesses that cater to and grow the problem (pedaling, kayaking and DRINKING) and deter from our area being family-friendly.

More emphasis on activities but don't have alcohol . Why does the cherry festival need a beer tent? It has nothing to do with the cherry industry . Return to a focus on healthy activities and the beauty of this area not drinking.

I am a resident of Leelanau County and would suggest you involve neighboring Counties..

Its important to be willing to put challenging issues on the table and discuss them rather than try to avoid them.

We need a greater recognition of the damage that substance abuse is doing to TC and the US. Promoting alcohol and weed use, and the related substance-promoting businesses (bong shops; "funny" t-shirts about being a "wine mom"; shot glasses etc) is a bad idea for TC, and the people who live here, as well as our visitors and the culture as a whole.

Problems I have observed have been primarily with large parties of people ferried to multiple locations with alcohol available. The primary goal appears to be to encourage excessive drinking.

Neighboring towns should be included. We all come into the city for work and play.

We feel that the existing drinking culture is healthy, and tax money is not needed for this. Establishments and law enforcement are equipped.

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<p>Maybe the time and energy would be better spent planning bridge repair? I mean why not just shut them all down at once? It is planning like this that is the very reason more government involvement in the private sector is a horrible idea.</p>
<p>Luwuor licenses are pretty unregulated in this town. I know first hand when my bar got its license it was not in a legal manner. Mus Munervu and our alcoholic pro team mayor pushes the license through by saying that the place next door would be closing and therefore a license would be available. The place never closed and I still have a license and my recesses are epic. The dda can drink for free any day at my place!</p>
<p>Stop having the beer tent at the Cherry festival this would be a good example of a family friendly event.</p>
<p>More police to enforce current alcohol laws.</p>
<p>Limit cannabis dispensaries. Along with alcohol pot is for parting and people want to get high and drunk in TC. TC is providing both of these!</p>
<p>Bars closing earlier 12 or 1am</p>
<p>Traverse city is finally becoming an area where a younger population can live full time due to more extra curriculum rules activities. I support safe drinking, public transportation and lighting downtown. Limiting our local businesses like microbrews and wineries will drive people away. There should be a melding of an older Traverse City with progression.</p>
<p>Limit number of kayak drinking tours on the river &amp; on bikes. ELIMINATE drinking pedicabs</p>
<p>My sister was killed by a drunk driver returning home from a bar (not in TC). Training about and enforcement of serving limits should be emphasized.</p>
<p>Following the decimation of dining and drinking establishments over the past year and a half, the last thing that we need are more restrictions for business owners and barriers to entry for entrepreneurs. Residents who have a problem with drinking culture are free to avoid those activities. How much money was wasted on this pointless study?</p>
<p>Do we really need to have business that facilitate drunken bar-to-bar bicycle tours? A lot of the participants get all liquored up and then climb in their cars to drive home.</p>
<p>I don't want Traverse City to have liquor stores on every corner. I love the small town feel we have here and we need to preserve that. Traverse City has a lot to offer. By creating a healthier drinking culture, I think we can prevent a lot of incidents and people will be more respectful and responsible while visiting.</p>
<p>I support people having TC as a getaway, but most locals avoid downtown during the Summer months. Would love to see Front Street shut down and used as a walking mall and not expanding parking, but options for transportation from other areas. Additionally, finding a way to eliminate TC as the bachelor/bachelorette party scene. There is already a Nashville and Vegas. We should celebrate the breweries and wineries for the quality products they have, not as a destination on a bar tour.</p>
<p>We absolutely need more family friendly events not centered around alcohol. I'm a lifelong resident of TC and I have stopped bringing my family to events in downtown TC because of the heavy drinking culture. We don't even enjoy strolling and shopping in the evenings because there are often drunk adults behaving poorly. Just last Monday evening around 7 pm I was walking with my daughter and there was a group of 4 adults in their 60s humping light posts, grabbing other people's bikes and trying to take them and licking the glass of a window display on a closes storefront. Thats embarrassing to be around that with my 9 year old child.</p>
<p>I do not support any part of it.</p>
<p>I really enjoyed Front St being closed down during the summer when the height of the pandemic was going on. Would love to see that happen ever summer!</p>



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Thank you
I think this initiative could also extend communities beyond Traverse City.
Union Street area a mess. Needs to be cleaned up.
More education for Bartenders & Waitstaff, on the Dangers/Problems caused when they over-serve someone.
I would like to see the removal of the kayak, bike, and brew. Drinking alcohol then getting on a bike or in a kayak is encouraging unsafe practices. I use the TART trail and areas where this goes frequently and have encountered multiple inappropriate and unruly parties from this. It makes me not want to travel that way and gives the city a bad reputation by offering this. I like the idea of bike and kayak but let patrons drink alcohol afterwards. I also think too many events and festivals focus on alcohol (I.E. cherry festival beer tent, the wine and beer fests). It's promoting that Traverse City is a drinking town. I was extremely disappointed this year that cherry festival kept the beer tent but elected not to have an air show. This clearly placed the emphasis on alcohol rather than promoting family fun events like the air show.
I do not support the concept at all.
If we want a healthy drinking culture in Traverse City, we need to stop opening more breweries, wineries, distilleries, etc. Also, activities like Kayak, Bike Brew are absolutely ridiculous. Let's get people drunk and then put them on bikes and watercraft. My family (including young children) was on the TART trail on a Friday afternoon and my 8 year old almost got run over by an intoxicated woman on a Kayak Bike Brew tour who couldn't figure out how to stop her bike. These types of things, while they could be fun if people knew their limits, have simply become an attraction for people looking to have "fun" by drinking excessively. It's sad, but I no longer go anywhere near downtown during the evening hours or on weekends to avoid the drinking crowd. I would really like to see this turned around, so thank you for what you're doing.
Most negative issues from drinking in TC seem to be located in a pretty specific area (Union Street bars), and at pretty specific times (between 11pm - 3am, Th-Sun). Why don't we focus our energy on addressing where the problems usually are instead of blanket regulations for the majority of businesses that aren't part of the problem? The ideas in this plan seem overwhelming, burdensome and unnecessary to most of the businesses that serve alcohol in TC. Feels like we're trying to be too sensitive to the troublemakers and force everyone to pay for their problems.
Include the health care and public health community in your planning process. For example, seek out participants from MSU college of human medicine based in TC.
I live 2 blocks from the city limit. We must enforce public beach and park access from the bachorette and bachelor party/ wine tour stops. It's disgraceful. I've seen young women stop midday drunk at Bryant park, take their shorts off to their thongs and go swimming in front of everyone very drunk which is dangerous too. I miss our culture here before this influx. It's a loss. Thank you for your efforts on this.
I would also like to see street lights down some of the very dark streets of the downtown neighborhoods(Old Towne, Central, etc.) for those of us who like to walk downtown in the evening but feel unsafe walking home.
I moved here 17 years ago when the city was on the rise and it has been magnificent to see the growth and expansion. People travel from all over the world to visit our wonderful city. In my opinion, this effort is going to be the start of all of that declining. People that would normally come here for a fun getaway (for all reasons, not just to drink) will say "oh, not TC, they crack down on fun and don't let you drink. Let's go somewhere else". My feeling is that this committee you are forming deep down wants that to happen. They have a vision of

## HEALTHIER DRINKING CULTURE

Mayberry and they are forgetting that many of the entrepreneurs that we love and lift up are creating spirits and beer and wine. Now we are going to say "FU" to these people because there has been an increase in bachelorette parties lately? Please don't do this! If you want to implement some ideas for better options for getting home safely or put cameras up around town, I'm all for it but don't "Grand Vision" this and spend five years wasting money on a report that will be implemented in ten years and force people to stop coming.

Stop trying to regulate lives. Authoritarianism is a bad model. Seriously, stop.

I think this plan is well thought out and comprehensive. I'd like to see more specific target dates assigned to all items in the short-term list. I would also like to see monthly or at least quarterly reporting on progress on the initiatives so that this doesn't become another feel good exercise that never results in change. This has to be a priority that we (the community) are willing to pay for in the form of adequate staffing and/or delaying other initiatives that are lower priority. To assume that responsible parties are able to just add this to their current workload is not realistic.

Related to question 5, I grew up in the City and left to pursue education. After completing my education, I moved back and lived in the City. I now live in Long Lake Township but still work in the City.

The alcohol culture has gotten out of control in our community and needs to stop. Tour buses and alcohol establishments are currently not held responsible and that needs to change.

Other than the promotion of events, I didn't see TC Tourism on the list of entities that are responsible, support or even as a resource for implementing a healthier drinking culture. The increased bad behavior during the summer months is a strong indication that tourists are a large part of the drinking problem downtown, therefore city residents should not have to pay for all of the expenses associated with the implementation of this plan (equipment, signage, police presence, rides home, etc.). TC Tourism should have to pay for a share of the costs.

safe transportation should be addressed immediately

I think this is a good start. I'd dial back on funding what the police think they need and instead look for creative ways to get at the root of the problem. I mentioned meeting with the hotels where the bachelorette parties are staying and coming up with food packages with the hotel and tour operators. I'd also look for late night food options - like ensuring there's a hotdog or pizza stand outside the bars that's open at 2am so the people leaving the bars have food to eat. And that there are public transportation options. It seems like the focus was pretty heavy on what the police need and less on a healthy drinking culture.

Allow people to make their own choices when it comes to consuming alcohol, but make alternative options available. The focus should be on making the city safe and accessible for all activities via public transportation, safe sidewalks, and lighting.

I'm grateful that this work is being done. What I'd like to see more emphasis on is how as a city we tell our story—thinking of marketing materials, the role/responsibility of Traverse City Tourism in this narrative, what businesses we promote, and what we allow/invite at our major events (i.e. Cherry Fest). We have a long legacy of being a party town because of the wineries, breweries, etc. and because of our focus on tourism as a source of income (at any cost). I'd love to see something on the short and long term plans about how we redefine our narrative as a city—focusing on the natural beauty, preserving our lands, on the wineries as a unique agriculture, and the local life here beyond a one stop visit. A lot of people come here through word of mouth. If we can help reshape the story they are telling about this place, then it will reset people's expectations in coming to visit and how they behave once they're here.

Mini police substation on Union Street downtown area.

## HEALTHIER DRINKING CULTURE

I would like to emphasize that after-hours, unhealthy and disrespectful drinking culture continues in the neighborhoods of Traverse City--after the bars close. I have lived in two neighborhoods within the City limits. In one, it was a regular occurrence for the partying to continue around a bonfire in a backyard very near to my bedroom windows...loud music, loud voices, loud vomiting. In my current location, a neighbor uses their garage as a rec room after hours. While quieter than neighbor number one, it is difficult to sleep with late night music and voices across the alley from your bedroom window. One other thought, do employees of the downtown establishments serving alcohol have a place to go to unwind themselves. I often wondered if neighbor number one wasn't a bartender or server due to the pattern of his partying. Thank you for addressing the issues.

Discourage "bachelorette-type" groups from coming to TC specifically to walk around town getting drunk.

Noise ordinance infractions could be met with mandatory breathalyzer testing.

Limit the number of tours centered around drinking! Pedal pubs, paddle for pints, bike and brew tours, wine busses and wine busses and wine busses . When is enough ENOUGH?!



**Healthier Drinking Culture Strategic Plan  
Final Plan Review Meeting, October 7, 2021**

**Summary of Proposed Changes to Draft Plan:**

- Updated “the why” with more positive language, acknowledging the opportunity to build on existing strengths of the drinking culture.
- Changed “recommendations” to “actions” throughout the plan.
- Corrected typos throughout the plan (e.g. age representation graphic).
- Added language regarding what the plan is and what the plan is not (page 5).
- Created roles for City Commission, Michigan Liquor Control Commission, Grand Traverse County Health Department, and Grand Traverse County Prosecuting Attorney’s Office in select action steps.
- Added two immediate action steps related to 1) incorporating Healthier Drinking Culture actions into the City Master Plan process and 2) collaborating with Grand Traverse County Health Department and Prosecuting Attorney’s Office (page 13).

**Specific edits to the draft plan are noted below.**

---

**Change Header**

To read “Strategic Plan” and “October 2021”

**Page 2, Second Paragraph:**

Change paragraph to read as follows:

This process identified both strengths and challenges related to the community's culture surrounding alcohol consumption. According to local stakeholders, the Traverse City community has an opportunity to build on its strengths and opportunities and improve its drinking culture, specifically regarding binge drinking and activities and behaviors associated with overconsumption in the City’s downtown core, a popular destination for residents and visitors alike.

**Page 2, Fifth Paragraph:**

On third line, change “recommendations” to “actions”.

**Page 2, Sixth Paragraph:**

On first line, change “recommendations” to “actions”.

**Page 3, Background, First Paragraph:**

Replace first paragraph with the following text:

This process identified both strengths and challenges related to the community's culture surrounding alcohol consumption. According to local stakeholders, the Traverse City community has an opportunity to build on its strengths and opportunities and improve its

drinking culture, specifically regarding binge drinking and activities and behaviors associated with overconsumption in the City's downtown core, a popular destination for residents and visitors alike.

**Page 3, Diverse Age Representation Graphic:**

- Take out "Diverse" from title so it is simply "Age Representation".
- Black 1% category should be labeled: 21–24.

**Page 4, Third Paragraph**

On fourth line, change "recommendations" to "actions".

**Page 5, Add New Paragraph**

After last paragraph beginning with: "Given the complexity of the topic..." add the following paragraph to conclude the "Scope and Approach" section. (The "Next Steps" section will follow this new paragraph.)

Though this strategic plan includes actions that the private and public health sectors could implement and/or support, sourced directly from private and public health stakeholders, this strategic plan is written for three public agencies—the Traverse City Downtown Development Authority, City of Traverse City, and Traverse City Police Department. The plan actions are tailored to what these three public agencies are best positioned to implement with existing capacity and resources. Stakeholders in this process pointed out the relationship between issues they characterized as root causes of alcohol abuse including economic conditions, housing insecurity, and physical and mental health and access to care. These root cause issues are systemic challenges requiring a significant public-private exploration and response that exceeds the scope and resources of this phase of the project.

**Page 5, Next Steps Section**

On first line, change "recommendations" to "actions".

**Page 11, First Action Step:**

- Change responsible to the following: City of Traverse City Staff (Planning Director, Clerk, Police Department), City of Traverse City Commission
- Add Michigan Liquor Control Commission to Inform or Consult.

**Page 11, Second Action Step:**

- Change responsible to the following: City of Traverse City Staff (Clerk, Police Department), City of Traverse City Commission
- Add Michigan Liquor Control Commission to Inform or Consult.

**Page 11, Third Action Step:**

Add City of Traverse City Commission to responsible list.

**Page 13, Policies, Licensing, and Public Safety Continued**

Add two new action steps:

New Action 1

Incorporate vision, goals, and action steps of the Healthier Drinking Culture Strategic Plan into the City of Traverse City Master Plan update.

- Responsible: City of Traverse City Planning Director, City of Traverse City Planning Commission, City of Traverse City Commission
- Support: Traverse City Police Department, Downtown Development Authority
- Inform or Consult: Community

New Action 2

Consult with Grand Traverse County to determine how the Grand Traverse County Health Department and Prosecuting Attorney's Office want to be involved in the Healthier Drinking Culture project going forward and what potential roles each entity could play.

- Responsible: City of Traverse City, Downtown Development Authority, Traverse City Police Department
- Inform or Consult: Grand Traverse County Prosecuting Office, Grand Traverse County Health Department

**Page 16, Short-Term Action Steps:**

- Change responsible to the following: City of Traverse City Staff (Clerk, Police Department), City of Traverse City Commission
- Add Michigan Liquor Control Commission to Inform or Consult.

**Page 17, First Action Step:**

Change responsible to the following: City of Traverse City Staff (Planning Director, Clerk), City of Traverse City Commission

**Page 17, Third Action Step:**

Add Michigan Liquor Control Commission to Inform or Consult.

**Page 19:**

- Change responsible to the following: Private Transportation and Tour Companies, Bay Area Transportation Authority
- Change support to the following: Downtown Development Authority, City of Traverse City





**HEALTHIER  
DRINKING  
CULTURE**

Creating a healthier drinking culture, together.

# HEALTHIER DRINKING CULTURE STRATEGIC PLAN

TRAVERSE CITY, MICHIGAN | OCTOBER 2021

Prepared For



 CITY of  
**TRAVERSE CITY** MICHIGAN

Prepared By

STATECRAFT



 LAKE EFFECT

## EXECUTIVE SUMMARY

The Healthier Drinking Culture project is led by the Traverse City Downtown Development Authority (DDA), in collaboration with the City of Traverse City (City) and the Traverse City Police Department (TCPD).

This process identified both strengths and challenges related to the community's culture surrounding alcohol consumption. According to local stakeholders, the Traverse City community has an opportunity to build on its strengths and opportunities and improve its drinking culture, specifically regarding binge drinking and activities and behaviors associated with overconsumption in the City's downtown core, a popular destination for residents and visitors alike.

There are 119 liquor license locations within the City of Traverse City, a community of approximately 15,000 people (per the US Census). City police cite alcohol as an underlying factor in nearly every call the police department responds to, including trespassing, disorderly conduct, assault and battery, and domestic violence activities. Business owners are concerned about disorderly crowds, unsafe conditions for patrons and staff, loitering, and property damage due to overconsumption. Community stakeholders, including residents, businesses, and nonprofits, are concerned about the drinking culture's impact on Traverse City's character, resources, and reputation.

Informed by a robust community engagement process, these partners have developed this strategic plan to lay out a desired vision for Traverse City's drinking culture as well as identify the immediate, short-term, and long-term action steps to achieve that vision.

Given the complexity of the topic, this project did not identify, or intend to identify, one solution to create a healthier drinking culture in Traverse City. However, this strategic plan contains numerous actions sourced directly from the individuals and organizations who participated in this process—ranging from Traverse City neighborhood residents, an executive of a Northern Michigan addiction treatment nonprofit, owners and managers of downtown Traverse City establishments serving alcohol, and other downtown business owners and managers.

The actions in this plan will require continued coordination, conversation, and community engagement by the DDA, City, TCPD, and stakeholders who helped to inform the action steps, as well as, potentially, new stakeholders who have not yet participated.

### Contents

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Community Vision and Experience		<b>Appendices</b>	
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### Project Introduction

The Healthier Drinking Culture project is led by the Traverse City Downtown Development Authority (DDA), in collaboration with the City of Traverse City (City) and the Traverse City Police Department (TCPD).

Informed by a robust community engagement process, these partners have developed this strategic plan to lay out a desired vision for Traverse City’s drinking culture as well as identify the immediate, short-term, and long-term action steps to achieve that vision.

### Background

This process identified both strengths and challenges related to the community’s culture surrounding alcohol consumption. According to local stakeholders, the Traverse City community has an opportunity to build on its strengths and opportunities and improve its drinking culture, specifically regarding binge drinking and activities and behaviors associated with overconsumption in the City’s downtown core, a popular destination for residents and visitors alike.

There are 119 liquor license locations within the City of Traverse City, a community of approximately 15,000 people (per the US Census). City Police Chief Jeff O’Brien names alcohol as an underlying factor in nearly every call his department responds to, including trespassing, disorderly conduct, assault and battery, and domestic violence activities. Business owners are concerned about disorderly crowds, unsafe conditions for patrons and staff, loitering, and property damage due to overconsumption. Community stakeholders, including residents, businesses, and nonprofits, are concerned about the drinking culture’s impact on Traverse City’s character, resources, and reputation.

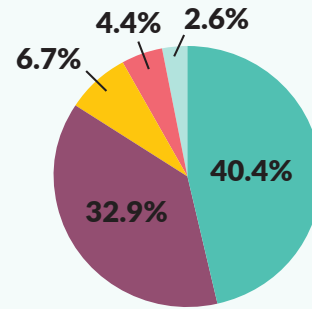
The DDA, City, and TCPD desire for Traverse City to be a vibrant, safe, and attractive place for all individuals to live, work, and play. They recognize that the prevalence of alcohol consumption in downtown Traverse City has created a drinking culture that is not welcoming for all individuals, and which relies on reactive law enforcement and emergency services to maintain safety and order in the downtown core. Based on feedback from their constituents, these three partners have launched the Healthier Drinking

## WHO PARTICIPATED

### Survey

- March 2021
- 1,130 responses

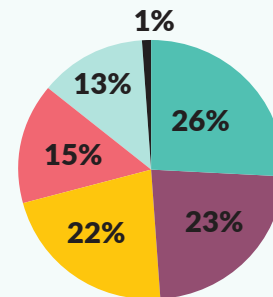
### Local Zip Code Responses



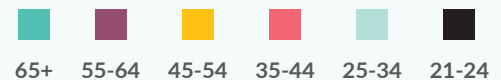
### Local Zip Codes



### Age Representation



### Ages Represented



Culture project to identify ways the community can proactively work together to create a drinking culture that fosters safe, welcoming, and celebratory drinking expectations, behaviors, and norms in Traverse City.

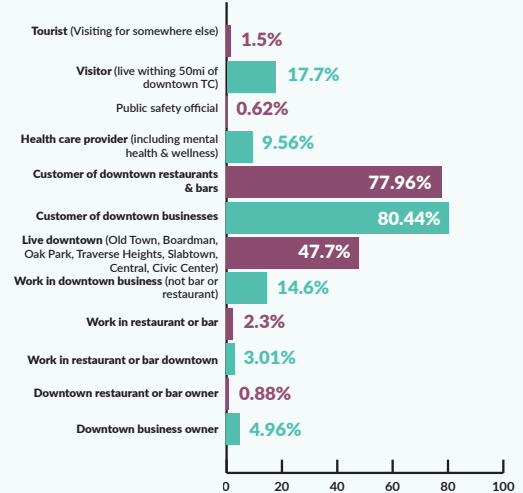
### Scope and Approach

The drinking culture in Traverse City is a complex and systemic issue, informed by cultural norms and behaviors that extend beyond the boundaries of our community. Stakeholders who impact and who are impacted by the drinking culture are a diverse group, including residents, visitors, liquor license holders, other business owners, addiction treatment providers, mental health providers, public safety providers, elected officials, event managers, and marketing and tourism promoters, each with varied experiences, perspectives, values, and priorities.

This project focused on engaging and listening with these stakeholders to understand community members' insights, experiences, challenges, and expectations related to the drinking culture in Traverse City. This project also relied on recommendations provided by the National Institute of Health and World Health Organization, intended for communities seeking to reduce alcohol-related incidents such as drunk driving, underage drinking, and alcohol-related assault. Additionally, the project team sought to learn from other communities regarding their drinking culture efforts and best practices and while this project appears to be on the cutting edge of local community drinking culture change, there are relevant best practices to glean from other communities' experiences working with recreational marijuana.

Given the complexity of the topic, this project did not identify, or intend to identify, one silver bullet solution to create a healthier drinking culture in Traverse City. However, this strategic plan contains numerous actions sourced directly from the individuals and organizations who participated in this process—ranging from Traverse City neighborhood residents, an executive of a Northern Michigan addiction treatment nonprofit, owners and managers of downtown Traverse City establishments serving alcohol, and other downtown business owners and managers.

### Which of the options below describes you? (Check all that apply.)



### Interviews

- April – July 2021
- 74 one-on-one interviews
- Liquor license holders; downtown business owners; neighborhood residents; art and cultural experience managers; event managers and tour hosts; event and tourism marketers and promoters; health and wellness professionals; law enforcement; local government

### Listening Sessions

- June 2021
- 7 sessions
- Neighborhood residents; people who do not drink alcohol; marketing and media; adjacent business district (North Boardman); downtown restaurant, bar and tasting room employees; downtown customers

Though this strategic plan includes actions that the private and public health sectors could implement and/or support, sourced directly from private and public health stakeholders, this strategic plan is written for three public agencies—the Traverse City Downtown Development Authority, City of Traverse City, and Traverse City Police Department. The plan actions are tailored to what these three public agencies are best positioned to implement with existing capacity and resources. Stakeholders in this process pointed out the relationship between issues they characterized as root causes of alcohol abuse including economic conditions, housing insecurity, and physical and mental health and access to care. These root cause issues are systemic challenges requiring a significant public-private exploration and response that exceeds the scope and resources of this phase of the project.

### Next Steps

The actions in this plan will require continued coordination, conversation, and community engagement by the DDA, City, TCPD, and stakeholders who helped to inform the action steps, as well as, potentially, new stakeholders who have not yet participated.

It is the responsibility of the DDA, City, and TCPD to work with their partners and stakeholders to implement action steps in accordance with their capacity, respective budgets, and priorities, and with ongoing feedback from the stakeholders who impact, and are impacted by, the Traverse City drinking culture.

### Existing Conditions

To inform this strategic plan, the project team listened to local stakeholders to understand community members' perspectives, insights, experiences, challenges, and expectations related to the existing and the desired vision for a healthier drinking culture in Traverse City. The team received 1,130 responses to a community survey, conducted over 70 one-on-one interviews, and hosted multiple listening sessions.

The engagement report attached in Appendix B shares detailed information about the engagement activities and the vision elements, strengths, challenges, and ideas shared through the community engagement effort. This information is also summarized below.

### Existing Strengths

Local stakeholders identified existing strengths of the current drinking culture in Traverse City, summarized in the chart on the following page.

## Traverse City Drinking Culture Existing Strengths

The strong craft beverage culture - wineries, beer, and spirits. Focusing on craft products and sense of place: the glamour of the building, the vineyard, the local sources of the product, the care the craftsperson put into making the product, the stories of the people creating and offering the service.

Social connections and people enjoying social time with friends.

TIPS and TAM training and certification for staff.

Empowering staff to decline service to people whom have over consumed.

Businesses voluntarily closing at or before midnight.

Making alcohol part of the experience, not the experience.

Serving food with alcohol.

People drinking responsibly, understanding personal limits, and respecting people and places.

Businesses hosting experiences and tours that are not coupled with alcohol.

Police are present as a deterrent. Downtown business owners and staff having a strong relationship with police and public safety officers.

Relationships between businesses. Sharing goals and being on the same page with intentions with staff and customers. Communicating when incidents are occurring, like cutting someone off who may head next door to a neighboring bar or restaurant.

Businesses cooperating and sharing resources and ideas about how to co-create a healthy culture along with customers, employees, and community partners.

Events and activities where alcohol is not featured (e.g., Tree Lighting ceremony, concerts at the Pavilions, guided walks at Botanic Gardens, etc.)

## Existing Issues and Challenges

Local stakeholders identified several existing issues and challenges with the current drinking culture in Traverse City, summarized in the chart on the following page.

## Traverse City Drinking Culture Existing Issues & Challenges

Litter and property damage (e.g., vomit and urine) at businesses adjacent or close to certain bars. Businesses not cleaning up after customers who make a mess on other properties.

Rowdy behavior and fights in public spaces including sidewalks, alleys, and parks.

Theft, including shoplifting for sport, because people have been drinking.

The behavior of people on brew and wine bus tours or paddle tours who start drinking early in the day and drink all day.

Cherry Festival and the Beer Tent.

Having alcohol at all types of events, from bike rides to book clubs.

The Peddle Pub through the neighborhoods.

The behavior of people in bachelorette parties and other group gatherings.

The behavior of people who are drinking at wine tours all day, then arriving at downtown restaurants.

Drinking and driving, including automobiles and boating.

Limited transportation options, particularly late in the evening and to areas outside of the downtown.

Happy Hour and specials promotions that encourage people to over consume.

Bars open past midnight. "Nothing good happens after midnight."

The public behaviors of patrons at Union Street, Dillinger's, and Bootleggers.

Social expectations and habits, including "Mommy needs wine" and parties among friends, or events, where there is subtle peer pressure and an expectation to drink or buy alcohol.

A culture that promotes day drinking.

Not enough non-alcoholic drinks options on menus that aren't sodas.

Reactions and assumptions made by servers when someone orders a non-alcoholic drink.

The social stigma that comes with choosing not to drink alcohol.

Customers showing up at establishments and expecting a different type of experience than what is offered regarding reservations, pace, and timing.

Shame and blame, including on individuals whose behaviors have had negative impacts, and on businesses who are doing their best to help people manage consumption responsibly.

Customers' hostility toward employees and businesses who choose to cut someone off.

## Community Vision & Experiences

The words and phrases below are representative of the elements of a “healthy drinking culture” shared by participants in the survey, interviews, and listening sessions.

A healthy drinking culture in Traverse City fosters a **joyful, celebratory, respectful, and fun** environment **for all people who live, work, and play in Traverse City whether or not they choose to drink alcohol**. Alcohol is **regulated** and **available to be responsibly enjoyed in moderation and as part of a meal** but is **balanced** and **not centered at every experience, celebration, event, or activity**. **Safe transportation** options are easily available, and **businesses and individuals are held accountable** for their actions. Experiences **celebrate the local craft, food, arts, culture, recreation, and social connection opportunities** in Traverse City and **normalize folks’ participation in these activities, with a wide range of beverages available for consumption**.

Several high-level themes emerged during the community listening process. These are described below.

**Care for Community:** Interviewees shared their passion for the community and a desire to celebrate what is good about it. Caring about neighbors, people who live here, people who choose to visit, and the success of small businesses were common thoughts and themes. People are proud of the community’s craft beverage industry - wine, beer, and spirits – and of the small businesses that offer experiences and services that demonstrate care for customers, employees, neighboring businesses, and the broader community.

**Impact versus Intention:** People are seeing a mix of healthy and unhealthy behaviors. Related to behaviors with a negative impact, such as related to noise, people shared their observations of the impact of behaviors and also their perceptions of intentions. Many people who shared concerns also shared they understood people were motivated by a desire to have fun, not harm others. When talking about tourists and visitors’ behaviors, some mentioned their own tendency to be more relaxed with their behavior when they traveled. When older people talked about the behaviors they have observed with younger people, they talked about behaving differently in their 20s than they do now.

**Expectation Management:** Many people associate alcohol with personal and event-based celebration. People talked about their desire to welcome people into the community, and the importance and enjoyment of the positive aspects of alcohol. They also shared a desire to create and manage expectations around behaviors and experiences, and to do this in a way that honored the small town nature of the community, a sense of neighborliness and the quiet enjoyment of living in a residential area, and of personal responsibility. Some people shared that people’s desire for specific experiences while on vacation may not align with the expectations of those living here. Many shared they would like experiences and events to not be centered around alcohol consumption.

**Sense of Empowerment:** Many interviewed shared they feel like they have control of their individual choices and behaviors, but they do not feel empowered to impact the overall culture. There was a strong desire to work on issues together, and an awareness that there was no single “solution” to creating a healthy culture.



## Data

There are 119 liquor license locations in the City of Traverse City. Below is a year-to-year comparison of liquor license locations from 2014–2020.

YEAR-TO-YEAR COMPARISON	
Year	Active Liquor Licenses
2020	111
2019	115
2018	118
2017	91
2016	83
2015	80
2014	79

Each location may have one or more license types. There are 225 licenses in the City of Traverse City, as specified to the right. These are defined by the [Michigan Liquor Control Commission](#).

## Excessive Drinking: How Northern Michigan Compares to State

In Grand Traverse County, an estimated 20.7% of adults are “excessive” drinkers based on results from the Behavioral Risk Factor Surveillance System, an annual phone survey conducted by the Michigan Department of Health and Human Services. This percentage is comparable to the overall rate of excessive drinking in Michigan which is 20%. Grand Traverse County ranks 25th out of 83 Michigan counties.

Raw data from the same survey above found that 26% of respondents binge drink (five or more drinks on one occasion for men and four or more drinks on one occasion for women) and 10% are heavy drinkers (more than two drinks daily for men or one drink daily for women).

## Types of Liquor Licenses in Traverse City

### 225 liquor licenses in Traverse City

- 550 Resort: 1
- B Hotel Count: 3
- Brew Pub Count: 2
- Broker Count: 5
- Class C Count: 25
- Club Count: 3
- Joint Off-Premises Tasting Room Count: 3
- Manufacturer Count: 1
- Micro Brewer Count: 9
- Off-Premise Tasting Room Count: 2
- Off-Premise Tasting Room Full Drinks Count: 1
- On-Premise Tasting Room Count: 10
- Redevelopment Class C Count: 18
- Redevelopment Tavern Count: 1
- Resort Class B Count: 1
- Resort Class C Count: 12
- Resort Specially Designated Distributor Count: 2
- Salesperson Count: 5
- Small Distiller Count: 3
- Small Wine Maker Count: 9
- Special Act Count: 1
- Specially Designated Distributor Count: 13
- Specially Designated Merchant Count: 85
- Vendor Representative Count: 5
- Warehouser Count: 1
- Watercraft Count: 1
- Wholesale Count: 1
- Wholesale Warehouser Count: 1
- Wine Tasting Room Count: 1

## Recommended Goals and Actions

Based on community feedback and best practice research, the following goals were identified to create a healthier drinking culture in Traverse City, related to public policy, licensing, and public safety; training and education; and community experience.

### Goals

#### **Policies, Licensing, and Public Safety**

Enact and update policies and processes that provide clear expectations, ensure fair and equitable treatment of all stakeholders, and align with the drinking culture vision.

#### **Training and Education**

Support coordinated and accessible training, education, communication, and implementation of drinking culture best practices between Traverse City license holders, substance use prevention providers, and public safety providers.

#### **Community Experience**

Support activities, storytelling, programming, and events which foster expectations and experiences aligned with the drinking culture vision for stakeholders who live, work, and play in Traverse City.

### Action Plan

These goals are supported by the action steps described below, grouped according to their timeline priority: immediate (0-18 months), short-term (1-3 years) and long-term (4-5 years). This plan involves the parallel and collaborative action of independent entities including units of government, nonprofit organizations, and private businesses and stakeholders. There is no one entity or action responsible for creating a healthier drinking culture in Traverse City, but rather a series of individual actions that collectively foster a safe, welcoming, and celebratory drinking culture. These actions were suggested and vetted by participating stakeholders.

This plan includes more detail for the immediate action steps, versus the short-term and long-term action steps. As immediate actions steps are implemented, entities and stakeholders may evaluate their progress and adjust course, if needed. At the discretion of entities responsible for the action steps, this plan may be evaluated and updated annually, or more frequently, to account for changes in conditions or resources.

Each action step includes an entity or entities designated as “responsible”, “support” and “inform, or consult”. Definitions for each role are described below:

- **Responsible:** This is the action lead – the individual or entity who is ultimately responsible for getting the job done.
- **Support:** The stakeholder(s) in this role actively work on the task and help the individual or entity responsible.
- **Inform:** The stakeholder(s) in this role need to be informed of the task’s progress and any decisions being made.
- **Consult:** The stakeholder(s) in this role offer advice or guidance regarding a task or decision, but are not responsible for the task.

## Immediate Action Steps (0-18 months)

Policies, Licensing, and Public Safety					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Update the Traverse City ordinances and the local liquor license permit process to create objective and clear criteria for the desired number, type, and location of liquor licenses, including at the neighborhood and corridor level.	City of Traverse City Staff (Planning Director, Clerk, Police Department), City of Traverse City Commission	Downtown Development Authority	Businesses, Neighbors, Community, Michigan Liquor Control Commission	City of Traverse City/Downtown Development Authority/Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission. Target completion date: December 2022
Update the Traverse City permit process to create more objective and clearer criteria for the desired number, type, route, and operating hours for pedicab licenses.	City of Traverse City Staff (Clerk, Police Department), City of Traverse City Commission	Downtown Development Authority	Businesses, Neighbors, Community, Michigan Liquor Control Commission	City of Traverse City/Downtown Development Authority/Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission. Target completion date: December 2022
Explore creating policy regarding tour bus operations, including potential designated pick-up and drop-off locations and tour operator training.	City of Traverse City Planning Director, City of Traverse City Traffic Committee, City of Traverse City Commission	Traverse City Police Department, Downtown Development Authority	Businesses, Neighbors, Community	City of Traverse City/Downtown Development Authority/Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission

## Immediate Action Steps Continued (0-18 months)

Policies, Licensing, and Public Safety Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Create and share meaningful public datasets regarding alcohol-related incidents occurring in Traverse City.	Traverse City Police Department		Community	Traverse City Police Department Staff Time	Alcohol-specific datasets available to the public
Continue and increase the presence of the downtown Traverse City police officer(s).	City of Traverse City, Downtown Development Authority	Traverse City Police Department	Businesses, Neighbors, Community	Traverse City Police Department Staff Time, Funding	At least 1 full time employee Traverse City Police Department office staffing downtown
Continue Traverse City law enforcement training in conflict de-escalation.	Traverse City Police Department	Businesses	Downtown Development Authority	Traverse City Police Department and Downtown Development Authority Staff Time, Business Endorsement and Promotion	# trainings held
Identify locations for outdoor lighting along public streets, sidewalks, and alleys in downtown Traverse City.	City of Traverse City Planning Director, Downtown Development Authority, City of Traverse City Department of Public Services, Traverse City Light and Power	Traverse City Police Department	Community	Traverse City Police Department and Traverse City Staff Time, Funding	Locations and cost identified for new lighting, funding secured

## Immediate Action Steps Continued (0-18 months)

Policies, Licensing, and Public Safety Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Secure funding for video cameras in public spaces in downtown Traverse City, per the existing plan between the Downtown Development Authority and Traverse City Police Department.	City of Traverse City, Downtown Development Authority	Traverse City Police Department	Community	Traverse City Police Department and Traverse City Staff Time, Funding	Funding secured
Incorporate vision, goals, and action steps of the Healthier Drinking Culture Strategic Plan into the City of Traverse City Master Plan update.	City of Traverse City Planning Director, City of Traverse City Planning Commission, City of Traverse City Commission	Traverse City Police Department, Downtown Development Authority	Community		
Consult with Grand Traverse County to determine how the Grand Traverse County Health Department and Prosecuting Attorney's Office want to be involved in the Healthier Drinking Culture project going forward and what potential roles each entity could play.	City of Traverse City, Downtown Development Authority, Traverse City Police Department		Grand Traverse County Prosecuting Office, Grand Traverse County Health Department		

## Immediate Action Steps Continued (0-18 months)

Training and Education					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Consider forming a Responsible Hospitality Council to articulate a vision, reinforce best practices, and support voluntary implementation of best practices by liquor license holders and other businesses. Consider integrating participation with local license approval process.	Businesses	Downtown Development Authority, Traverse City Police Department	MSUE, Existing Hospitality Initiatives	Traverse City Police Department and Downtown Development Authority Staff Time, Facilitation Support, Stakeholder Engagement, Funding, Host Agency or Collaborative	RHC formed with 25%+ of Class C license holders participating
Continue TIPS, TAMS, and ServSafe training and certification for staff and coordinate training approaches between City of Traverse City businesses.	Businesses, Catholic Human Services	Traverse City Police Department, Other Training Providers		Facilitation Support, Standardized Resources	# pilot collaborative trainings held
Explore Traverse City tour operator training and certification options and requirements	Businesses	Catholic Human Services, Traverse City Police Department	Training curriculum expert(s)	Policy Expertise, New Training Curriculum	Training requirement incorporated into Traverse City approval process

## Immediate Action Steps Continued (0-18 months)

Community Experience					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Coordinate with hospitality and tourism promoters to promote events and experiences in ways that do not center alcohol.	Tourism and Event Promoters, Downtown Traverse City Association	Downtown Development Authority, Traverse City Police Department, Traverse City Tourism, Cherry Festival	Film Festival, Traverse Connect, Local Media, Businesses, Tourism Collaboratives, Value-Added Agriculture	Downtown Development Authority Staff Time, Data: how and how often is alcohol referenced in current event promotions?	TBD
Celebrate craft culture, beer, wine, and spirits.	Tourism and Event Promoters, Businesses, Downtown Traverse City Association	Downtown Development Authority, Cherry Festival, City of Traverse City Tourism	Film Festival, Traverse Connect, Media, Businesses, Tourism Collaboratives, Value-Added Agriculture	Downtown Development Authority Staff Time, Data: how and how often is craft culture referenced in current City of Traverse City promotions?	TBD
Encourage Traverse City businesses to include more non-alcoholic craft beverages alongside alcoholic beverages offered.	Businesses	Downtown Development Authority, Downtown Traverse City Association	Traverse City Police Department, Cherry Festival	Downtown Development Authority Staff Time, Data: how many license holders offer non-alcoholic craft beverages currently?	

### Immediate Action Steps Continued (0-18 months)

Community Experience Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Encourage Traverse City businesses to promote available transportation choices to customers. Specific action steps at the entity level may include improved marketing, signage, or promotional use incentives.	Downtown Development Authority, Bay Area Transportation Authority	Businesses	Traverse City Police Department	Downtown Development Authority and BATA Staff Time, Transportation choices education	TBD
Improve signage and marketing materials to communicate the availability of overnight parking in downtown parking lots.	Downtown Development Authority	Traverse City, Traverse City Police Department	Businesses, Neighbors, Community	Downtown Development Authority/Traverse City/Traverse City Police Department Staff Time, New signage	Pilot signage installed in lots T, V, and P.

### Short-Term Action Steps (1-3 years)

Policies, Licensing, and Public Safety					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by December 2024
Update Traverse City permit process to create more objective and clearer criteria for the desired number, type, and location of outdoor events on city property.	City of Traverse City Staff (Clerk, Police Department), City of Traverse City Commission	Downtown Development Authority	Event Managers, Businesses, Neighbors, Community, Michigan Liquor Control Commission	City of Traverse City/Downtown Development Authority, Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission



### Short-Term Action Steps Continued (1-3 years)

Policies, Licensing, and Public Safety Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by December 2024
Assess Traverse City ordinances such as those governing noise, or other substances such as marijuana or smoking downtown, to address alignment with drinking culture vision and goals.	City of Traverse City Staff (Planning Director, Clerk), City of Traverse City Commission	Traverse City Police Department, Downtown Development Authority	Businesses, Neighbors, Community	City of Traverse City/Downtown Development Authority, Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission
With updated Traverse City policies and processes in place, continue to assess needs and invest in law enforcement capacity.	City of Traverse City	Traverse City Police Department	Downtown Development Authority, Community	Traverse City Police Department and City of Traverse City staff Time, Funding for drunk driving enforcement, understanding of Grand Traverse County Health Department role in enforcement	Increased # of Traverse City Police Department full-time employees
Recognizing that the Traverse City drinking culture impacts and is impacted by surrounding public, for-profit, and nonprofit activities, build relationships with regional public and private sector stakeholders and look for opportunities to work together to foster a healthy drinking culture in lower Northern Michigan.	City of Traverse City, Downtown Development Authority, Traverse City Police Department		Regional drinking culture stakeholders, including Wineries of Old Mission Peninsula, Grand Traverse County Sheriff's Office, Traverse Wine Coast, Michigan Liquor Control Commission	Downtown Development Authority, City of Traverse City, Traverse City Police Department Staff Time, Partnership Facilitation & Development	TBD
Install outdoor lighting along public streets, sidewalks, and alleys in downtown Traverse City.	City of Traverse City Planning Director, Downtown Development Authority, City of Traverse City Department of Public Services, Traverse City Light and Power	Traverse City Police Department	Community	Traverse City Police Department and City of Traverse City Staff Time, Funding	Lighting installed

### Short-Term Action Steps Continued (1-3 years)

Policies, Licensing, and Public Safety Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by December 2024
Install video cameras in public spaces in downtown Traverse City, per the existing plan between the Downtown Development Authority and Traverse City Police Department.	City of Traverse City, Downtown Development Authority	Traverse City Police Department	Community	Traverse City Police Department and City of Traverse City Staff Time, Funding	Cameras installed
Training and Education					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by December 2024
<p>With Responsible Hospitality Council (or similar model) in place,</p> <ul style="list-style-type: none"> <li>• Work with businesses where negative impacts are occurring, including asking these businesses what they need to achieve shared community goals for a healthier drinking culture.</li> <li>• Encourage Traverse City businesses to create customer-focused education and outreach that promotes personal responsibility and accountability, and a sense of community.</li> <li>• Provide access to existing private and public sector resources that are greater than what one small business can offer, including the systematic promotion of available health and wellness services and social activities and places to gather after-hours without alcohol (for employees).</li> </ul>	Businesses	Downtown Development Authority, Traverse City Tourism	Traverse Connect, Businesses, Alcohol Prevention Agencies	Traverse City Police Department and Downtown Development Authority Staff Time, Facilitation Support, Stakeholder Engagement, Funding, Host Agency or Collaborative	TBD

### Long-Term Action Steps (4-5 years)

Community Experience					
Action	Responsible	Supporting	Inform or Consult	Resources Needed	Measure of Success by December 2026
Explore the feasibility of offering more transportation options that support the Healthier Drinking Culture vision, including: Late evening public and private transportation service options. Affordable and accessible transportation options for those traveling to and from areas outside the downtown.	Private Transportation and Tour Companies, Bay Area Transportation Authority	Downtown Development Authority, City of Traverse City	Traverse City Police Department	Data, Feasibility Study	

## Tools and Resources

### **2019 Community Health Assessment**

Northwest Michigan Community Health Innovation Region  
[2019 Community Health Assessment](#)

### **Good Neighbor Plan Policy**

[Recreational Cannabis Good Neighbor Plan](#)  
Grand Rapids, MI

### **Better Drinking Culture Initiative**

[Better Drinking Culture](#)  
Grand Rapids, MI

### **10 Areas Governments Could Work with to Reduce the Harmful Use of Alcohol**

World Health Organization Newsletter, 2019  
[10 areas governments could work with to reduce the harmful use of alcohol](#)

### **Reducing Underage Drinking: A Collective Responsibility**

National Research Council and Institute of Medicine, 2004  
[Chapter 11: Communities](#)

### **Center for Disease Control**

[Guide for Measuring Alcohol Outlet Density](#)

### **Michigan Department of Licensing and Regulatory Affairs**

[Michigan Liquor License Definitions](#)

### **Michigan Liquor Control Commission**

[Retail Liquor License Descriptions](#)



Downtown Development Authority  
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Traverse City, MI 49684  
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231-922-2050

## Memorandum

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To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: October 11, 2021  
Subject: Downtown Tree Management Plan

As you recall, last winter, the DDA hired the Davey Resource Group to develop a Tree Management Plan for Downtown Traverse City. The intent of the plan was to build upon the 2018 city-wide *Urban Canopy Assessment and Management (UCAM) Plan* for street trees with a more detailed and focused approach for tree management in Downtown.

The Final Downtown Tree Management is now complete (and is included in your packet). The Tree Management Plan is organized into three sections:

- An updated downtown street and park tree inventory
- A four-year tree planting and maintenance program, with specific activities
- Considerations for tree planting, including community preferences as well as tools and strategies.

Many of the findings of the tree inventory were outlined and discussed at your March board meeting. In short, the inventory found that:

- There is an above industry standard percentage of a single species (callery pear),
- There are 25 vacant tree planting locations, 8 stumps (some of which are visible) and 52 suggested tree removals (dead or dying trees) within the downtown.

At this time, the DPW does not have the capacity or resources to assist with tree plantings this fall. Therefore, we are working to secure cost estimates to plant roughly a dozen trees in the “vacant tree” locations identified in the assessment this fall as well as the removal of several dead trees.

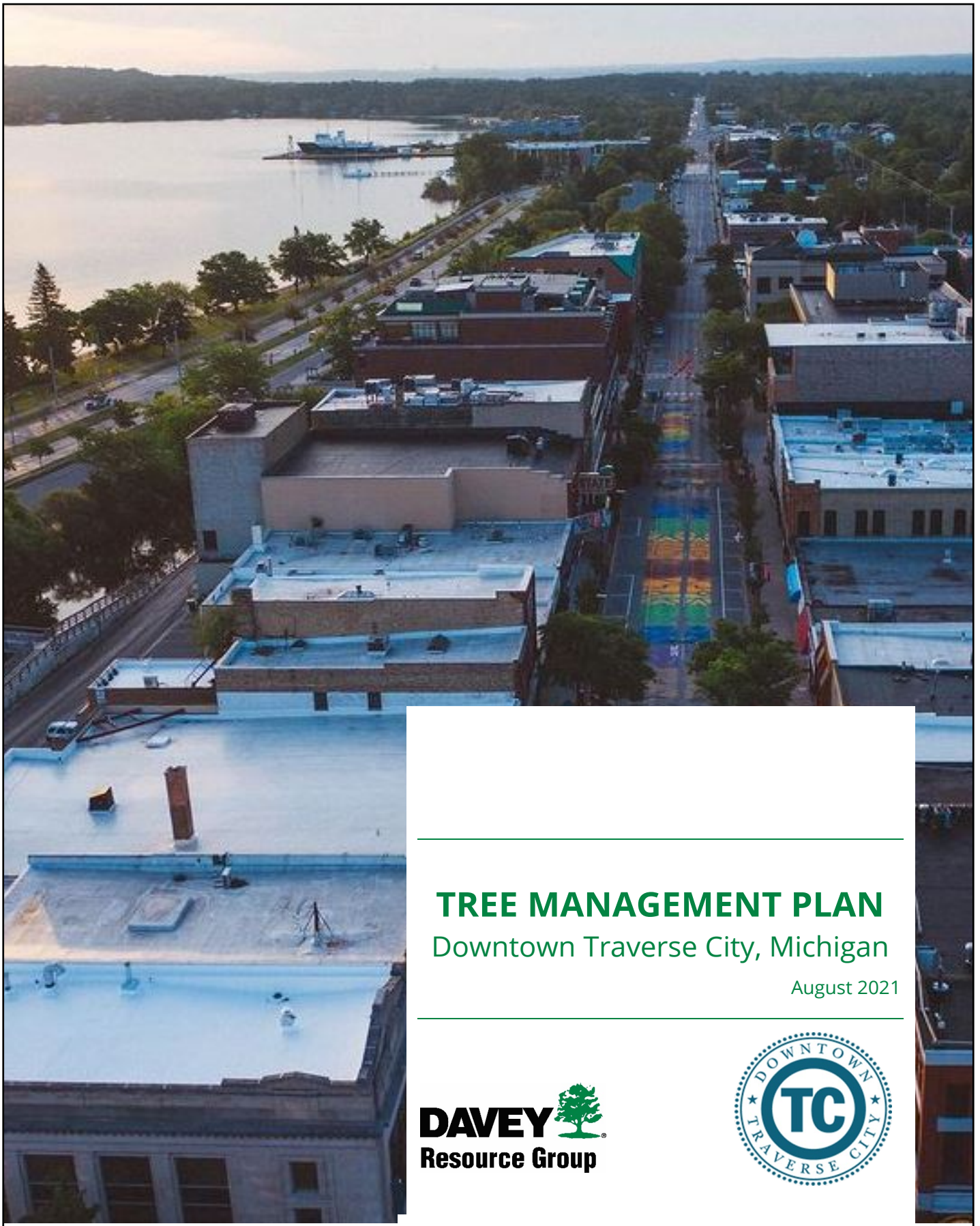
Given the lack of diversity of our existing downtown tree canopy, we need take a proactive and “resilience through diversity” approach to tree-planting so as to avoid the potential of significant tree loss due to invasive pests and diseases.

Furthermore, the current East Front Street and North Pine Street streetscaping design effort provides us an opportunity to consider and implement different tools and strategies that allow for greater soil volume and therefore healthier tree canopies and trees that reach their optimal mature size.

We will be meeting with the City's DPW department over the next several months to discuss opportunities for long-term collaboration for tree planting and maintenance – including efforts to remove stumps/dead trees and replanting roughly 60 sites next spring. However, we expect that most of the long-term tree planting/maintenance activities in the downtown district will be directed and funded by the DDA. This effort will be a significant component of our “green and clean” initiatives and will be topic of discussion for our upcoming budget/CIP discussions.

**RECOMMENDATION**

That the DDA Board approves the 2021 Tree Management Plan for Downtown Traverse City and supports efforts to work with the city, where it can, to facilitate a planting and maintenance program that properly addresses trees with the downtown district.



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# TREE MANAGEMENT PLAN

## Downtown Traverse City, Michigan

August 2021

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*Notice of Disclaimer:* Inventory data provided by Davey Resource Group, Inc. "DRG" are based on visual recording at the time of inspection. Visual records do not include individual testing or analysis, nor do they include aerial or subterranean inspection. DRG is not responsible for the discovery or identification of hidden or otherwise non-observable hazards. Records may not remain accurate after inspection due to the variable deterioration of inventoried material. DRG provides no warranty with respect to the fitness of the urban forest for any use or purpose whatsoever. Clients may choose to accept or disregard DRG's recommendations or to seek additional advice. Important: know and understand that visual inspection is confined to the designated subject tree(s) and that the inspections for this project are performed in the interest of facts of the tree(s) without prejudice to or for any other service or any interested party.

## INTRODUCTION

The **2021 Downtown Traverse City Tree Management Plan** is a supplement to the *2018 Traverse City Tree Management Plan and Urban Tree Canopy Assessment*, completed by Davey Resource Group, Inc. (DRG). The **2021 Downtown Plan**, funded and supported by the Traverse City Downtown Development Authority (DDA), focuses on the specific maintenance and management needs of the public trees, stumps, and planting sites within the **DDA District**.

The planning process included:

- **Tree inventory update** of the public street and park trees within the Traverse City DDA District.
- **Tree management plan** detailing recommended maintenance activities for the DDA District, including timing and estimated costs based on the updated street and park tree inventory.
- **Outreach and engagement** to understand the Traverse City community's values and preferences related to trees and streetscapes in the DDA District.

The Plan is organized into three sections:

**Section 1: Tree Inventory Summary** presents data from the updated downtown street and park tree inventory to understand the current state of downtown Traverse City's tree population.

**Section 2: Tree Management Program** details recommended tree maintenance activities based on the updated street and park tree inventory for downtown Traverse City. It includes a four-year tree maintenance program with budget table estimating costs per year.

**Section 3: Tree Planting in Downtown Traverse City** provides considerations, tools, and strategies for planting downtown. This section includes a summary of community themes and priorities that emerged during the project's community engagement activities.





Section 1:

# Tree Inventory Summary

## SECTION 1: TREE INVENTORY SUMMARY

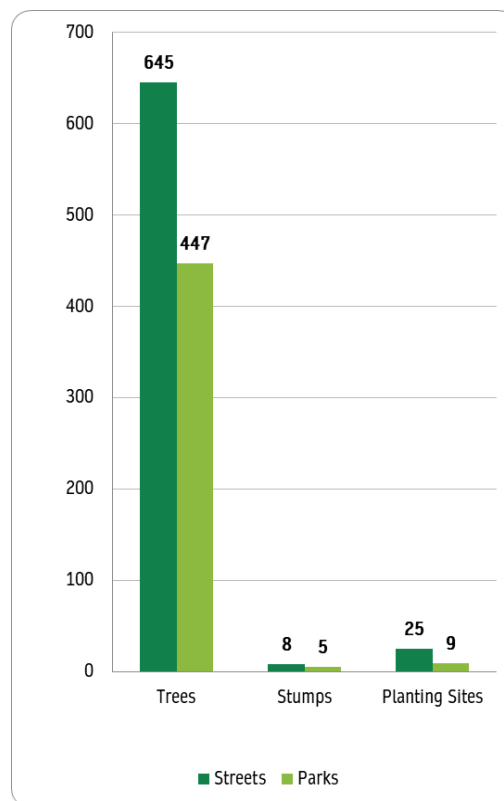
In February 2021 Davey Resource Group, inc. (DRG) conducted a tree inventory update of the trees within the Traverse City DDA District. Data was collected on trees, stumps, and planting sites in the street right-of-way (ROW) and in Clinch Park, Hannah Park, Lay Park, Mini Park, Union Street Dam Park, Wellington Plaza, and West End Beach.

A total of 1,146 sites were collected (Figure 1):

- 96% the sites collected are trees
- 3% are vacant planting sites
- 1% are stumps

**Note:** 7 sites were determined to be unplantable and are not included in the tree inventory summary data.

See Appendix A for details about DRG’s methodology for collecting site data.



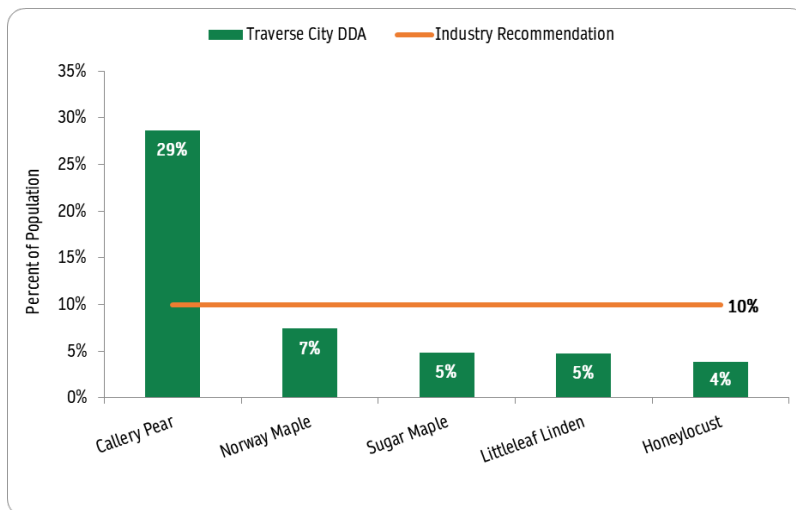
**Figure 1.** Number of inventoried sites by location and type

## SPECIES, GENUS, AND FAMILY DISTRIBUTION

Species and genus diversity, or the variety of trees growing in a community, is crucial for ensuring that Traverse City’s downtown trees are resilient to invasive pests and diseases. The 10-20-30 rule is a common urban forestry industry recommendation for tree species, genus, and family distribution (Santamour 1990). The rule states that a single species should not represent more than 10% of the public tree population, a single genus no more than 20%, and a single family no more than 30%. Even when the 10-20-30 standard is met, it is important for community planting plans to continue to prioritize diversity by including species, genera, and families that are less represented in the population to ensure future diversity.

### Population Distribution

**Figure 2** shows the most abundant species in downtown Traverse City’s inventoried tree population using the 10% species rule. Callery pear (*Pyrus calleryana*) at 29% of the population is well above the 10% rule. Norway maple (*Acer platanoides*, 7%) and sugar maple (*Acer saccharum*, 5%) do not exceed the recommended species threshold but contribute to a greater abundance of maple (*Acer*) in the genus distribution [discussed next](#). Littleleaf linden (*Tilia cordata*, 5%) and honeylocust (*Gleditsia triacanthos*, 4%) are both below the 10% species threshold. Table 1 shows the top 10 species growing in downtown Traverse City’s streets and parks.



**Figure 2.** Species distribution of downtown Traverse City’s inventoried public trees

## RESILIENCE THROUGH DIVERSITY

The Dutch elm disease epidemic of the 1930s provides a key historical lesson on the importance of diversity (Karnosky 1979). The disease killed millions of American elm trees, leaving behind enormous gaps in the urban canopy of many Midwestern and Northeastern communities. In the aftermath, ash trees became popular replacements and were heavily planted along city streets. History repeated itself in 2002 with the introduction of the emerald ash borer into America. This invasive beetle devastated ash tree populations across the Midwest. Other invasive pests spreading across the country threaten urban forests, so it is vital that we learn from history and plant a wider variety of tree genera to develop a resilient inventoried tree resource.

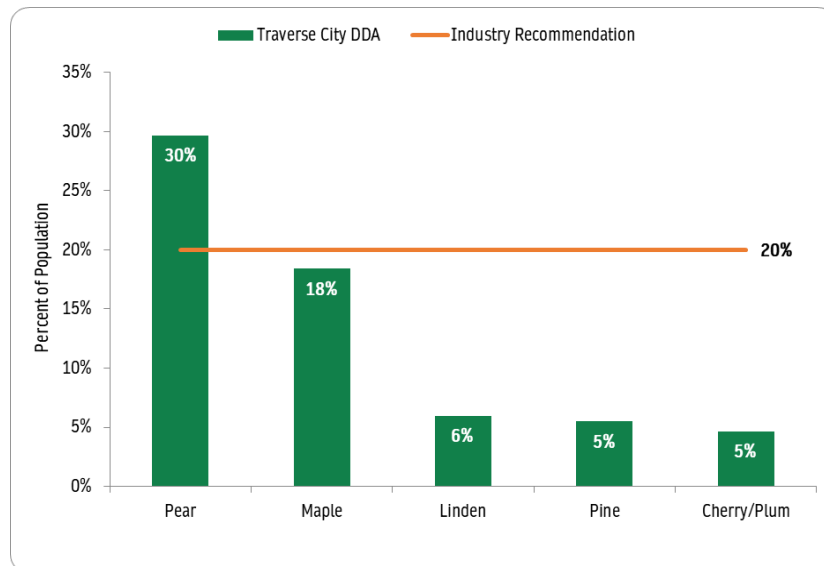


Ash tree with emergence hole from emerald ash borer.

Common Name	Latin Name	# of Trees
Callery Pear	<i>Pyrus calleryana</i>	313
Norway Maple	<i>Acer platanoides</i>	81
Sugar Maple	<i>Acer saccharum</i>	53
Littleleaf Linden	<i>Tilia cordata</i>	52
Honeylocust	<i>Gleditsia triacanthos</i>	42
Red Pine	<i>Pinus resinosa</i>	38
Japanese Tree Lilac	<i>Syringa reticulata</i>	37
Apple sp.	<i>Malus spp.</i>	34
Quaking Aspen	<i>Populus tremuloides</i>	29
Common Chokecherry	<i>Prunus virginiana</i>	26

**Table 1.** Top 10 Street and Park Trees in the DDA District

Genus (genera) is a group of tree species that have the same primary traits in common – for example the species red maple (*Acer rubrum*), sugar maple (*Acer saccharum*), and silver maple (*Acer saccharinum*) all belong the genus maple (*Acer*). **Figure 3** details the most abundant genera in the inventoried tree population compared to the 20% recommended genus rule. The only genus that has a population above the 20% threshold is pear (*Pyrus*) at 30%.



**Figure 3.** Genus distribution of downtown Traverse City's inventoried public trees

## CONDITION

The condition of each inventoried tree was rated by an International Society of Arboriculture (ISA) Certified Arborist as good, fair, poor, or dead. Factors including root characteristics, branch structure, trunk, canopy, foliage condition, and the presence of pests, were considered when assigning a condition rating for each tree. The general health of the inventoried street and park tree population is characterized by the most prevalent condition rating assigned during the inventory.

As shown in **Figure 4** a majority of the inventoried trees are in fair condition (57%), while 29% are in good condition, and 14% are in poor or dead condition. With 86% of the tree population having a condition rating of fair or better **the overall condition of the inventoried downtown trees is fair.**

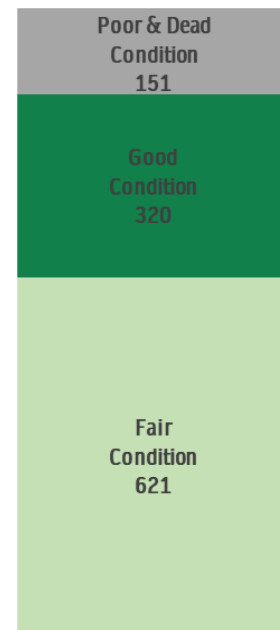
Common reasons that young trees were rated in poor condition are structural defects that can be corrected by training, mechanical damage from weed whips and lawnmowers that could have been avoided, and improper planting with the root flare too high or below the soil surface.

Poor condition ratings among mature trees are generally based on significant signs of decline including dieback of primary leaders and decay. Trees in poor condition with dieback and/or decay that is not too extensive can often be pruned to correct these defects. While the health of some trees in poor condition is unlikely to improve even with intensive maintenance and removal is recommended as the most cost-effective option for mitigating risk.

The condition of the inventoried downtown trees can be improved over time by following the proactive maintenance recommendations in Section 2. Among the **most important is structural pruning or training of young trees and routine pruning of established, maturing, and mature trees.** Both maintenance activities are important for correcting defects that could worsen over time and to mitigate risk concerns. All pruning should be specified and performed according to ANSI A300 (Part 1) standards (American National Standards Institute, 2017).

## RELATIVE AGE DISTRIBUTION

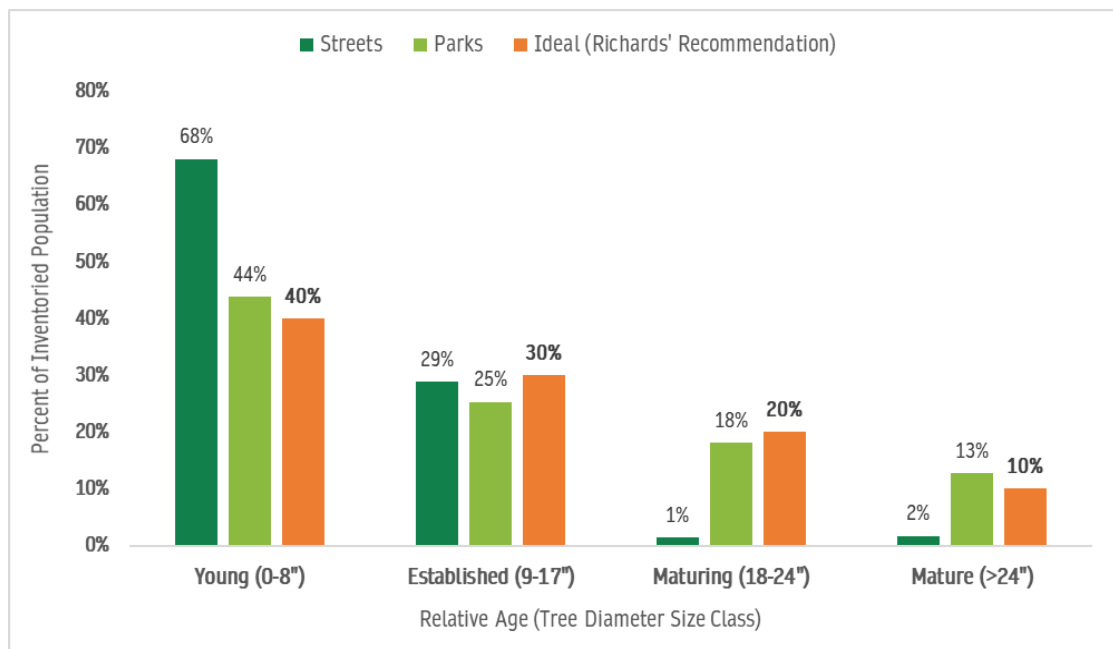
Analysis of a tree population's relative age distribution is performed by assigning age classes to tree diameter size classes. Specific tree age cannot be determined from diameter size class alone because many factors affect tree lifespan and growth rate such as species, soil conditions, and climate, but it is still useful to generalize size classes into relative age classes because of the insight it gives into managing the inventoried tree resource.



**Figure 4.** Condition distribution of downtown Traverse City's inventoried public trees

The inventoried tree population is grouped into the following relative age classes: young trees 0–8 inches diameter at breast height (DBH), established trees 9–17 inches DBH, maturing trees 18–24 inches DBH, and mature trees greater than 24 inches DBH. These size classes were chosen to allow the inventoried tree population to be compared to a recommended ideal relative age distribution, which holds that the largest proportion of a tree population (approximately 40%) should be young trees while the smallest proportion (approximately 10%) should be mature trees (Richards 1983).

A tree population within Richards’ ideal relative age distribution provides enough social, economic, and environmental benefits that their annual value is generally greater than the cost of maintaining them. **Figure 5** compares the relative age distribution of the inventoried downtown tree population to Richards’ ideal distribution.



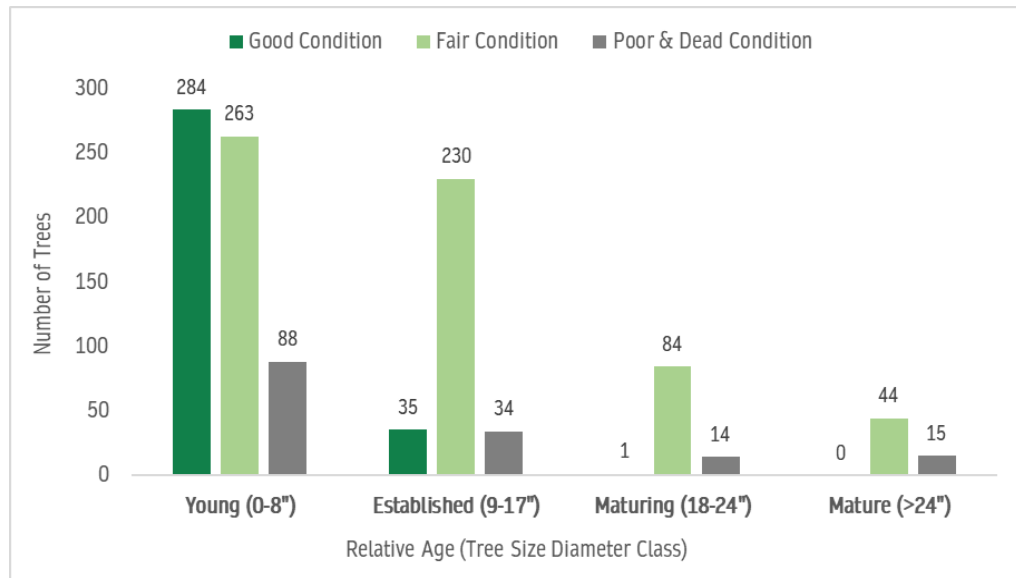
**Figure 5.** Relative age distribution of downtown Traverse City's inventoried public trees compared to Richards’ recommended ideal age distribution.

As seen in Figure 5, park trees downtown are trending toward Richards’ ideal, however, the street tree population is trending young, **with 68% of the population in the young (small) tree** category. With the potential that many trees could reach maturity at the same time, there is a risk that canopy cover will be impacted as these trees die and are removed.

**To maintain a sustainable urban forest, it is important to have a mix of size/age classes to prevent a significant loss in tree canopy cover.** To ensure there is an adequate mix of size/age classes:



- the preservation and care of mature trees should be prioritized to prevent loss of current tree canopy.
- new trees, especially those with large canopies at maturity, should be planted to replace old, dying, dead trees.
- structural of young and established trees should be conducted to ensure there are trees to replace maturing and mature trees.



**Figure 6.** Condition by relative age class of downtown Traverse City's inventoried public trees

**Figure 6** cross-analyzes the condition of the downtown inventoried tree population with its relative age distribution. The **greatest proportion of trees in each age class are in fair condition except for the young age class.** The proportion of the tree population in good condition decreases sharply between the young and established age classes and continues decreasing in the mature and maturing age classes. **This trend emphasizes the importance of training and inspecting trees while they are young to improve their structure and address any issues that may lead to declining condition as they age.** Not only will this improve the condition of trees as they mature, but it is far more cost effective to train young and established trees than it is to prune mature and maturing trees. The effort expended on training trees not only promotes a longer healthy life for Traverse City's downtown public trees, but also reduces the number of large tree removals by correcting structural defects or noting nonviable trees so they can be easily removed while they are still small.

Because mature trees provide exponentially more benefits than young trees it may be worthwhile to maintain overmature trees that show signs of being able to survive for several more years without posing

a risk. While the costs to maintain these large trees might be more, the value of the annual benefits they provide may justify their care and preservation. These benefits should be considered when evaluating maintenance options for these trees when removal has not yet been recommended by an ISA Certified Arborist.

## BENEFITS OF TREES

### Environmental Benefits

- Trees cast shade and act as windbreaks, decreasing energy use and moderating local climates.
- Trees help slow and reduce the amount of stormwater runoff that reaches storm drains, rivers, and lakes. The crowns of 100 mature trees intercept roughly 100,000 gallons of rainfall per year (U.S. Forest Service 2003a).
- Trees help reduce noise levels, remove atmospheric pollutants, produce oxygen, and absorb carbon dioxide.
- Trees can reduce street-level air pollution by up to 60% (Coder 1996). Lovasi (2008) suggested that children who live on tree-lined streets have lower rates of asthma.
- Trees stabilize soil and provide habitat to wildlife.

### Economic Benefits

- When trees are on the property, residential property values and commercial property rental rates are an average of 7% higher (Wolf 2007).
- Trees moderate temperatures in the summer and winter, saving on heating and cooling expenses (North Carolina State University 2012, Heisler 1986).
- On average, consumers will pay about 11% more for goods in landscaped areas, with this figure being as high as 50% for convenience goods (Wolf 1998b, Wolf 1999, and Wolf 2003).
- Consumers also feel that the quality of products is better in business districts surrounded by trees than those considered barren (Wolf 1998b).
- The quality of landscaping along the routes leading to business districts had a positive influence on consumers' perceptions of the area (Wolf 2000).

### Social Benefits

- Tree-lined streets are safer; traffic speeds and the amount of stress drivers feel are reduced, which likely reduces road rage/aggressive driving (Wolf 1998a, Kuo and Sullivan 2001a).
- Chicago apartment buildings with medium amounts of greenery had 42% fewer crimes than those without any trees (Kuo and Sullivan 2001b).
- Chicago apartment buildings with high levels of greenery had 52% fewer crimes than those without any trees (Kuo and Sullivan 2001a).
- Employees who see trees from their desks experience 23% less sick time and report greater job satisfaction than those who do not (Wolf 1998a).
- Hospital patients recovering from surgery who had a view of a grove of trees through their windows required fewer pain relievers, experienced fewer complications, and left the hospital sooner than similar patients who had a view of a brick wall (Ulrich 1984, 1986).

## TREEKEEPER BENEFITS ANALYSIS

TreeKeeper® is DRG's tree inventory management software utility that models the monetary value of benefits provided by individual trees, groups of trees, or an entire tree population. Using tree inventory data i-Tree Streets analyzes the inventoried tree population's size, structure, overall condition, and species composition to estimate the value of the environmental services performed by trees, including intercepting rainfall, reducing carbon dioxide (CO<sub>2</sub>) emissions, and removing atmospheric pollutants (see Appendix B for details about i-Tree Streets benefits methodology).

## ENERGY AND PROPERTY BENEFITS

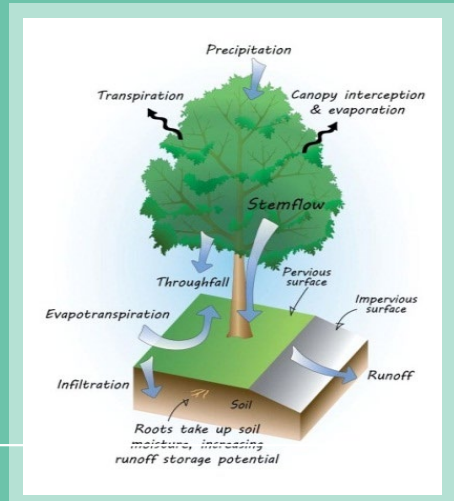
Traverse City's inventoried downtown street and park trees helps conserve 107,636 kWh and 15,268 therms in energy usage each year by shielding buildings from temperature extremes caused by sun, wind, and precipitation. The total estimated value of these energy savings is \$23,132.

Properties with trees have also been found to have higher property values, and the value of this benefit increases as trees and their canopies grow. Traverse City's inventoried downtown trees has an estimated property benefit of \$26,738.

## AVOIDING AND SEQUESTERING CARBON

Carbon dioxide (CO<sub>2</sub>), the primary greenhouse gas driving climate change has negative impacts on people, infrastructure, and the environment. Trees act as carbon sinks by absorbing carbon emitted by automobiles, power plants, and other sources during photosynthesis and storing it in their tissue as they grow, which decreases the amount of carbon in the atmosphere. i-Tree Streets models the total carbon sequestered (absorbed) by inventoried tree populations each year using simulated growth rates for each species. The 141,051 pounds of CO<sub>2</sub> avoided by having trees in the urban landscape and the 161,075 pounds of CO<sub>2</sub> sequestered annually by the inventoried tree population have a total estimated annual value of \$2,194.

## TREE BENEFITS



Trees perform many environmental services and provide many benefits simply by existing, including:

- Catching rainfall in the canopy so it drips to the ground with less of an impact or flows down their trunk into the soil.
- Helping stormwater soak into the ground by slowing runoff.
- Helping stormwater move through the soil by creating more pore space with their roots.
- Cooling the surrounding landscape by casting shade with their canopy and releasing water from their leaves.
- Catching airborne pollutants on their leaves and holding them until they wash off in the rain.
- Transforming some pollutants into less harmful substances and preventing some pollutants from forming.

## **CONTROLLING STORMWATER**

Trees intercept rainfall with their leaves and branches reducing run-off and helping lower stormwater management. Avoided stormwater runoff reduces the risk of flooding and combined sewer overflow, both of which impact people, infrastructure, and water quality. The 751,894 gallons of stormwater runoff intercepted by the Traverse City's inventoried downtown trees each year has an estimated total value of \$20,376.

## **IMPROVING AIR QUALITY**

Compared to rural landscapes, urban landscapes are characterized by higher emissions from automobiles, industry, and other sources in a relatively small area. The total weight of sulfur dioxide (SO<sub>2</sub>), carbon monoxide (CO), nitrogen dioxide (NO<sub>2</sub>), ozone (O<sub>3</sub>), and particulate matter (PM<sub>10</sub>) removed from the air by the inventoried tree population is 988 lbs. The health consequences avoided by the Traverse City's residents has an estimated value of \$3,080.

An aerial photograph of a city street intersection. The street is paved and has several cars parked along the side. There are trees with yellow and orange autumn leaves. A blue semi-transparent box is overlaid on the right side of the image, containing text. The text reads: "Section 2:" followed by a horizontal line, then "Recommended Management Program" in large white font, and "FOR DOWNTOWN TRAVERSE CITY" in smaller white font below it.

Section 2:

# Recommended Management Program

FOR DOWNTOWN TRAVERSE CITY

# Summary of Recommended Tree Maintenance



## Tree & Stump Removal

Trees designated for removal have defects that cannot be cost-effectively or practically corrected. Most of the trees in this category have a large percentage of dead crown.

Total = 81 trees  
High Risk = 0 trees  
Moderate Risk = 23 trees  
Low Risk = 58 trees  
Stumps = 13



## Priority Pruning

Priority pruning removes defects such as Dead and Dying Parts or Broken and/or Hanging Branches. Pruning the defected branch(es) can lower risk associated with the tree while promoting healthy growth.

Total = 9 trees  
High Risk = 1 tree  
Moderate Risk = 8 trees



## 3-Year Routine Pruning

Over time, routine pruning of Low-Risk trees can minimize reactive maintenance, limit instances of elevated risk, and provide the basis for a robust risk management program.

Total = 524 trees  
Number in cycle each year = 174 trees (minimum)



## 3-Year Tree Training Cycle

Young trees can have branch structures that lead to potential problems as the tree ages, requiring training to ensure healthy growth. Training is completed from the ground with a handsaw, pole pruner or pruning shear.

Total = 532 trees  
Number in cycle each year = 177 trees (minimum)



## Tree Planting

Planting new trees to replace trees removed and in areas with low tree canopy cover in areas helps ensure that tree benefits are distributed evenly across the city.

19 small vacant street sites  
5 medium vacant street sites  
1 large vacant street sites  
60 replacements after street tree and stump removals



## Routine Tree Inspection

Routine inspections are essential to identifying potential tree problems. Inspections should be performed by a qualified arborist who is trained in the art and science of planting, caring for, and maintaining trees.

Drive-by assessments each year = 878 trees (minimum)  
Walk-by assessment each year = 219 trees (minimum)

## SECTION 2: DOWNTOWN TREE MANAGEMENT PROGRAM

### RECOMMENDED APPROACH TO TREE MANAGEMENT

An effective approach to managing public trees is to follow a proactive and systematic program that sets clear and realistic goals, prescribes future action, and periodically measures progress. A robust urban forestry program establishes tree maintenance priorities and utilizes tools including a tree inventory and asset management software system with geographic data functionality (e.g., TreeKeeper®).

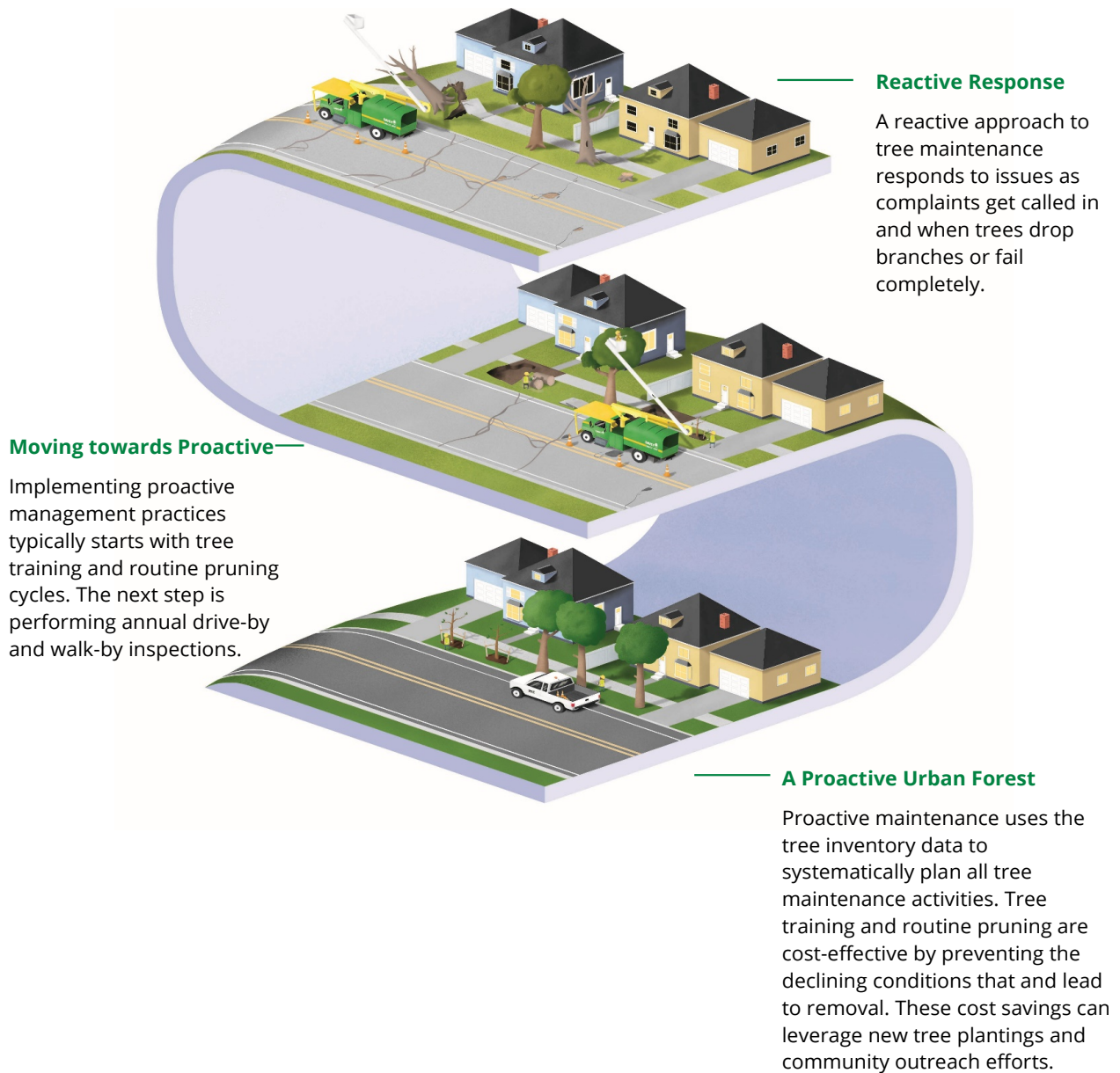
The management program for the Downtown District's trees includes a four-year maintenance schedule based on data from the updated street and park tree inventory. The schedule details the recommended tasks to complete each year along with estimated costs. To prioritize tree maintenance activities, the inventory includes a Risk Rating and a recommended maintenance activity for each tree. **The recommended maintenance activities for all trees with a high or moderate risk rating are prioritized first before shifting to proactive, routine tree maintenance.** While large short-term expenditures may be required to address these trees, it is important to secure the funding needed to complete high priority tree maintenance as soon as possible, to promote public safety and reduce long-term costs.





## FROM REACTIVE TO PROACTIVE TREE MAINTENANCE

Trees require routine attention and upkeep to maximize the benefits they provide to Traverse City's downtown residents, businesses, and visitors. Many communities find themselves following a reactive approach to maintaining their public trees. A program based on regular tree assessments, updated inventory data, and routine maintenance of public trees prevents common issues before they arise—saving time and money and freeing it to be spent elsewhere within the urban forestry program.



## RECOMMENDED MAINTENANCE BY RISK RATING

Trees fail from natural causes such as diseases, insects, and weather conditions as well as from physical injury due to vehicles, vandalism, and root disturbances. While trees that decline into poor condition may have defects that are cost-effective to prevent, they often have defects that cannot be cost-effectively corrected and can pose a risk to people and property. Trees should be removed when corrective pruning or plant health care will not adequately mitigate risk or would be cost-prohibitive. DRG recommends completing maintenance for all high risk trees as soon as possible. Maintenance activities for moderate risk trees can then be systematically addressed depending on a given tree's location, its particular defects, and risk tolerance.

Low is the lowest category of risk rating. Barring tree removal, there is no feasible way to reduce a tree's risk rating below low. Low risk recommended maintenance activities should be prioritized based on how they fit within Traverse City's priorities such as tree aesthetics, tree longevity, or when the possible consequences of a particular tree or tree part failing are unacceptably high.

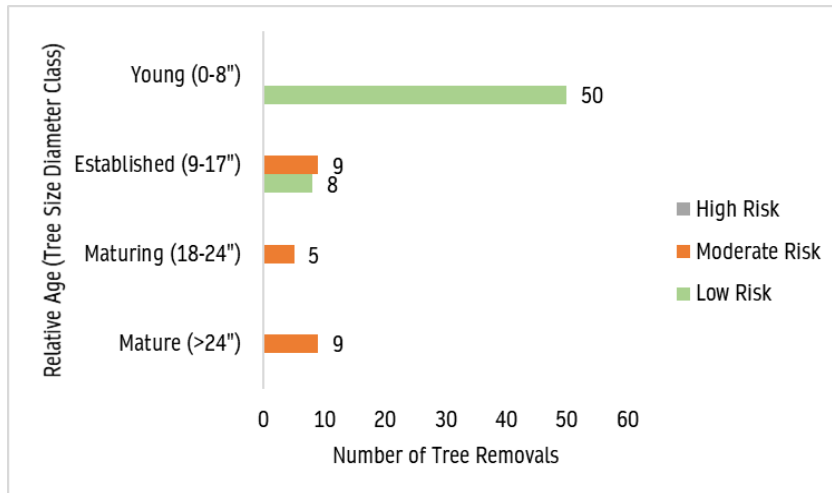
**Important Note:** Proactively training and pruning trees on routine cycles can reduce management costs over time by correcting issues early, improving tree condition, and increasing longevity.

### *Removal Recommendations*

Shown in **Figure 7**, the tree inventory data identifies 0 high risk trees, 23 moderate risk trees, and 58 low risk trees recommended for removal. If high risk tree removals were present those should be completed within 3 months because observed defects can worsen over time and increase the risk posed by the tree. **The focus in downtown Traverse City should be on removing the 23 trees listed as moderate risk.** Following the removal of the moderate risk trees, the focus should shift to removing the low risk trees in the DDA District. **Figure 8** provides the street tree and park tree removals by risk rating and relative age distribution.



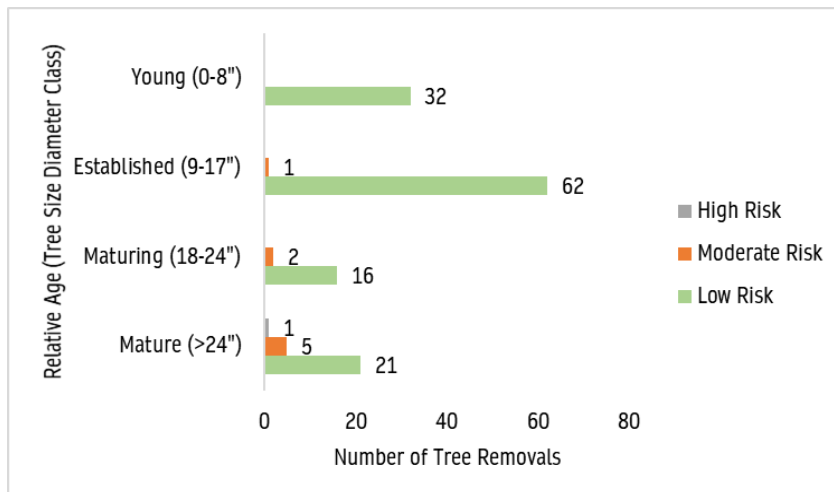
**Figure 7.** Street and park tree removals prioritized by risk rating



**Figure 8.** Recommended street and park tree removals prioritized by relative age class and risk rating.

### Pruning Recommendations

The tree inventory data **identifies 8 moderate risk trees and 1 high risk tree recommended for priority pruning** (Figure 9). Trees with the maintenance recommendation of priority pruning have at least one dead branch that is 2-inches in diameter or larger, or multiple large dead branches. All high risk tree pruning should be completed within 3 months because observed defects can worsen over time and increase the risk posed by the tree. After high risk trees have been addressed, moderate risk trees should be pruned. Pruning of moderate risk trees should be prioritized based on their location, defects, and the City/DDA’s risk tolerance. Low risk trees should be pruned as part of a routine pruning cycle.



**Figure 9** Recommended pruning prioritized by relative age class and risk rating.

## ROUTINE INSPECTIONS

Routine inspections are necessary to detect defects that have either already become a risk or can be corrected so they do not become a risk in the future. Inspections should be performed by a qualified arborist, that is knowledgeable in arboriculture and tree risk and can provide proper assessment, care, and informed recommendations. Ideally, the arborist will be ISA Certified and hold the ISA Tree Risk Assessment Qualification credential.

### *Routine Inspection Recommendations*

All inventoried trees should be regularly inspected to identify and mitigate for emerging risk factors. **Annual inspections of 878 DDA District trees, or 80% of the inventoried tree population, should be performed via drive-by assessment** consistent with *ANSI A300 (Part 9)* standards to identify major defects. Drive-by assessments can take place via a slow-moving vehicle. During this assessment, an arborist should attempt to identify any dead or dying trees or any significant tree defects such as large dead branches, major cavities, or trunk decay.

20% of the inventoried tree population or **219 trees should be inspected via walk-by assessment each year**. These walk-by assessments should include a total review and update of the City's tree inventory data and are important for keeping tree inventory updated on five-year cycle. Routine walk-by assessments are also an opportunity to detect early signs of insect and disease pests.

## ROUTINE PRUNING CYCLE

Based on the amount of vehicular and pedestrian traffic in the DDA District, **a three-year Routine Pruning Cycle to maintain the condition of the inventoried tree population should be implemented.** Pruning improves tree condition by correcting defects that would otherwise worsen over time and negatively impact tree health. Over time, routine pruning helps minimize reactive maintenance and instances of elevated risk, serving as the basis for a proactive management program.

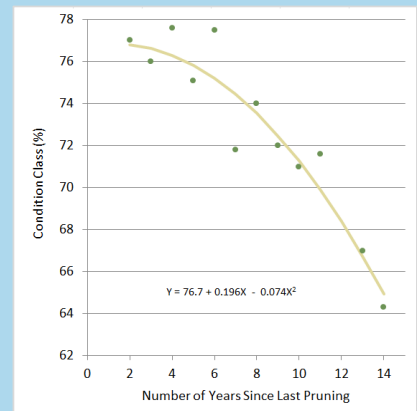
**524 trees in the DDA District are recommended for routine pruning** (discretionary maintenance) or priority pruning with a low risk rating (Table 2).

Low risk trees with the priority prune maintenance recommendation should be addressed whenever urban forestry program funding allows, because they have at least one dead branch that is 2 inches in diameter or larger or have multiple large dead branches. Priority pruning for low risk trees should be systematically addressed depending on a given tree's location, its particular defects, and downtown Traverse City's risk tolerance.

	Tree Diameter Class	Number of Trees		
		FY2022	FY2023	FY2024
Routine Pruning (3-year Cycle)	7-12"	99	98	98
	13-18"	41	41	41
	19-24"	22	21	21
	25-30"	11	11	10
	31-36"	2	2	2
	37-42"	2	1	1
	≥43"	-	-	-

**Table 2.** Recommended three-year routine pruning cycle by diameter class

## PROACTIVE MAINTENANCE



Relationship between tree condition and years since previous pruning. (adapted from Miller and Sylvester 1981)

Miller and Sylvester studied the pruning frequency of 40,000 street trees in Milwaukee, Wisconsin. Trees that had not been pruned for more than 10 years had an average condition rating 10% lower than trees that had been pruned in the previous several years. Their research suggests that a five-year pruning cycle is optimal for urban trees.

Routine inspection and pruning cycles help detect and correct most defects before they reach higher risk levels. DRG recommends two pruning cycles: a Young Tree Training Cycle and a Routine Pruning Cycle.

Newly planted trees will enter the Young Tree Training Cycle once they become established and will move into the Routine Pruning Cycle when they reach maturity. A tree should be eliminated from the Routine Pruning Cycle and removed when its condition warrants it or ages beyond its healthy lifespan.

## TREE TRAINING CYCLE

Young tree training (pruning) promotes the development of a strong structure that increases the longevity of Traverse City's downtown public trees. Young trees can have defects in branching structure that can lead to problems as they age such as codominant leaders, branches with included bark, crossing limbs, and multiple limbs originating from the same point on the trunk. It is best to correct these defects when trees are young while they can be reached from the ground, and pruning wounds are smaller allowing for quicker wound closures. Clearance pruning should also be prioritized when trees are young, because branches causing clearance conflicts will become more difficult and costly to remove as a tree grows.

The Tree Training Cycle should include all deciduous trees that can be pruned from the ground using shears, loppers, and/or polesaw.

### *Young Tree Training Cycle Recommendations*

A total of 532 trees have a maintenance recommendation of train or routine prune (trees 6" DBH or less), amounting to an **annual training prune cycle of 178 trees**. When the first three-year young tree training cycle is complete a new one should begin and include any replacement trees and new trees that were planted during the first cycle. Trees should enter the young tree training cycle within three years of planting after they have recovered from transplant shock and should continue in the cycle every three years until they can no longer be pruned from the ground, at which point they should move into the routine pruning cycle.

Young Tree Training (3-year Cycle)	Tree Diameter Class	Number of Trees		
		FY2022	FY2023	FY2024
	1-6"	166	166	166
	7-12"	12	11	11

**Table 3.** Recommended three-year young tree training cycle by tree diameter class

The young tree training cycle also provides an opportunity to observe new plantings. Periodic inspections after tree planting can help identify which new plantings are having difficulty establishing and to correct the tree's condition, the site's condition, the species planting palette, or some combination.

## TREE PLANTING AND STUMP REMOVAL

The inventory identified 25 vacant tree planting locations, 8 stumps, and 52 tree removals along the streets in the DDA District. The 52 street trees recommended for removal will leave behind an additional 52 stumps. Because these sites may be replanted once they become vacant, these 60 stumps should be removed to create planting sites. **It is recommended that all 52 trees are removed in Year 1, along with the 60 stumps (8 existing plus 52 generated from the tree removals) to allow for the planting of 85 trees in the DDA District during Year 1.**

It is anticipated that 11 trees per year will be removed due to natural mortality (1% annual mortality rate). It is recommended that stump removals are routinely completed following tree removals to systematically prepare sites for replanting. Following stump removals, sites should be inspected to assess their suitability for future planting. In some situations where the site is not currently suitable for replanting, soil amendments may be effective at restoring the site's viability. Section 3 provides tree planting considerations, tools, and strategies for planting in downtown Traverse City and Appendix C provides a recommended tree species list.



## MAINTENANCE SCHEDULE AND BUDGET

Using the tree inventory data for downtown Traverse City's trees, a four-year tree maintenance schedule was developed which focuses on completing the highest priority recommended maintenance tasks each year. Budgetary projections are made using industry knowledge. **Table 4** provides a summary of all inventoried trees and estimated costs. **Tables 5 & 6** provide a summary of activities and estimated costs broken down by whether the trees are grown along street (street trees) or in parks (park trees). **Tables 7, 8 and 9** provide detailed information for each maintenance activity over four years for all inventoried trees (Table 7), street trees (Table 8), and park trees (Table 9). These schedules provide a framework for completing the recommended tree maintenance as quickly as possible to transition the DDA District's maintenance program to a more proactive program.

Adequate funding is needed to ensure that high priority trees are addressed as soon as possible and that the young tree training and routine pruning cycles begin immediately. If routing efficiencies and/or contract specifications allow more tree work to be completed each year, or if this maintenance schedule requires adjustment to meet budgetary or operational needs, then it should be modified accordingly. Unforeseen situations such as severe weather events may arise and change the maintenance needs of Traverse City's downtown public trees. If maintenance needs change, then budgets, staffing, and equipment should be adjusted to meet the new demand.

SUMMARY ALL INVENTORIED STREET & PARK TREES				
Activity	Number of Street & Park Trees			
	2021	2022	2023	2024
Tree Removal	52	40	11	11
Stump Removal	60	40	11	11
Tree Planting	85	11	11	11
Tree Pruning (includes, tree risk pruning, young tree training and routine pruning)	1	363	351	350
<b>TOTAL</b>	<b>198</b>	<b>454</b>	<b>384</b>	<b>383</b>

Activity	Estimated Costs			
	2021	2022	2023	2024
Tree Removal	\$ 8,763.00	\$ 15,977.00	\$ 6,655.00	\$ 6,655.00
Stump Removal	\$ 6,485.00	\$ 6,195.00	\$ 2,200.00	\$ 2,200.00
Tree Planting	\$ 34,000.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00
Tree Pruning (includes tree risk pruning, young tree training and routine pruning)	\$ 325.00	\$ 26,065.00	\$ 23,240.00	\$ 23,015.00
<b>Total</b>	<b>\$ 49,573.00</b>	<b>\$ 53,737.00</b>	<b>\$ 37,595.00</b>	<b>\$ 37,370.00</b>

**Table 4.** Summary tree maintenance all inventoried trees

STREET TREE SUMMARY				
Activity	Number of Street Trees			
	2021	2022	2023	2024
Tree Removal	52	6	6	6
Stump Removal	60	6	6	6
Tree Planting	85	6	6	6
Tree Pruning (includes, tree risk pruning, young tree training and routine pruning)	1	217	216	216
<b>TOTAL</b>	<b>198</b>	<b>235</b>	<b>234</b>	<b>234</b>

Activity	Estimated Costs			
	2021	2022	2023	2024
Tree Removal	\$ 8,763.00	\$ 3,630.00	\$ 3,630.00	\$ 3,630.00
Stump Removal	\$ 6,485.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00
Tree Planting	\$ 34,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Tree Pruning (includes tree risk pruning, young tree training and routine pruning)	\$ 325.00	\$ 11,025.00	\$ 10,955.00	\$ 10,955.00
<b>Total</b>	<b>\$ 49,573.00</b>	<b>\$ 18,855.00</b>	<b>\$ 18,785.00</b>	<b>\$ 18,785.00</b>

Table 6. Summary tree maintenance street trees

SUMMARY OF PARK TREES				
Activity	Number of Park Trees			
	2021	2022	2023	2024
Tree Removal	0	34	5	5
Stump Removal	0	34	5	5
Tree Planting	0	5	5	5
Tree Pruning (includes, tree risk pruning, young tree training and routine pruning)	0	146	135	134
<b>TOTAL</b>	<b>0</b>	<b>219</b>	<b>150</b>	<b>149</b>

Activity	Estimated Costs			
	2021	2022	2023	2024
Tree Removal	\$ -	\$ 12,347.00	\$ 3,025.00	\$ 3,025.00
Stump Removal	\$ -	\$ 4,995.00	\$ 1,000.00	\$ 1,000.00
Tree Planting	\$ -	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Tree Pruning (includes tree risk pruning, young tree training and routine pruning)	\$ -	\$ 15,040.00	\$ 12,285.00	\$ 12,060.00
<b>Total</b>	<b>\$ -</b>	<b>\$ 34,882.00</b>	<b>\$ 18,810.00</b>	<b>\$ 18,585.00</b>

Table 5. Summary tree maintenance park trees

Street & Park Trees Estimated Activity Costs			2021		2022		2023		2024		Total Cost
Activity	Diameter Class	Avg. Cost/Tree	Count	Cost*	Count	Cost	Count	Cost	Count	Cost	
High & Moderate Risk Tree Removals**	1-6"	\$50		\$ -		\$ -		\$ -		\$ -	\$ -
	7-12"	\$138	2	\$ 276.00	1	\$ 138.00		\$ -		\$ -	\$ 414.00
	13-18"	\$314	3	\$ 942.00	4	\$ 1,256.00		\$ -		\$ -	\$ 2,198.00
	19-24"	\$605	1	\$ 605.00	14	\$ 8,470.00	11	\$ 6,655.00	11	\$ 6,655.00	\$ 22,385.00
	25-30"	\$825	1	\$ 825.00	2	\$ 1,650.00		\$ -		\$ -	\$ 2,475.00
	31-36"	\$1,045	3	\$ 3,135.00	3	\$ 3,135.00		\$ -		\$ -	\$ 6,270.00
	37-42"	\$1,485		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$2,035		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>10</b>	<b>\$ 5,783.00</b>	<b>24</b>	<b>\$ 14,649.00</b>	<b>11</b>	<b>\$ 6,655.00</b>	<b>11</b>	<b>\$ 6,655.00</b>	<b>\$ 33,742.00</b>
Low Risk Tree Removals	1-6"	\$50	32	\$ 1,600.00	10	\$ 500.00		\$ -		\$ -	\$ 2,100.00
	7-12"	\$138	10	\$ 1,380.00	6	\$ 828.00		\$ -		\$ -	\$ 2,208.00
	13-18"	\$314		\$ -		\$ -		\$ -		\$ -	\$ -
	19-24"	\$605		\$ -		\$ -		\$ -		\$ -	\$ -
	25-30"	\$825		\$ -		\$ -		\$ -		\$ -	\$ -
	31-36"	\$1,045		\$ -		\$ -		\$ -		\$ -	\$ -
	37-42"	\$1,485		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$2,035		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>42</b>	<b>\$ 2,980.00</b>	<b>16</b>	<b>\$ 1,328.00</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ 4,308.00</b>
Stump Removals**	1-6"	\$85	37	\$ 3,145.00	10	\$ 850.00		\$ -		\$ -	\$ 3,995.00
	7-12"	\$100	14	\$ 1,400.00	7	\$ 700.00		\$ -		\$ -	\$ 2,100.00
	13-18"	\$130	3	\$ 390.00	4	\$ 520.00		\$ -		\$ -	\$ 910.00
	19-24"	\$200	1	\$ 200.00	14	\$ 2,800.00	11	\$ 2,200.00	11	\$ 2,200.00	\$ 7,400.00
	25-30"	\$250	1	\$ 250.00	2	\$ 500.00		\$ -		\$ -	\$ 750.00
	31-36"	\$275	4	\$ 1,100.00	3	\$ 825.00		\$ -		\$ -	\$ 1,925.00
	37-42"	\$300		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$325		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>60</b>	<b>\$ 6,485.00</b>	<b>40</b>	<b>\$ 6,195.00</b>	<b>11</b>	<b>\$ 2,200.00</b>	<b>11</b>	<b>\$ 2,200.00</b>	<b>\$ 17,080.00</b>
High & Moderate Risk Pruning	1-6"	\$70		\$ -		\$ -		\$ -		\$ -	\$ -
	7-12"	\$120		\$ -		\$ -		\$ -		\$ -	\$ -
	13-18"	\$200		\$ -	2	\$ 400.00		\$ -		\$ -	\$ 400.00
	19-24"	\$260		\$ -	1	\$ 260.00		\$ -		\$ -	\$ 260.00
	25-30"	\$290		\$ -	3	\$ 870.00		\$ -		\$ -	\$ 870.00
	31-36"	\$325	1	\$ 325.00	2	\$ 650.00		\$ -		\$ -	\$ 975.00
	37-42"	\$380		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$590		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>1</b>	<b>\$ 325.00</b>	<b>8</b>	<b>\$ 2,180.00</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ 2,505.00</b>

Table 7. All inventoried trees four-year tree maintenance program

Street & Park Trees Estimated Activity Costs			2021		2022		2023		2024		Total Cost
Activity	Diameter Class	Avg. Cost/Tree	Count	Cost*	Count	Cost	Count	Cost	Count	Cost	
Tree Training (3-year Cycle)***	1-6"	\$25		\$ -	166	\$ 4,150.00	166	\$ 4,150.00	166	\$ 4,150.00	\$ 12,450.00
	7-12"	\$70		\$ -	12	\$ 300.00	11	\$ 275.00	11	\$ 275.00	\$ 850.00
<b>Activity Total(s)</b>			<b>0</b>	<b>\$ -</b>	<b>178</b>	<b>\$ 4,450.00</b>	<b>177</b>	<b>\$ 4,425.00</b>	<b>177</b>	<b>\$ 4,425.00</b>	<b>\$ 13,300.00</b>
Routine Pruning (3-year Cycle)****	7-12"	\$70		\$ -	99	\$ 6,930.00	98	\$ 6,860.00	98	\$ 6,860.00	\$ 20,650.00
	13-18"	\$120		\$ -	41	\$ 4,920.00	41	\$ 4,920.00	41	\$ 4,920.00	\$ 14,760.00
	19-24"	\$170		\$ -	22	\$ 3,740.00	21	\$ 3,570.00	21	\$ 3,570.00	\$ 10,880.00
	25-30"	\$225		\$ -	11	\$ 2,475.00	11	\$ 2,475.00	10	\$ 2,250.00	\$ 7,200.00
	31-36"	\$305		\$ -	2	\$ 610.00	2	\$ 610.00	2	\$ 610.00	\$ 1,830.00
	37-42"	\$380		\$ -	2	\$ 760.00	1	\$ 380.00	1	\$ 380.00	\$ 1,520.00
	≥43"	\$590		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>0</b>	<b>\$ -</b>	<b>177</b>	<b>\$ 19,435.00</b>	<b>174</b>	<b>\$ 18,815.00</b>	<b>173</b>	<b>\$ 18,590.00</b>	<b>\$ 56,840.00</b>
Street Tree Planting and Post Planting Care (Vacant Sites, Stumps & Tree Removals)	Purchasing B&B Nursery Stock	\$275	85	\$ 23,375.00		\$ -		\$ -		\$ -	\$ 23,375.00
	Planting, Staking, & Mulching	\$125	85	\$ 10,625.00		\$ -		\$ -		\$ -	\$ 10,625.00
	Watering (1/wk - Growing Season - 2 years)	\$100	85	\$ 8,500.00		\$ -		\$ -		\$ -	\$ 8,500.00
<b>Activity Total(s)</b>			<b>170</b>	<b>\$ 34,000.00</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ 34,000.00</b>
Planting and Post Planting Care based on Natural Mortality (1% of the street and park tree population per year)	Purchasing B&B Nursery Stock	\$275		\$ -	11	\$ 3,025.00	11	\$ 3,025.00	11	\$ 3,025.00	\$ 9,075.00
	Planting, Staking, & Mulching	\$125		\$ -	11	\$ 1,375.00	11	\$ 1,375.00	11	\$ 1,375.00	\$ 4,125.00
	Watering (1/wk - Growing Season - 2 years)	\$100		\$ -	11	\$ 1,100.00	11	\$ 1,100.00	11	\$ 1,100.00	\$ 3,300.00
<b>Activity Total(s)</b>			<b>0</b>	<b>\$ -</b>	<b>11</b>	<b>\$ 5,500.00</b>	<b>11</b>	<b>\$ 5,500.00</b>	<b>11</b>	<b>\$ 5,500.00</b>	<b>\$ 13,200.00</b>
<b>Activity Grand Total</b>			<b>283</b>		<b>454</b>		<b>384</b>		<b>383</b>		<b>\$ 1,221.00</b>
<b>Cost Grand Total</b>				<b>\$ 49,573.00</b>		<b>\$ 53,737.00</b>		<b>\$ 37,595.00</b>		<b>\$ 37,370.00</b>	<b>\$ 128,702.00</b>

\*Based on average U.S. tree care contractor costs  
\*\*An annual tree mortality rate of 1% of the downtown street and park tree population has been factored into Tree Removal and Stump Removals after 2021.  
\*\*\*Includes trees in the "Train" maintenance category and 1-6" tree size in the "Prune Category"  
\*\*\*\*Includes trees with in the Discretionary Maintenance Category & Trees that are Low Risk in the Prune Maintenance category

**Table 7.** All inventoried trees four-year tree maintenance program (continued)

Street Trees Estimated Activity Costs			2021		2022		2023		2024		Total Cost
Activity	Diameter Class	Avg. Cost/Tree	Count	Cost	Count	Cost	Count	Cost	Count	Cost	
High & Moderate Risk Tree Removals**	1-6"	\$50		\$ -		\$ -		\$ -		\$ -	\$ -
	7-12"	\$138	2	\$ 276.00		\$ -		\$ -		\$ -	\$ 276.00
	13-18"	\$314	3	\$ 942.00		\$ -		\$ -		\$ -	\$ 942.00
	19-24"	\$605	1	\$ 605.00	6	\$ 3,630.00	6	\$ 3,630.00	6	\$ 3,630.00	\$ 11,495.00
	25-30"	\$825	1	\$ 825.00		\$ -		\$ -		\$ -	\$ 825.00
	31-36"	\$1,045	3	\$ 3,135.00		\$ -		\$ -		\$ -	\$ 3,135.00
	37-42"	\$1,485		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$2,035		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>10</b>	<b>\$ 5,783.00</b>	<b>6</b>	<b>\$ 3,630.00</b>	<b>6</b>	<b>\$ 3,630.00</b>	<b>6</b>	<b>\$ 3,630.00</b>	<b>\$ 16,673.00</b>
Low Risk Tree Removals	1-6"	\$50	32	\$ 1,600.00		\$ -		\$ -		\$ -	\$ 1,600.00
	7-12"	\$138	10	\$ 1,380.00		\$ -		\$ -		\$ -	\$ 1,380.00
	13-18"	\$314		\$ -		\$ -		\$ -		\$ -	\$ -
	19-24"	\$605		\$ -		\$ -		\$ -		\$ -	\$ -
	25-30"	\$825		\$ -		\$ -		\$ -		\$ -	\$ -
	31-36"	\$1,045		\$ -		\$ -		\$ -		\$ -	\$ -
	37-42"	\$1,485		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$2,035		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>42</b>	<b>\$ 2,980.00</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ 2,980.00</b>
Stump Removals**	1-6"	\$85	37	\$ 3,145.00		\$ -		\$ -		\$ -	\$ 3,145.00
	7-12"	\$100	14	\$ 1,400.00		\$ -		\$ -		\$ -	\$ 1,400.00
	13-18"	\$130	3	\$ 390.00		\$ -		\$ -		\$ -	\$ 390.00
	19-24"	\$200	1	\$ 200.00	6	\$ 1,200.00	6	\$ 1,200.00	6	\$ 1,200.00	\$ 3,800.00
	25-30"	\$250	1	\$ 250.00		\$ -		\$ -		\$ -	\$ 250.00
	31-36"	\$275	4	\$ 1,100.00		\$ -		\$ -		\$ -	\$ 1,100.00
	37-42"	\$300		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$325		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>60</b>	<b>\$ 6,485.00</b>	<b>6</b>	<b>\$ 1,200.00</b>	<b>6</b>	<b>\$ 1,200.00</b>	<b>6</b>	<b>\$ 1,200.00</b>	<b>\$ 10,085.00</b>
High & Moderate Risk Pruning	1-6"	\$70		\$ -		\$ -		\$ -		\$ -	\$ -
	7-12"	\$120		\$ -		\$ -		\$ -		\$ -	\$ -
	13-18"	\$200		\$ -		\$ -		\$ -		\$ -	\$ -
	19-24"	\$260		\$ -		\$ -		\$ -		\$ -	\$ -
	25-30"	\$290		\$ -		\$ -		\$ -		\$ -	\$ -
	31-36"	\$325	1	\$ 325.00		\$ -		\$ -		\$ -	\$ 325.00
	37-42"	\$380		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$590		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>			<b>1</b>	<b>\$ 325.00</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ 325.00</b>

Table 8. Street trees four-year tree maintenance program

Street Trees Estimated Activity Costs			2021		2022		2023		2024		Total Cost
Activity	Diameter Class	Avg. Cost/Tree	Count	Cost	Count	Cost	Count	Cost	Count	Cost	
Tree Training (3-year Cycle)***	1-6"	\$25		\$ -	112	\$ 2,800.00	112	\$ 2,800.00	112	\$ 2,800.00	\$ 8,400.00
	7-12"	\$70		\$ -	7	\$ 175.00	7	\$ 175.00	7	\$ 175.00	\$ 525.00
<b>Activity Total(s)</b>			<b>0</b>	<b>\$ -</b>	<b>119</b>	<b>\$ 2,975.00</b>	<b>119</b>	<b>\$ 2,975.00</b>	<b>119</b>	<b>\$ 2,975.00</b>	<b>\$ 8,925.00</b>
Routine Pruning (3-year Cycle )****	7-12"	\$70		\$ -	82	\$ 5,740.00	81	\$ 5,670.00	81	\$ 5,670.00	\$ 17,080.00
	13-18"	\$120		\$ -	12	\$ 1,440.00	12	\$ 1,440.00	12	\$ 1,440.00	\$ 4,320.00
	19-24"	\$170		\$ -	2	\$ 340.00	2	\$ 340.00	2	\$ 340.00	\$ 1,020.00
	25-30"	\$225		\$ -	1	\$ 225.00	1	\$ 225.00	1	\$ 225.00	\$ 675.00
	31-36"	\$305		\$ -	1	\$ 305.00	1	\$ 305.00	1	\$ 305.00	\$ 915.00
	37-42"	\$380		\$ -		\$ -		\$ -		\$ -	\$ -
≥43"	\$590		\$ -		\$ -		\$ -		\$ -	\$ -	
<b>Activity Total(s)</b>			<b>0</b>	<b>\$ -</b>	<b>98</b>	<b>\$ 8,050.00</b>	<b>97</b>	<b>\$ 7,980.00</b>	<b>97</b>	<b>\$ 7,980.00</b>	<b>\$ 24,010.00</b>
Street Tree Planting and Post Planting Care (Vacant Sites, Stumps & Tree Removals)	Purchasing B&B Nursery Stock	\$275	85	\$ 23,375.00		\$ -		\$ -		\$ -	\$ 23,375.00
	Planting, Staking, & Mulching	\$125	85	\$ 10,625.00		\$ -		\$ -		\$ -	\$ 10,625.00
	Watering (1/wk - Growing Season - 2 years)	\$100	85	\$ 8,500.00		\$ -		\$ -		\$ -	\$ 8,500.00
<b>Activity Total(s)</b>			<b>85</b>	<b>\$ 34,000.00</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ 34,000.00</b>
Planting and Post Planting Care based on Natural Mortality (1% of the street and park tree population per year)	Purchasing B&B Nursery Stock	\$275		\$ -	6	\$ 1,650.00	6	\$ 1,650.00	6	\$ 1,650.00	\$ 4,950.00
	Planting, Staking, & Mulching	\$125		\$ -	6	\$ 750.00	6	\$ 750.00	6	\$ 750.00	\$ 2,250.00
	Watering (1/wk - Growing Season - 2 years)	\$100		\$ -	6	\$ 600.00	6	\$ 600.00	6	\$ 600.00	\$ 1,800.00
<b>Activity Total(s)</b>			<b>0</b>	<b>\$ -</b>	<b>6</b>	<b>\$ 3,000.00</b>	<b>6</b>	<b>\$ 3,000.00</b>	<b>6</b>	<b>\$ 3,000.00</b>	<b>\$ 7,200.00</b>
<b>Activity Grand Total</b>			<b>198</b>		<b>235</b>		<b>234</b>		<b>234</b>		<b>\$ 703.00</b>
<b>Cost Grand Total</b>			<b>\$ 49,573.00</b>		<b>\$ 18,855.00</b>		<b>\$ 18,785.00</b>		<b>\$ 18,785.00</b>		<b>\$ 56,425.00</b>

\*Based on average U.S. tree care contractor costs

\*\*An annual tree mortality rate of 1% has been factored into Tree Removal and Stump Removals after 2021.

\*\*\*Includes trees in the "Train" maintenance category and 1-6" tree size in the "Prune Category"

\*\*\*\*Includes trees with in the Discretionary Maintenance Category & Trees that are Low Risk in the Prune Maintenance category

**Table 8.** Street trees four-year tree maintenance program (continued)

Park Trees Estimated Activity Costs			2021		2022		2023		2024		Total Cost
Activity	Diameter Class	Avg. Cost/Tree	Count	Cost	Count	Cost	Count	Cost	Count	Cost	
High & Moderate Risk Tree Removals	1-6"	\$50		\$ -		\$ -		\$ -		\$ -	\$ -
	7-12"	\$138		\$ -	1	\$ 138.00		\$ -		\$ -	\$ 138.00
	13-18"	\$314		\$ -	4	\$ 1,256.00		\$ -		\$ -	\$ 1,256.00
	19-24"	\$605		\$ -	8	\$ 4,840.00	5	\$ 3,025.00	5	\$ 3,025.00	\$ 10,890.00
	25-30"	\$825		\$ -	2	\$ 1,650.00		\$ -		\$ -	\$ 1,650.00
	31-36"	\$1,045		\$ -	3	\$ 3,135.00		\$ -		\$ -	\$ 3,135.00
	37-42"	\$1,485		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$2,035		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>					<b>18</b>	<b>\$ 11,019.00</b>	<b>5</b>	<b>\$ 3,025.00</b>	<b>5</b>	<b>\$ 3,025.00</b>	<b>\$ 17,069.00</b>
Low Risk Tree Removals**	1-6"	\$50		\$ -	10	\$ 500.00		\$ -		\$ -	\$ 500.00
	7-12"	\$138		\$ -	6	\$ 828.00		\$ -		\$ -	\$ 828.00
	13-18"	\$314		\$ -		\$ -		\$ -		\$ -	\$ -
	19-24"	\$605		\$ -		\$ -		\$ -		\$ -	\$ -
	25-30"	\$825		\$ -		\$ -		\$ -		\$ -	\$ -
	31-36"	\$1,045		\$ -		\$ -		\$ -		\$ -	\$ -
	37-42"	\$1,485		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$2,035		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>					<b>16</b>	<b>\$ 1,328.00</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ 1,328.00</b>
Stump Removals**	1-6"	\$85		\$ -	10	\$ 850.00		\$ -		\$ -	\$ 850.00
	7-12"	\$100		\$ -	7	\$ 700.00		\$ -		\$ -	\$ 700.00
	13-18"	\$130		\$ -	4	\$ 520.00		\$ -		\$ -	\$ 520.00
	19-24"	\$200		\$ -	8	\$ 1,600.00	5	\$ 1,000.00	5	\$ 1,000.00	\$ 3,600.00
	25-30"	\$250		\$ -	2	\$ 500.00		\$ -		\$ -	\$ 500.00
	31-36"	\$275		\$ -	3	\$ 825.00		\$ -		\$ -	\$ 825.00
	37-42"	\$300		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$325		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>					<b>34</b>	<b>\$ 4,995.00</b>	<b>5</b>	<b>\$ 1,000.00</b>	<b>5</b>	<b>\$ 1,000.00</b>	<b>\$ 6,995.00</b>
High & Moderate Risk Pruning	1-6"	\$70		\$ -		\$ -		\$ -		\$ -	\$ -
	7-12"	\$120		\$ -		\$ -		\$ -		\$ -	\$ -
	13-18"	\$200		\$ -	2	\$ 400.00		\$ -		\$ -	\$ 400.00
	19-24"	\$260		\$ -	1	\$ 260.00		\$ -		\$ -	\$ 260.00
	25-30"	\$290		\$ -	3	\$ 870.00		\$ -		\$ -	\$ 870.00
	31-36"	\$325		\$ -	2	\$ 650.00		\$ -		\$ -	\$ 650.00
	37-42"	\$380		\$ -		\$ -		\$ -		\$ -	\$ -
	≥43"	\$590		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>					<b>8</b>	<b>\$ 2,180.00</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ 2,180.00</b>

Table 9. Park trees four-year tree maintenance program

Park Trees Estimated Activity Costs			2021		2022		2023		2024		Total Cost
Activity	Diameter Class	Avg. Cost/Tree	Count	Cost	Count	Cost	Count	Cost	Count	Cost	
Tree Training *** (3-year Cycle)	1-6"	\$25		\$ -	54	\$ 1,350.00	54	\$ 1,350.00	54	\$ 1,350.00	\$ 4,050.00
	7-12"	\$70		\$ -	5	\$ 125.00	4	\$ 100.00	4	\$ 100.00	\$ 325.00
<b>Activity Total(s)</b>					<b>59</b>	<b>\$ 1,475.00</b>	<b>58</b>	<b>\$ 1,450.00</b>	<b>58</b>	<b>\$ 1,450.00</b>	<b>\$ 4,375.00</b>
Routine Pruning **** (3-year Cycle )	7-12"	\$70		\$ -	17	\$ 1,190.00	17	\$ 1,190.00	17	\$ 1,190.00	\$ 3,570.00
	13-18"	\$120		\$ -	29	\$ 3,480.00	29	\$ 3,480.00	29	\$ 3,480.00	\$ 10,440.00
	19-24"	\$170		\$ -	20	\$ 3,400.00	19	\$ 3,230.00	19	\$ 3,230.00	\$ 9,860.00
	25-30"	\$225		\$ -	10	\$ 2,250.00	10	\$ 2,250.00	9	\$ 2,025.00	\$ 6,525.00
	31-36"	\$305		\$ -	1	\$ 305.00	1	\$ 305.00	1	\$ 305.00	\$ 915.00
	37-42"	\$380		\$ -	2	\$ 760.00	1	\$ 380.00	1	\$ 380.00	\$ 1,520.00
	≥43"	\$590		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>					<b>79</b>	<b>\$ 11,385.00</b>	<b>77</b>	<b>\$ 10,835.00</b>	<b>76</b>	<b>\$ 10,610.00</b>	<b>\$ 32,830.00</b>
Street Tree Planting and Post Planting Care (Vacant Sites, Stumps & Tree Removals)	Purchasing B&B Nursery Stock	\$275		\$ -		\$ -		\$ -		\$ -	\$ -
	Planting, Staking, & Mulching	\$125		\$ -		\$ -		\$ -		\$ -	\$ -
	Watering (1/wk - Growing Season - 2 years)	\$100		\$ -		\$ -		\$ -		\$ -	\$ -
<b>Activity Total(s)</b>					<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>\$ -</b>
Planting and Post Planting Care based on Natural Mortality (1% of the street and park tree population per year)	Purchasing B&B Nursery Stock	\$275		\$ -	5	\$ 1,375.00	5	\$ 1,375.00	5	\$ 1,375.00	\$ 4,125.00
	Planting, Staking, & Mulching	\$125		\$ -	5	\$ 625.00	5	\$ 625.00	5	\$ 625.00	\$ 1,875.00
	Watering (1/wk - Growing Season - 2 years)	\$100		\$ -	5	\$ 500.00	5	\$ 500.00	5	\$ 500.00	\$ 1,500.00
<b>Activity Total(s)</b>			<b>0</b>	<b>\$ -</b>	<b>5</b>	<b>\$ 2,500.00</b>	<b>5</b>	<b>\$ 2,500.00</b>	<b>5</b>	<b>\$ 2,500.00</b>	<b>\$ 6,000.00</b>
<b>Activity Grand Total</b>			<b>0</b>	<b>\$ -</b>	<b>219</b>	<b>\$ 34,882.00</b>	<b>150</b>	<b>\$ 18,810.00</b>	<b>149</b>	<b>\$ 18,585.00</b>	<b>\$ 518.00</b>
<b>Cost Grand Total</b>			<b>\$ -</b>	<b>\$ -</b>	<b>\$ 34,882.00</b>	<b>\$ 18,810.00</b>	<b>\$ 18,810.00</b>	<b>\$ 18,585.00</b>	<b>\$ 18,585.00</b>	<b>\$ 72,277.00</b>	

\*Based on average U.S. tree care contractor costs

\*\*An annual tree mortality rate of 1% has been factored into Tree Removal and Stump Removals after 2021.

\*\*\*Includes trees in the "Train" maintenance category and 1-6" tree size in the "Prune Category"

\*\*\*\*Includes trees with in the Discretionary Maintenance Category & Trees that are Low Risk in the Prune Maintenance category

**Table 9.** Park trees four-year tree maintenance program (continued)



Section 3:

# Tree Planting

DOWNTOWN TRAVERSE CITY



## SECTION 3: TREE PLANTING IN DOWNTOWN TRAVERSE CITY

### *Considerations, Tools & Strategies*

#### CONSIDERATIONS

Understanding site characteristics including, size of planting area, soils, and location of utilities and infrastructure, along with community preferences ensures that tree planting is conducted based on specific local conditions and the values, needs, and priorities of the community.

#### *Community Themes & Preferences*

In 2021, the Traverse City Downtown Development Authority (DDA) and DRG engaged the Traverse City DDA Board and community, through public meetings and an on-line survey, to understand their preferences related to trees and streetscapes in the DDA District. Participants were asked general questions and then viewed a series of streetscape images and asked to comment on what they liked and did not like about each streetscape. The following **community themes and preferences** emerged from this engagement.

- **Top five words selected to describe downtown Traverse City's trees:**
  1. Beauty
  2. Small Flowering /Ornamental Trees
  3. Too Few Trees
  4. Shade
  5. Trees Need Maintenance
- **82% of respondents** feel the **level of tree care maintenance** required is an **important consideration when selecting species** to plant downtown.
- **60% feel that diversity of tree species is important** to have in downtown Traverse City.
  - Age diversity should also be considered.
- **Streetscapes with medium/large size shade trees are preferred** (see *Streetscape Preference* below).
- **Flowering trees** are appreciated as **accent trees**.
- Streetscapes should **represent the uniqueness of Traverse City**.

- The use of **native tree species should be prioritized** for planting when conditions allow.
- On average, **65% of respondents preferred trees mixed with landscaping in planting beds** (raised or at grade).
- **Equal split between respondents who prefer a more uniform look and those that prefer more diversity** in streetscape tree species.
- Tree species should be selected based on their matures size for the site and **avoid blocking building architecture, facades, and signs.**
  - Views should also be a consideration, including those of people who work or reside in buildings that are above street level.
- Amount and type of **debris tree species produce should be a factor in species selection.**
- **Consideration of site factors** including width of sidewalk, size of planting area, and potential hardscape and infrastructure conflicts.
- Equal interest in having **access to both shady and sunny locations along the street** – plan for access to both.
- **Use green infrastructure**, including trees and bioswales, **to manage stormwater.**
- **Plan for the full lifecycle of the tree** from planting and removal to utilizing the wood after it has been removed.
- **Consider the benefits different tree species provide** including carbon storage and temperature reductions (urban heat island impacts)
- **57% of respondents are interested in planting ornamental cherry trees** to celebrate Traverse City’s designation as the “Cherry Capital” in parks or other open spaces downtown (not as street trees).

## Community Streetscape Preferences (Ranked in Order)



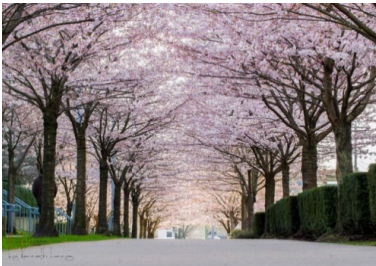
### #1 Medium/Large Shade Trees (Holland, MI)

Like the size of these trees for downtown area; trees are mixed with landscaping in a raised bed; and look to be well-maintained.



### #2 Mix of Medium Shade Trees & Flowering Trees (Fullerton, CA)

Like the size of trees for a downtown area; the mix of different tree species (flowering and shade trees); and the boulevard planted with trees.



### #3 Medium Flowering Trees (Ornamental Cherry) (Vancouver, BC)

Like the size of these trees for a downtown area.  
There is interest in planting ornamental flowering cherry trees (where appropriate) to celebrate Traverse City's title of "Cherry Capital of the World" (57% of respondents).



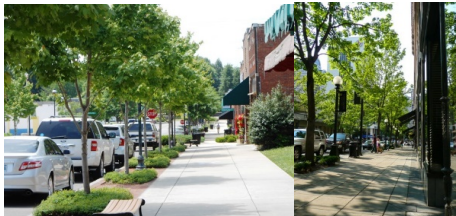
### #4 Large Shade Trees (Savannah, GA)

Like the size of these trees and the look of this park promenade but acknowledged that the size of these tree is too large for downtown. There are, however, opportunities to plant large shade trees with spreading canopies in parks or other open spaces.



**#5 Large Shade trees  
(Greenville, SC)**

Like the shade and tree canopy that these trees provide but noted that the size of these trees is too large for downtown Traverse City



**#6 Large Shade Trees  
(Clinton, TN/Seattle, WA)**

Like the shade size of these trees (at maturity) for a downtown area and that the trees are mixed with landscaping.



**#7 Small/Ornamental Flowering Trees  
(Knoxville, TN)**

Did not like the tree species and felt the flowering/ornamental trees were too small but liked how trees were mixed with landscaping in planting strips.



**#8 Medium/Large Specimen Shade Tree  
(Madison, WI)**

This was the least preferred streetscape presented because there were too few trees growing along the street.

### Soil Types

The soils and land characteristics of the Traverse City region have been influenced by the glaciers and lake that once covered the land. As the glaciers receded and melted, they left behind glacial deposits of rocks, boulders, gravels, sand, silt, and clay which formed the parent materials of Traverse City's soils. Downtown soils are primarily sandy loam (Lake beach and Eastport sand, and East Lake-Mancelona loamy sands) which tend to be very well draining and do not readily hold on to soil moisture (USDA Natural Resources Conservation Service, n.d.).

### Soil Volume

The amount or volume of soil available directly effects a tree's ability to grow and thrive. Many communities have adopted minimum soil volumes to ensure the optimum growth and health of their street trees. The amount of soil available for trees also has a positive impact on the quantity and quality of stormwater entering lakes, rivers, and streams. Studies have found that by intercepting and slowing rainwater and allowing it to slowly soak into the soil - trees can reduce the amount of stormwater runoff and pollutants by 20-60% (Johnson, et al., 2017).

The following minimum soil volumes, by mature size, have been adopted by many communities throughout the United States (Deeproot, 2020). Traverse City should consider adopting these minimum soil volume standards as an urban forest best management practice.

- Small Trees: 300 cubic feet
- Medium Trees: 600 cubic feet
- Large Trees: 1,000 cubic feet

**Note:** These are *minimum* soil volumes and the amount of uncompacted soil for trees to grow should be as large as possible.

**Streetscape redesign and infrastructure replacement projects provide an ideal opportunity to incorporate trees and adequate soil volume into the planning and design phases**, which can make providing this optimal soil volume less daunting. There are also technologies to assist in maximizing rooting space available for trees (see Tools and Strategies below).

### Utilities

Knowledge of the location of overhead and underground utilities **before** selecting both tree planting locations and species, is one of the keys to successfully growing and caring for trees in urban and suburban areas. Overhead utilities are easy to identify and include both electrical and telecommunications lines, as well as utility service lines to homes and businesses. For underground utilities, including, water, sanitary sewer, electrical, telecommunication, and gas lines - Miss Dig, Michigan's utility notification system (811) - should be contacted to mark their location. Identifying the location of service leads for water, sewer, and gas to homes and businesses is also important to ensure that trees are not planted on top of these lines. There may be other

underground utilities, like traffic lights and streetlights that are in the right-of-way that Miss Dig may not mark, working in close coordination with the City of Traverse City to identify their location is also important for proper site selection.

To avoid future conflicts, trees should be planted a minimum of five (5) feet from all utility **service leads** for homes and businesses, and ten (10) feet from fire hydrants.

### *Tree Lawn, Driveways, Street Corners, and Signs*

The width of the tree lawn (the area between the sidewalk and the curb), and the location of driveways and signs are also important to consider when selecting tree species. In general, the following guidelines should be followed:

#### **Tree Lawn Width**

Less than 3-feet wide: No tree

4-6 feet wide: Small Mature Tree Species (less than 25' tall at maturity)

6-8 feet wide: Medium Tree Species (less than 50' tall at maturity)

Greater than 8' wide: Large Mature Tree Species (greater than 50' tall)

#### **Driveways**

Trees should be planted to at least 10-feet from driveways.

#### **Street Corners**

Trees should be planted at least 25-feet from street corners and intersections (measured from the point of the nearest intersecting curb or curb lines).

#### **Signs**

Trees should be planted to ensure they will not block traffic and wayfinding signs at the time of planting and as they grow.

## TOOLS AND STRATEGIES

One of the key considerations for trees to grow and thrive in Downtown Traverse City is having adequate soil volume. Establishing minimum soil volumes, as described above, can help to ensure that trees have enough soil to develop healthy canopies and reach their optimal mature size. There are a number of strategies and technologies that can help achieve this soil volume, even in areas that currently have sidewalk and pavement.

### *Contiguous Open Tree & Landscape Beds*

Contiguous tree and landscape beds are connected and have exposed soil and mulch that can help provide adequate soil volume and space for trees to grow (Figure 10). These planting beds can be curbed or at grade; curbed beds can provide some protection from snow and ice melting products and other elements that may damage trees.



**Figure 10.**  
Contiguous open tree & landscape bed  
Photo: sfbetterstreets.org

### *Bump Outs/Curb Extensions*

A landscape bump-out/curb extension is a vegetated area that protrudes into the parking lane of a street to provide a growing space for plants or trees (Figure 11). These spaces can be used to beautify a streetscape while providing greater stormwater retention and slowing traffic at the bump-out location.

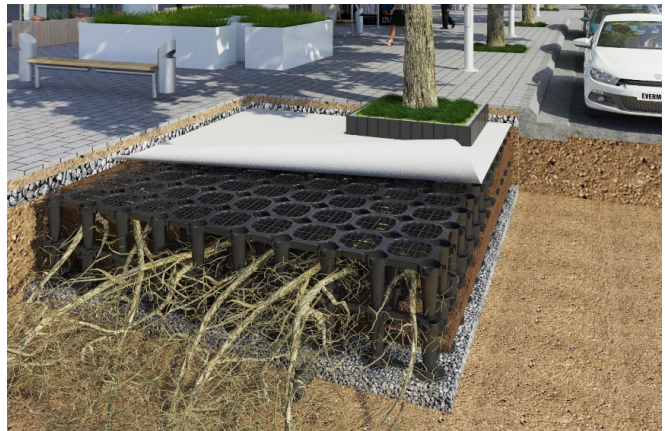


**Figure 11.**  
Landscaped bump out/curb extension  
Photo: Philadelphia Water Department



### *Suspended Pavement and Soil Cell Systems*

Suspended pavement and soil cells are engineered systems that help transfer the weight and force of a sidewalk while creating areas of uncompacted soils for tree root growth. The cell systems can be interlocked (depending on manufacturer) and expanded to meet the specific needs of the project. To install soil cells, existing soils are excavated to the desired depth, the area is then compacted, and the soil cell units are installed, filled with uncompacted soil, and topped with the desired hardscape or pavement material (Figure 12). Due to the amount of excavation needed in order to make room for this system, soil cells are best suited for new construction areas or for areas where existing trees will not be impacted. Soil cells provide the greatest amount of uncompacted soil volume. Examples of soil cell systems include Silva Cells® and Stratavault® Soil Cells.



**Figure 12.**  
Stratavault® soil cells  
Photo: citygreen.com

### *Pavement Suspension Systems*

Pavement suspension systems were originally designed to suspend hardscape and pavement on soils that lacked the structural cohesion and qualities to support it. One adaptive and beneficial use for trees, is in construction of new or expansion of roadways, walkways, and other pavement areas where trees currently exist. Instead of excavating areas to install beds of compaction-suitable material, pilings are driven in a systematic grid and topped with formwork where the desired pavement is installed (Figure 13). The pilings transfer the weight of the pavement down into the ground similar to piling foundations in building construction. The benefit of the system is that the pilings are driven into the ground with minimal disruption to existing tree root systems. An example of this system is the Cupolex® system.



**Figure 13.**  
Cupolex® pavement suspension system  
Photo: Pontarolo Engineering

### *Structural Soil*

Structural soils are a specific, usually patented, soil mix that combines clay loam soil with various sized crushed stones (aggregates) and a hydrogel (binding agent), that can be compacted under pavement to give structural support. The aggregates allow for compaction of the structural soil, while creating gaps between the aggregate material for the clay loam soil and tree roots to grow (Figure 14). While it does not create the most optimum conditions for tree growth (when compared to soil cells), structural soils are best suited for compacted areas beneath hardscape improvements that are completely surrounded by large amounts of uncompacted soils and pervious areas. An example of a structural soil is the patented structural soil mix by Cornell University, termed CU-Structural Soil®.



**Figure 14.**

CU-Structural Soil®

Photo: Urban Horticulture Institute, Cornell University

## APPENDICES

## APPENDIX A DATA COLLECTION AND SITE LOCATION METHODS

### DATA COLLECTION METHODS

DRG collects tree inventory data using their proprietary GIS software, “Rover”, loaded onto pen-based field computers. At each site, the following data fields were collected:

- Address/Location
- Species
- Tree Size (measured in inches in diameter at 4.5 feet above ground or diameter at breast height (DBH))
- Multi-stem Tree
- Condition
- Primary Maintenance
- Defects
- Risk Rating
- Overhead Utilities
- Clearance Conflicts
- Date of Inventory

The knowledge, experience, and professional judgment of DRG’s arborists ensure the high quality of inventory data.

### SITE LOCATION METHODS

#### *Equipment and Base Maps*

Inventory arborists use FZ-G1 Panasonic Toughpad® units with internal GPS receivers. Geographic information system (GIS) map layers from the City of Traverse City were loaded onto these units to help locate sites during the inventory.

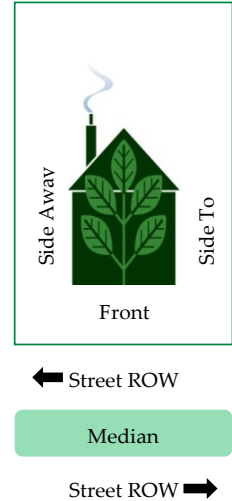
### STREET ROW SITE LOCATION

Individual street ROW sites were located using a methodology that identifies sites by *address number, street name, side, and on street*. This methodology was used to help ensure consistent assignment of location.

### Address Number and Street Name

Where there was no GIS parcel addressing data available for sites located adjacent to a vacant lot, or adjacent to an occupied lot without a posted address number, the arborist used their best judgment to assign an address number based on nearby addresses. An “X” was then added to the number in the database to indicate that it was assigned, for example, “37X Choice Avenue.”

Sites in medians were assigned an address number by the arborist in Rover using parcel and streets geographical data. Each segment was numbered with an assigned address that was interpolated from addresses facing that median and addressed on that same street as the median. If there were multiple medians between cross streets, each segment was assigned its own address. The *street name* assigned to a site was determined by street centerline information.



### Side Value

Each site was assigned a *side value*, including *front*, *side*, *median*, or *rear* based on the site’s location in relation to the lot’s street frontage. The *front* is the side facing the address street. *Side* is either side of the lot that is between the front and rear. *Median* indicates a median or island surrounded by pavement. The *rear* is the side of the lot opposite of the address street.

## PARK AND PUBLIC SPACE SITE LOCATION

Park and/or public space site locations were collected using the same methodology as street ROW sites, however nearly all of them have the “Assigned Address” field set to ‘X’ and have the “Park Name” data field filled.

## APPENDIX B

### I-TREE STREETS METHODOLOGY

i-Tree Streets regionalizes the calculations of its output by incorporating detailed reference city project information for 16 climate zones across the United States. Big Rapids falls within the Midwest Climate Zone. Sample inventory data from Minneapolis represent the basis for the Midwest Reference City Project for the Midwest Community Tree Guidelines. The basis for the benefit modeling in this study compares the inventory data from Big Rapids to the results of Midwest Reference City Project to obtain an estimation of the annual benefits provided by Big Rapids' tree resource.

Growth rate modeling information was used to perform computer-simulated growth of the existing tree population for one year and account for the associated annual benefits. This "snapshot" analysis assumed that no trees were added to or removed from the existing population. Calculations of carbon dioxide (CO<sub>2</sub>) released due to decompositions of wood from removed trees did consider average annual mortality. This approach directly connects benefits with tree-size variables such as diameter at breast height (DBH) and leaf-surface area. Many benefits of trees are related to processes that involve interactions between leaves and the atmosphere (e.g., interception, transpiration, photosynthesis); therefore, benefits increase as tree canopy cover and leaf surface area increase.

For each of the modeled benefits, an annual resource unit was determined on a per-tree basis. Resource units are measured as megawatt-hours of electricity saved per tree; therms of natural gas conserved per tree, pounds of atmospheric CO<sub>2</sub> reduced per tree; pounds of nitrogen dioxide (NO<sub>2</sub>), particulate matter (PM<sub>10</sub>), and volatile organic compounds (VOCs) reduced per tree; cubic feet of stormwater runoff reduced per tree; and square feet of leaf area added per tree to increase property values.

Prices were assigned to each resource unit using economic indicators of society's willingness to pay for the environmental benefits trees provide. Estimates of benefits are initial approximations as some benefits are difficult to quantify (e.g., impacts on psychological health, crime, and violence). In addition, limited knowledge about the physical processes at work and their interactions make estimates imprecise (e.g., fate of air pollutants trapped by trees and then washed to the ground by rainfall). Therefore, this method of quantification provides first-order approximations. It is meant to be a general accounting of the benefits produced by urban trees—an accounting with an accepted degree of uncertainty that can, nonetheless, provide science-based platform for decision-making.

A detailed description of how the default benefit prices are derived, refer to the *City of Minneapolis, Minnesota Municipal Tree Resource Analysis* (McPherson *et al.* 2005) and the *Midwest Community Tree Guide: Benefits, Costs, and Strategic Planning* (McPherson *et al.* 2009). i-Tree Streets' default values from the Midwest Climate Zone were used for air quality and stormwater benefit prices and local values were used for energy usage, aesthetics, and other benefits.

### Benefit Prices Used by i-Tree Streets in the Analysis of Big Rapids' Tree Inventory

Benefits	Price	Unit	Source
Electricity	\$0.00759	\$/Kwh	Xcelenergy 2004
Natural Gas	\$0.0098	\$/Therm	Centerpoint Energy
CO <sub>2</sub>	\$0.0075	\$/lb	US EPA 2003
PM <sub>10</sub>	\$2.84	\$/lb	US EPA 2003
NO <sub>2</sub>	\$3.34	\$/lb	US EPA 2003
O <sub>3</sub>	\$3.34	\$/lb	US EPA 2003
SO <sub>2</sub>	\$2.06	\$/lb	US EPA 2003
VOCs	\$3.75	\$/lb	Ottinger and others
Stormwater	\$0.0046	\$/gallon	McPherson & Xiao
Aesthetic Value	\$218,000	Average Midwest Housing Price	TreeKeeper®

Using these prices, the magnitude of the benefits provided by the public tree resource was calculated based on the science of i-Tree Streets using DRG's TreeKeeper® inventory management software. For a detailed description of how the magnitudes of benefit prices are calculated, refer to the *Midwest Community Tree Guide: Benefits, Costs, and Strategic Planning* (McPherson et al. 2009)

### TREEKEEPER BENEFIT CATEGORIES

- *Greenhouse Gas Benefits:* Estimates annual reduction in CO<sub>2</sub> via sequestration by trees combined with the lower emissions from power plants (measured in pounds [lbs.]) resulting from lower energy use. The i-Tree model accounts for CO<sub>2</sub> released as trees die and decompose as well as CO<sub>2</sub> released during the care and maintenance of trees.
- *Stormwater Benefits:* Estimates the annual gallons of runoff avoided from rainfall intercepted by tree leaves, which increases with total leaf surface area.
- *Energy Benefits:* Estimates the contribution of inventoried trees towards conserving energy by reducing natural gas use for heating in the winter (measured in therms [thm]) and reducing electricity use for air conditioning in the summer (measured in Kilowatt-hours ([kWh])).
- *Air Quality Benefits:* Estimates the total weight in lbs. of air pollutants (ozone [O<sub>3</sub>], nitrogen dioxide [NO<sub>2</sub>], sulfur dioxide [SO<sub>2</sub>], particulate matter less than 10 micrometers in diameter [PM<sub>10</sub>]) that are captured by trees or deposited on leaf surfaces as well as the reduced emissions from power plants (NO<sub>2</sub>, PM<sub>10</sub>, volatile organic compounds [VOCs], SO<sub>2</sub>) due to reduced electricity use. The potential negative effects of trees on air quality due to biogenic volatile organic compounds (BVOC) emissions is also calculated, although these are relatively insignificant.
- *Property Value Benefits:* Uses leaf surface area to estimate the increased property value resulting from the tangible and intangible benefits that trees provide.

## **APPENDIX D: RECOMMENDED TREE SPECIES LIST**

*This species list is not inclusive of all trees recommended and/or suitable for Traverse City's climate; there are many native and non-native shade and ornamental trees that can be planted. When selecting tree species for planting - the diversity of tree species on individual streets, in neighborhoods, and in the entire community should be taken into consideration. The planting of a single species (monoculture) or genus should be avoided.*





### Downtown Traverse City Tree Species List\*

Botanical Name	Common Name	Cultivar	Native to MI	Showy Flower	Type of Fruit/Seed	Drought Tolerance	Soil Drainage Tolerance	Soil Salt Tolerance	Salt Spray Tolerance	Soil pH	Shape	Mature Size	Mature Spread (feet)	Mature Height (feet)	Growth Rate	Open space/Parks	Tree Lawsn (ROW) Width < 4'	Tree Lawn (ROW) Width 4 - 6'	Tree Lawn (ROW) Width > 6'	Suitable Under Overhead Wires
<i>Acer griseum</i>	Paperbark Maple		No	No	Samara (Winged Seed Pod)	Low	Moist to Well Drained	Mod	Mod	Acidic to Alkaline	Oval/Rounded	Small	20 to 30	20 to 30	Slow	•	•		•	
<i>Acer miyobei</i>	Miyabei Maple	State Street	No	No	Samara (Winged Seed Pod)	Mod	Moist to Well Drained	Mod	Mod	Acidic to Alkaline	Oval/Rounded	Medium	20 to 30	35 to 45	Mod		•			
<i>Aesculus x carnea</i>	Red Horsechestnut	Briotti; Ft. McNair	No	Yes	Nut	Mod	Moist to Well Drained	Poor	Mod	Acidic to Alkaline	Upright/Oval	Large	30 to 40	60 to 80	Mod		•	•		
<i>Amelanchier x grandiflora</i>	Serviceberry or Juneberry	Autumn Brilliance; Princess Diana	Yes	Yes	Drupe/Berry	Low to Mod	Well Drained	Low	Low	Acidic to Neutral	Rounded	Small	10 to 15	10 to 25	Mod	•	•	•	•	
<i>Betula nigra</i>	River Birch	Single Stem varieties for streets	Yes	No	Catkin (Seed Pod)	High	Extended Flooding to Moist	Low	Mod	Acidic	Upright/Oval	Large	30 to 40	40 to 60	Fast	•	•	•		
<i>Carpinus betulus</i>	European Hornbeam	Fastigiata; Various	No	No	Catkin (Seed Pod)	Mod	Well Drained	Low	Low	Acidic	Oval	Small	20 to 30	10 to 30	Mod		•	•	•	
<i>Carpinus caroliniana</i>	American Hornbeam		Yes	No	Catkin (Seed Pod)	Mod	Moist to Well Drained	Low	Low	Acidic	Upright	Small	20 to 30	20 to 30	Mod	•	•	•	•	
<i>Celtis occidentalis</i>	Eastern Hackberry		Yes	No	Drupe/Berry	Mod	Occasionally Wet to Well Drained	Mod	Mod	Acidic	Rounded	Large	40 to 50	60 to 70	Fast	•		•		
<i>Cercidiphyllum japonicum</i>	Katsuratree		No	No	Small Seed Pod	Low	Moist	High	High	Acidic to Slightly Alkaline	Upright to Pyramidal	Large	30 to 40	40 to 60	Mod			•		
<i>Cercis canadensis</i>	Redbud	Various	Yes	Yes	Seed Pod	Mod	Moist to Well Drained	Low	Low	Neutral to Alkaline	Rounded	Small	15 to 25	15 to 30	Mod	•	•	•	•	
<i>Cladostis kentuckea</i>	American Yellowwood		Yes	Yes	Seed Pod	Mod	Well Drained	Low	Low	Acidic to Alkaline	Rounded/Vase	Medium	20 to 50	30 to 50	Slow		•	•		
<i>Crataegus crus-galli var. inermis</i>	Thornless Hawthorn	Thornless variety	Yes	Yes	Drupe/Berry	Yes	Moist to Well Drained	High	Mod	Acidic to Alkaline	Rounded/Spreading	Small	20 to 25	15 to 20	Mod	•	•		•	
<i>Cornus kousa</i>	Kousa dogwood		No	Yes	Drupe/Berry	Low	Moist to Somewhat Well Drained	Low	Low	Acidic to Neutral	Rounded/Vase	Small	15 to 30	15 to 30	Mod		•	•	•	
<i>Gleditsia triacanthos var. inermis</i>	Thornless Honeylocust	Various Thornless varieties	Yes	No	None (cultivated varieties)	High	Moist to Well Drained	High	High	Acidic to Alkaline	Rounded	Large	30 to 70	40 to 70	Fast	•	•	•		
<i>Ginkgo biloba</i>	Ginkgo	male trees only	No	No	None (male only)	High	Moist to Well Drained	High	High	Acidic to Alkaline	Round/Pyramidal	Large	30 to 60	50 to 75	Slow		•	•		
<i>Gymnocladus dioica</i>	Kentucky Coffeetree		Yes	No	Seed Pod	High	Moist to Well Drained	Mod	High	Acidic to Alkaline	Upright to Rounded	Large	40 to 70	50 to 70	Fast	•	•	•		



### Downtown Traverse City Tree Species List\*

Botanical Name	Common Name	Cultivar	Native to MI	Showy Flower	Type of Fruit/Seed	Drought Tolerance	Soil Drainage Tolerance	Soil Salt Tolerance	Salt Spray Tolerance	Soil pH	Shape	Mature Size	Mature Spread (feet)	Mature Height (feet)	Growth Rate	Open space/Parks	Tree Lawn (ROW) Width < 4'	Tree Lawn (ROW) Width 4 - 6'	Tree Lawn (ROW) Width > 6'	Suitable Under Overhead Wires
<i>Liquidambar styraciflua</i>	Sweetgum	Rotundiloba (fruitless variety)	Yes (S. MI)	No	Spiked Ball/ None (cultivated varieties)	Mod	Extended Flooding to Well-Drained	Low	Mod	Acidic to Slightly Alkaline	Pyramidal/Oval	Large	35 to 50	60 to 75	Mod	•		•		
<i>Liriodendron tulipifera</i>	Tuliptree		Yes	Yes	Cone-like	Low	Moist to Well Drained	Low	Low	Acidic to Neutral	Pyramidal/Oval	Large	35 to 50	70 to 90	Fast	•		•		
<i>Malus spp.</i>	Crabapple	Sugar Tyme; Prairie Fire; Various	No	Yes	Drupe/ Berry (Fruitless cultivars)	High	Moist to Well Drained	Low	Low	Acidic to Alkaline	Rounded	Small	20 to 25	20 to 25	Mod		•	•	•	•
<i>Metasequoia glyptostroboides</i>	Dawn Redwood		No	No	Cone-like	Low	Occasionally wet to Moist.	Low	Low	Acidic to Neutral	Upright Pyramidal	Large	20 to 30	60 to 80	Fast				•	
<i>Nyssa sylvatica</i>	Blackgum		Yes	No	Drupe/ Berry	Low	Extended Flooding to Well-Drained	Low	High	Acidic	Pyramidal / Oval	Medium	25 to 35	30 to 50	Slow	•			•	
<i>Ostrya virginiana</i>	American Hophornbeam		Yes	No	Cluster of winged-seeds; Look like leaves	High	Moist to Well Drained	Mod	Low	Acidic to Alkaline	Oval	Medium	25 to 30	25 to 40	Slow	•		•		•
<i>Platanus x acerifolia</i>	London Planetree	Bloodgood; Various	No	No	Spiked Ball	Mod	Extended flooding to Well-Drained	Mod	Mod	Acidic to Alkaline	Pyramidal / Rounded	Large	50 to 70	75 to 90	Mod	•			•	
<i>Platanus occidentalis</i>	Sycamore		Yes	No	Spiked Ball	Mod	Extended Flooding to Well-Drained	Mod	Mod	Acidic to Alkaline	Pyramidal / Rounded	Large	50 to 70	75 to 90	Fast	•			•	
<i>Prunus sargentii</i>	Sargent Cherry		No	Yes	Drupe/ Berry	Mod	Moist to Well Drained	High	Mod	Acidic to Neutral	Vase/Round	Small	30 to 50	20 to 30	Mod	•		•		
<i>Prunus serrulata</i>	Kwanzan Cherry	Kwanzan	No	Yes	None	Mod	Moist to Well Drained	Low	Mod	Acidic to Slightly Alkaline	Upright/Vase	Small	15 to 25	15 to 25	Mod	•		•		•
<i>Prunus subhirtella</i>	Higan Cherry		No	Yes	Drupe/ Berry	Mod	Moist to Well Drained	Low	Low	Acidic to Neutral	Vase	Small	25 to 35	25 to 35	Mod	•		•		•
<i>Prunus x yedoensis</i>	Yoshino Cherry		No	Yes	Drupe/ Berry	Mod	Moist to Well Drained	Low	Low	Acidic to Neutral	Vase	Medium	25 to 40	40 to 50	Mod	•		•		
<i>Quercus bicolor</i>	Swamp White Oak		Yes	No	Acorn	High	Extended flooding to Well Drained	Mod	Mod	Acidic to Slightly Alkaline	Upright Oval / Rounded	Large	50 to 60	50 to 70	Mod	•			•	
<i>Quercus macrocarpa</i>	Bur Oak		Yes	No	Acorn	High	Moist to Well Drained	High	High	Acidic to Alkaline	Upright Oval / Spreading	Large	40 to 60	60 to 70	Slow	•			•	
<i>Quercus imbricaria</i>	Shingle Oak		Yes	No	Acorn	Yes	Moist to Well Drained	Mod	Mod	Acidic to Alkaline	Pyramidal/Rounded	Large	40 to 60	40 to 60	Mod	•			•	
<i>Quercus rubra</i>	Northern Red Oak		Yes	No	Acorn	High	Moist to Well Drained	High	Low	Acidic to Slightly Alkaline	Rounded	Large	60 to 80	50 to 60	Fast	•			•	



### Downtown Traverse City Tree Species List\*

Botanical Name	Common Name	Cultivar	Native to MI	Showy Flower	Type of Fruit/Seed	Drought Tolerance	Soil Drainage Tolerance	Soil Salt Tolerance	Salt Spray Tolerance	Soil pH	Shape	Mature Size	Mature Spread (feet)	Mature Height (feet)	Growth Rate	Open space/Parks	Tree Lawsn (ROW) Width < 4'	Tree Lawn (ROW) Width 4 - 6'	Tree Lawn (ROW) Width > 6'	Suitable Under Overhead Wires
<i>Syringia reticulata</i>	Japanese Tree Lilac	Ivory Silk	No	Yes	Small Seed Cluster	High	Moist to Well Drained	High	High	Acidic to Alkaline	Oval to Rounded	Small	15 to 20	20 to 30	Mod			•	•	•
<i>Taxodium distichum</i>	Bald Cypress		No	No	Seed Ball	High	Extended Flooding to Well-Drained	High	High	Acidic to Slightly Alkaline	Pyramidal	Large	25 to 35	60 to 80	Fast	•			•	
<i>Tilia americana</i>	American Linden		Yes	Yes	Seed Pod	Mod	Moist to Moderately Well Drained	Low	Low	Slightly Acidic to Alkaline	Rounded	Large	30 to 50	50 to 80	Mod	•			•	
<i>Tilia cordata</i>	Little-leaf Linden	Greenspire	No	Yes	Seed Pod	Mod	Moist to Moderately Well Drained	Low	Low	Slightly Acidic to Alkaline	Pyramidal to Rounded	Large	30 to 40	40 to 60	Mod		•	•		
<i>Tilia tomentosa</i>	Silver Linden		No	Yes	Seed Pod	High	Moist to Moderately Well Drained	Low	Low	Acidic to Alkaline	Broad Columnnar	Large	30 to 50	50 to 70	Mod				•	
<i>Ulmus americana</i>	American Elm	Valley Forge; Princeton	Yes	No	Winged Seed Pod	Mod	Extended Flooding to Well-Drained	High	Mod	Acidic to Alkaline	Vase	Large	50 to 70	70 to 90	Fast	•			•	
<i>Ulmus X</i>	Hybrid Elm	Patriot; Triumph; Accolade	No	No	Winged Seed Pod	High	Extended Flooding to Well-Drained	High	High	Acidic to Alkaline	Vase	Large	30 to 45	40 to 60	Fast				•	
<i>Zelkova serrata</i>	Zelkova	Green Vase; Village Green	No	No	Small Seeds	Mod	Moist to Moderately Well Drained	Low	Low	Acidic to Slightly Alkaline	Vase	Large	40 to 50	60 to 80	Mod				•	

\*This species list is not inclusive of all trees recommended and/or suitable for Traverse City's climate; there are many native and non-native shade and ornamental trees that can be planted. When selecting tree species for planting - the diversity of tree species on individual streets, in neighborhoods, and in the entire community should be taken into consideration. The planting of a single species (monoculture) or genus should be avoided.

Tree species highlighted in blue are native species that are also listed on the City of Traverse City's Tree Selection Guide (revised 12/11/2012)

**Tree Selection Resources:**

- Cornell University Woody Plants Database <http://woodyplants.cals.cornell.edu/home>
- Michigan State University Extension, [https://www.canr.msu.edu/home\\_gardening/trees-shrubs/](https://www.canr.msu.edu/home_gardening/trees-shrubs/)
- Missouri Botanical Garden Plant Finder <https://www.missouribotanicalgarden.org/plantfinder/plantfindersearch.aspx>
- Morton Arboretum Trees and Plant Finder <https://mortonarb.org/plant-and-protect/search-trees-and-plants/>
- University of Illinois Extension Tree Selector Tool <https://web.extension.illinois.edu/treesselector/search.cfm>



## TRAVERSE CITY TREE SELECTION GUIDE

Revised 12/11/2012

SITUATION : Residential area

Low salt use  
Trelawn 4-6 feet  
Overhead utility wires

<u>Latin Name</u>	<u>Common Name</u>	<u>Suggested Cultivars</u>
Acer glabrum	Rocky Mountain Maple	
Acer grandidentatum	Big Tooth Maple	'Rocky Mountain Glow'
Acer griseum	Paperbark Maple	'Ginzam' (Gingerbread)
Acer pensylvanicum	Striped Maple	
Acer pseudosieboldianum	Korean Maple	
Acer saccharum 'Barrett Cole'	Apollo Maple	
Acer saccharum 'Sugar Cone'	Sugar Cone Maple	
Acer tegmentosum	Manchustriped Maple	
Acer triflorum	Three-Flower Maple	
Alnus rugosa	Speckled Alder	
Amelanchier spp.	Serviceberry	'Robin Hill', 'Cole Form' 'Autumn Brilliance', 'Tradition' 'Cumulus', 'Snow Cloud' 'Princess Diana', 'Spring Glory'
Carpinus caroliniana	American Hornbeam	
Carpinus japonicus	Japanese Hornbeam	
Cercidiphyllum japonicum 'Pendula'	Weeping Katsura	
Cercis canadensis	Eastern Redbud	
Chionanthus retusus	Chinese Fringetree	
Chionanthus virginicus	White Fringetree	
Cornus alternifolia	Pagoda Dogwood	
Cornus kousa	Kousa Dogwood	'Chinensis', 'Milky Way' 'Summer Stars', 'Select'
Cornus racemosa	Grey Dogwood	
Cotinus obovatus	American Smoketree	'Red Leaf'

Malus spp.	Crabapple	'Red Baron', 'Lancelot' 'Golden raindrops' 'Purple Prince', 'Spring Snow' 'Pinkspire', 'Sentinel'
Parrotia Persica	Persian Parrotia	'Ruby Vase'
Prunus virginiana	Choke Cherry (Canada Red Select)	'Shubert'
Pyrus fauriei 'Westwood'	Korean Sun Pea Pear	
Pterostyrax hispida	Epaulette Tree	
Syringa reticulata	Tree Lilac	'Ivory Silk'
Quercus gambelii	Gamble Oak	
Zelkova serrata 'Wireless'	Compact Zelkova	

SITUATION : Residential area  
 Low salt use  
 Treelawn 4-6 feet  
 No overhead utility wires

<u>Latin Name</u>	<u>Common Name</u>	<u>Suggested Cultivars</u>
Acer davidii	Striped-bark Maple (David)	
Acer mandshuricum	Manchurian Maple	
Acer rubrum 'Brandywine'	Brandywine Red Maple	
Carpinus betulus	European Hornbeam 'Frans Fontaine"	'Fastigiata'
Halesia carolina	Carolina Silverbell	'Meehanii', 'Rosea'
Liquidambar styraciflua 'Clydesform'	Emerald Sentinel Sweetgum	
Magnolia denudata (M. heptapeta)	Yulan Magnolia	
Ostrya virginiana	Hophornbeam	
Tilia cordata 'Chancole'	Chancellor Linden	

SITUATION : Residential area  
 Moderate to high salt use  
 Treelawn 4-6 feet  
 No overhead utility wires

Gleditsia triacanthos inermis	Thornless Honeylocust	'Skyline' 'Halka' 'Sunburst' 'Imperial'
Koelreuteria paniculata	Goldenrain Tree	
Nyssa sylvatica	Black Gum (Tupelo)	'Red Range' 'Wildfire'
Zelkova serrata	Zelkova	'Village Green' 'Green Vase'

SITUATION : Residential area  
 Low salt use  
 Treelawn greater than 8 feet  
 No overhead utility wires

<u>Latin Name</u>	<u>Common Name</u>	<u>Suggested Cultivars</u>
Acer nigrum	Black Maple	
Acer rubrum	Red Maple	'Autumn Flame', 'Firefall' 'Northfire' 'Northwood' 'October Glory', 'Supersonic'
Acer saccharum	Sugar Maple	'Green Mountain', 'Legacy' 'Fall Fiesta', 'Seneca Chief' 'Commemoration'
Aesculus flava (A. octandra)	Yellow Buckeye	
Castanea mollissima	Chinese Chestnut	
Fagus grandifolia	American Beech	
Fagus sylvatica	European Beech	'Asplenifolia' 'Atropunicea'
Liquidambar styraciflua	Sweetgum	'Burgundy' 'Moraine' 'Cherokee' 'Festival' 'Worplesdon'
Liriodendron tulipifera	Tulip Tree	
Tilia americana	American Basswood	'Boulevard' 'Legend' 'Redmond' 'Sentry'
Tilia x euchlora	Crimean Linden	
Tilia heterophylla	Beetree Linden	'Continental'
Tilia platyphyllos	Bigleaf Linden	

SITUATION : Residential area  
 Moderate to high salt use  
 Treelawn greater than 8 feet  
 No overhead utility wires

Ulmus spp.	Hybrid Elm	'Princeton', 'Accolade' 'Valley Forge', 'Regal', 'Frontier' 'Pioneer', 'Homestead' 'Sapporo Autumn Gold'
Ulmus wilsoniana	Wilson Elm	'Prospector'
Zelkova serrata	Japanese Zelkova	'Green Vase', 'Village Green'

SITUATION : Limited space for tree crown  
 Low salt use  
 Treelawn greater than 6 feet  
 No Overhead utility wires

<u>Latin Name</u>	<u>Common Name</u>	<u>Suggested Cultivars</u>
Acer nigrum	'Green Column'	Green Column Black Maple
Acer rubrum	Red Maple	'Autumn Spire' 'Brandywine', 'Bowhall'
Acer saccharum 'Endowment'	Endowment Sugar Maple	
Carpinus betulus	European Hornbeam	'Fastigiata', 'Frans Fontaine'
Fagus sylvatica 'Fastigiata'	Pyramidal European Hornbeam	
Liriodendron tulipifera	Tuliptree	'Arnold', 'Fastigiatum'
Tilia cordata 'Corinthian'	Corinthian Linden	

SITUATION : Limited space for tree crown  
 Moderate to high salt use  
 Treelawn greater than 6 feet  
 No overhead utility wires

<u>Latin Name</u>	<u>Common Name</u>	<u>Suggested Cultivars</u>
Acer x freemanii	Freeman Maple	'Armstrong', 'Scarlet Sentinel'
Alnus glutinosa 'fastigiata'	Pyramidal Black Alder	
Corylus columna	Turkish Filbert	
Ginkgo biloba	Maidenhair Tree	'Lakeview', 'Magyar' 'Princeton Sentry', 'Saratoga'
Koelreuteria paniculata 'Fastigiata'	Pyramidal Goldenrain tree	
Quercus alba x robur	Hybrid Oak	'Crimson Spire'
Quercus robur	English Oak	'Attention', 'Fastigiata', 'Skymaster' 'Skyrocket', 'Regal Prince'
Zelkova serrata 'Musashino'	Musashino Zelkova	

<i>Celtis occidentalis</i>	Hackberry	'Prairie Pride', 'Magnifica'
<i>Ginkgo biloba</i>	Maidenhair Tree	'Princeton Sentry' 'Magyar', 'Lakeview'
<i>Gleditsia triacanthos inermis</i>	Thornless Honeylocust	'Halka', 'Skyline', 'Imperial'
<i>Gymnocladus dioicus</i>	Kentucky Coffeetree	'Prairie Titan', 'Stately Manor' 'Expresso', 'J.C. McDaniels'
<i>Koelreuteria paniculata</i>	Goldenrain Tree	'September', 'Rose Lantern'
<i>Quercus imbricaria</i>	Shingle Oak	
<i>Sophora japonica</i>	Pagoda Tree	'Regent', 'Upright', 'Princeton'
<i>Tilia cordata</i>	Littleleaf Linden	'Glenleven', 'Shamrock'
<i>Ulmus parvifolia</i>	Lacebark Elm	'Ohio', 'Pathfinder', 'Burgandy' 'Dynasty', 'Emerald Isle' 'Emerald Vase'

SITUATION : Sidewalk pits  
Overhead utility wires

<u>Latin Name</u>	<u>Common Name</u>	<u>Suggested Cultivars</u>
<i>Malus spp.</i>	Crabapple	'Red Baron', 'Sentinel'
<i>Syringa reticulata</i>	Tree Lilac	'Ivory Silk'

SITUATION : Sidewalk pits  
No overhead utility wires

<u>Latin Name</u>	<u>Common Name</u>	<u>Suggested Cultivars</u>
<i>Ginkgo biloba</i>	Maidenhair tree	'Magyar', 'Lakeview' 'Princeton Sentry'
<i>Gleditsia triacanthos inermis</i>	Thornless Honeylocust	'Skyline'



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## Memorandum

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To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: October 11, 2021  
Subject: Envision East Front Street Project

As you may recall, our second round of public meetings (in-person and virtual) for the *Reimagine East Front* Project were held the last week of September. These meetings provided an opportunity to examine and discuss the pro's and con's of three potential design scenarios for East Front Street.

Chris Zull from Progressive AE (our consultant and project co-lead) will be at our meeting to discuss the three scenarios, the results of the feedback we received and next steps. His memo, along with the three scenarios and community feedback are included in the packet.





**DATE:** October 10, 2021  
**TO:** Jean Derenzy, CEO  
Traverse City Downtown Development Authority  
**FROM:** Suzanne Schulz, AICP  
Urban Planning Practice Leader  
**RE:** **East Front Street and Downtown Circulation Study Updates**

The Progressive AE team and DDA staff have been busy with engaging stakeholders on three design concepts for East Front Street. We held seven engagement sessions the week of September 27<sup>th</sup>. On Monday, September 27<sup>th</sup> we held two public workshops, one session for municipal and community partners, and one session for elected and appointed officials. On Wednesday, September 29<sup>th</sup> we held three virtual public workshops via Zoom.

Approximately 60 people attended the sessions in September. Detailed meeting summaries are attached. Key themes and questions that emerged throughout discussions include:

- Goal for the redesign of East Front Street – placemaking and business vitality.
- Need to consider bicycle facilities as part of a larger network.
- The importance of signage for all modes so that pedestrians, bicyclists, transit riders, and drivers understand where to go and where they belong.
- Continued importance of considering maintenance and snow removal for any design concepts.
- Support for making Boardman Avenue two-way, regardless of other circulation changes.
- Desire to see more detailed data on pedestrian and cyclist volumes within project area and on proximate streets and the TART Trail.
- Consensus that the project area and the 100-200 blocks of E Front St and W Front St should feel more cohesive.

Additionally, a second survey has been published to solicit feedback on the three design concepts presented at the community engagement sessions. To date, more than 300 complete responses have been received.

#### **Next Steps**

A work session was held on Friday, October 8<sup>th</sup> with the Leadership Team (comprised of City and DDA staff with consultants). The PAE Team is tentatively scheduled to return at the beginning of November to present the preferred design for East Front Street and detailed results of the Circulation Study. Additional community engagement will be done to share information about both projects.

#### **Action**

No Board action is being requested at this time.





## Reimagine East Front Street Community Meetings – Minutes

September 27<sup>th</sup>

### TC Municipal & Community Partners @ 10am

#### Presentation

- Q: Do we have speed data for network? Crashes?
- Police: Two-way more points of conflict between modes
  - PAE: National data suggest 1-way is faster than 2-way
- Need to consider delivery trucks on Front if you go to two-way
- Conflict vs. negotiation – approach to two-way change
- Better signage/wayfinding for bicyclists

#### Concepts

- Concept A
  - Pros
    - Speed tables / raised intersections
    - Bus bulb outs for visual distinction for riders
    - More room to fix grade issues with bigger sidewalks
  - Cons
    - Q: Wellington closure issue for fire access?
    - Two-way traffic for snow maintenance more difficult
  - Comments
    - Need to show access to Front and infrastructure for bikes in the network (Washington, Parkway) better, bike rack locations, bike repair station, etc.
    - Add bus stops/bulb outs on south side of Front Street if it goes two-way
    - Show that bulb outs are curbs extensions
    - Add stormwater management opportunities at bulb outs that aren't for buses
    - Q: Would Washington improvements be included in scope of project?
    - Better vehicular flow and opportunity for people to leave area / grid connections w/ Boardman two-way
    - 300 block for two-way good for when 100-200 block is closed
    - Q: How to make this section feel like a part of downtown?
    - Think about elevated pop-up structure to facilitate road closures for 100-200 block; think about security and safety – accessibility needs (bigger sidewalks give more space)
    - Q: Heated sidewalks?
      - PAE: \$1M at least
    - Q: Could we do snow melt for raised crosswalks if not the whole stretch?

- Concept B
  - Pros
    - Safer for bicyclists
    - Bike lane same level as streetscape preferred
    - No direction change for streets – keeps existing circulation
  - Cons
    - Raised bike lane difficult
    - Q: Where does this cycle track connect to?
    - Limits access for businesses on north side of street for deliveries and pump station
    - People on north side trying to cross to south side more difficult without mid-block crossings
    - Losing pedestrian amenities
  - Comments
    - Q: Pedestrian and cyclist travel counts? What is the bike/ped balance?
    - Q: Resident vs. tourist usage of facilities?
    - Q: How do bicyclists access businesses? Make sure to consider the intersections (bike boxes for turning, etc.).
    - Q: Bike parking deck? Have more centralized location, need convenient and safe bike parking.
      - NE corner of Front and Park?
      - Consider security of bike parking. People want a secure place to leave valuable bikes.
    - Q: What does bicycle track look like? At grade? Concrete? Asphalt?
      - PAE: Could be streetscape level, 3” down, or 6” down (travel lane level); material not set; need to do maintenance and operations evaluation for the options
    - Look at Toronto as example for bus bulbs
    - Q: How many parking spaces are you losing?
    - Q: Will you need new equipment to plow bike lanes?
      - If bike lanes were at streetscape level, could be plowed at same time as sidewalk
      - 8<sup>th</sup> St requires more manpower to plow
    - Integrate the cycle track and bus stops – floating bus stop
    - Show connectivity to Washington – need simplicity for tourists
    - Keep number of bulb outs limited so as not to conflict with snow removal
- Concept C
  - Pros
    - Bigger sidewalk – more space for bike parking
  - Cons
    - Could have more bike options and add corral at Little Fleet like places for bike parking
  - Comments

- Could use parking spaces for bike racks during summer or outdoor seating, or bike corral in Wellington closure
- Q: Future continuity for biking?

#### Straw poll

- A – 1
- B – 2 (DPS, police)
- C – 0
- A or C – 4
- B or C – 1
- Any w/ proper Washington connection for bikes – 1

#### **Community Meeting @ 12pm**

##### Presentation

- Questions/comments on circulation study update
  - Q: Impact of future conversion of parking to buildings along Front?
  - Q: Can you model difficulty of finding parking spot?
  - Q: Can you model seasonal differences for traffic?
  - Q: Value of on-street parking to businesses?
  - Q: Are speed tables effective?
  - Q: Impact of speed tables on snowplows?
  - Q: Cycle track on 8<sup>th</sup> vs. one proposed in Concept B? How different?
  - Q: If we route bike facilities elsewhere, can that bike facility be planned or out of project scope?
    - PAE: Our project scope is only engineered drawings for Front and Park. Could only make recommendations for other streets.
  - Explore parking management for private businesses to allow other uses during off hours
  - Missed opportunity to do more with gateway to downtown – beauty, maintenance, landscaping, cohesive east to west
  - Look at maintenance and speeds at 8<sup>th</sup> & Cass and 8<sup>th</sup> & Union

##### Concepts

- Concept A
  - Pros
    - Pedestrian bump outs good for increasing pedestrian visibility
    - Connectivity to river and deemphasis on through car traffic
    - Fine with routing bikes to 8<sup>th</sup>, Washington, or Parkway
    - Wider sidewalks
    - On-street parking preserved
  - Cons
    - Lose bike lanes

- Washington doesn't have existing bike lanes; couldn't accommodate unless parking removed – is Washington best route? What else could be done to emphasize bike lanes?
    - Not bike friendly
  - Questions/comments
    - One-way loop for buses better, don't add stops on south side of Front
    - Q: Will new lot at RR site be ecofriendly? Stormwater management?
    - Q: Issue with 8<sup>th</sup> street bike lanes for maintenance?
    - Bike facilities as transportation mode, hard to make connections to regular businesses
    - Don't give city control of RR lot because they don't maintain it
    - Two-way will make more traffic
- Concept B
  - Pros
    - Good for bicyclists – fewer intersections.
    - Connection to TART is better with bike facilities on Front
    - Franklin one-way
    - Floating bus stops
  - Cons
    - See no reason why a bicyclists would want to bike here with all the cars and pedestrians – why bother putting bikes down the main drag when there are other streets to put bike facilities nearby?
    - Fewer pedestrian crossings
    - False advertising to have great bike facilities until Park going west, then you are SOL
    - Concerned about reduced parking → will impact Boardman neighborhood
    - As town grows, will get more pedestrians, better to have wider sidewalks
  - Comments/Questions
    - Need to balance getting bikes through and having a downtown connection, letting bikes stop at downtown locations
    - Look at Evanston, IL for bike paths and permits for delivery people.
    - Q: Plan for cycle track in winter?
    - Q: Could you make Boardman two-way with this concept?
    - Q: Could you have bus stops with cycle track?
    - Q: How many parking spaces do you lose?
    - Q: Impact once you are in 100 and 200 block for cyclists?
- Concept C
  - Pros
    - Great concept
  - Cons
    - Bike boulevard not safe; drivers don't pay attention without dedicated lanes
    - Don't think bicyclists would use alleys.
  - Comments/Questions

- Use State St for bikes instead of alley; remove on-street parking on State
- Need to add signage, markings for bikes; sharrows not effective, lots of distracted (tourist) drivers in this area
- Conflict on 8<sup>th</sup> St with bike lanes and turning movements – make sure to avoid for Front
- Idea for biking route: 8<sup>th</sup> to Boardman to Front
- “Anything can work out if we know about it and get used to it.”
- Q: Do we have cycling and pedestrian counts for TART, Front St?
- Q: Difference between bike lane and bike boulevard?
- Q: Could we get a wider travel lane for cars with no bike lane?

#### Straw poll

- A – 4
- A without two-way – 4
- A or C – 1
- B – 6
- C – 1

#### **TC Elected & Appointed Officials @ 3:30pm**

##### Presentation

- Q: Concept B only one that keeps current traffic directions?
- Q: Do all concepts work if we keep current traffic direction?
- Q: Number of private lots that are empty when downtown is busier?
- Q: Which type of cyclist are we designing for?
- Q: Do we have data on pedestrians on Front?
- Had difficult time closing curb cuts on 8<sup>th</sup>
- Don't have great retail synergy in this section, this will change

##### Concepts

- Concept A
  - Pros
    - Best for pedestrians, which was reflected as mode to prioritize in survey
    - Bikers should be *going to* this area, not *through*
    - Street for *people*, not cars
    - Addresses ADA issues with grade
    - Like two-way State St
  - Cons
    - Deprioritizes other modes of transportation – what user are we designing city for?
  - Comments
    - Would like to measure State and Washington and choose the wider one for the bike facility. Or Webster.
    - State over Washington for bike facilities.

- Don't want to eliminate bus stops.
- Concept B
  - Pros
    - Safest for all modes
    - Most feasible in long-term
    - Easiest to navigate for cyclists having dedicated space for bikes; clear and concise path
    - Still larger sidewalks for pedestrians
  - Cons
    - Want to see bike and transit maximized
    - Take away parking on Front → more people parking in Boardman neighborhood
    - People are biking for recreation, not to go shopping
  - Comments
    - Q: Could we close parking in summer?
    - Move towards peds has been successful, still good for town to be ped friendly; could be last chance to develop iconic pedestrian spaces (e.g., Mackinac Island); can double down and make it more successful
    - Build parking deck at RR; don't want more cars in neighborhood
    - Will need to re-signal for bikes if we keep one-way car traffic and two-way bike traffic
    - Need to maximize sidewalk space, bike lanes on E Front are worthless, traffic moving slow enough for bikes to share travel lane comfortably and safely
    - People don't bike on E Front because it doesn't feel safe
    - Put cycle track up at level of sidewalk
- Concept C
  - Pros
    - Make street confusing for drivers is better and safer for everyone
    - Addresses ADA issues
    - Use of alley for bikes
    - New building site on city-owned parcel – like narrowing streets to south
    - Trail along Park St
  - Cons
    - Less safe for drivers if all bicyclists routed to alley
    - If we don't dedicate a bike lane on Front, they will use street anyway, but less safely.

#### Comments/Questions

- Wayfinding and striping and demarcation needed – this is where you belong, you are welcome
- We've grown over last 10 years *despite* parking challenges
- We have chance to double-down on pedestrian and biking infrastructure
- Increase density, climate change, zone for people, not cars
- Need to grow Bay Line – was picking up pre-COVID

- We are planning for next 25-40 years, because that is how long infrastructure will last
- Destination downtown; workers not using it
- Future of businesses in this section
- People are biking as an activity, not to go shopping downtown, not for transportation
- Issue – employees parking on front or in neighborhood
- Need to think about 100 and 200 block of Front – which cross section would you want?
- Are we working from 8<sup>th</sup> street model and expanding? Network connectivity?
- Buildings on north side of Front going to need TLC soon – imagine what could be
- Gateway to downtown needed!
- Q: What about self-driving vehicles?
- Parking is a major challenge (DDA)
- Need to think about people using electric scooters, skateboards as well
- People biking all the way from Munson on TART trail, how to draw them into downtown?
- Parking ramp with bike parking
- Probably not going to have same land use pattern we have today in the future
- State street should be two way; for people coming in and going

### Community Meeting @ 6pm

#### Presentation

- Q: Data on bike volumes seasonally?
- Q: Who are we optimizing for? What is the goal of Front Street?
  - PAE: Optimizing for vibrancy; place; energy; attractiveness; people. But we need to get the people there. So how do we do that? Balance between modes. We are going to favor pedestrians because that has been reflected to us to be priority.
- Park is the dividing line. It's so different. I always experienced downtown as a pedestrian. Forgot there was more downtown east of Park. Optimizing for traffic and vibrancy – more cohesive → cater to pedestrians.

#### Concepts

- Concept A
  - Pros
    - Like idea of taking bikes off of Front Street; why would you want bikes down Front St? More congested, more opportunity for conflict. Why bother putting bikes down main road when you can go one block over?
    - Like speed tables at intersections
  - Cons
  - Comments
    - Q: Why did you select Washington for the bike route? Seems like State or 8<sup>th</sup> more suitable?
      - Deferred to TART in Town, but open to other options
    - Q: How do cars get down to Front Street at the interchange with Parkway?

- Q: What type of cyclist are we designing for?
    - Boardman would be best for crossing at river to connect into the neighborhood
    - Q: What about city maintenance?
    - A is the best, B is the worst
- Concept B
  - Pros
    - Can plow just one side w/o worrying about parking on street
    - Clear dedication of space for bikes vs. pedestrians vs. cars
  - Cons
    - Harder for pedestrians to cross
    - Lose parking
    - Why would cyclists travel here? More dangerous
    - Discourages foot traffic
    - Increases length to cross street without bulb outs
    - Don't need all the infrastructure of B because there isn't good circulation need better circulation to make it work better; 1-way streets are "socialist/fascist"
    - Concerned cycle track will not be used
    - Worried about 2-way cycle track on 1-way portion of Front; width may be too wide – would putting one lane on each side of street be better?
    - Pedestrian traffic too high to have cycle track here
- Concept C
  - Pros
    - Alley is utterly perfect for bicyclists – could make it look like a bike trail, could make it look cool
  - Cons
- Comments/Questions
  - Could do so much more if State and Boardman were both two-way
  - State is stepchild of Front, it's a parking lot
  - Circulation discourages proper use of cars and speeds are increased because of one-way
  - Should encourage best and highest use
  - Think of visitors – they are confused on one-way streets
  - Have to encourage people coming downtown all modes. It is a destination for all modes.
  - Look at Washington and State for bikes – unsure which is wider
  - Can't choose favorite concept because it will be dependent on circulation changes
    - If Boardman is two-way and State is two-way, then it would be easier to do a lot more with State Street
    - State has been the ugly stepchild, need better circulation
    - 1-way discourages movement and increases speed
    - Crossing distance too long
  - Should be equal for people no matter how they get to downtown, need to accommodate and not confuse visitors with 1-way streets, make it easy and not exclusionary
  - Q: Pedestrian volume? Bike traffic volume?



- Q: What are we optimizing for?
- Make downtown feel cohesive and connect to downtown blocks to the west; Park is the divide
- Think about State Street and alley – maximize both

#### Straw poll

- A – 2
- B – 1
- C – 1
- A or C if State and Boardman are both two-way – 2

### **September 29<sup>th</sup>**

#### **Virtual Session @ 8:30am**

- Resident, property owner 1
  - Q: How many bus bulbs are proposed? Why so many?
  - I really like Concept A
  - Commerce and bikes are mutually exclusive
  - Biking is for leisure and has no business on Front St
  - Parking garage works with State and Front one-way, could have congestion with two-way
  - Less opposed to Boardman two-way if there is a left allowed onto Front
  - Why do bicyclists have a stake in this?
  - Will property owners be hit with assessments to fund this?
- Resident 2
  - I like A
  - No bikes on Front St
  - Safety a concern
- Josh, MDOT
  - I'm a visitor to TC
  - Potential for peds to walk on cycle track
  - Not all cyclists have same comfort level
  - I like A but I don't like pushing bikes two blocks south to Washington
- Suzanne to Josh: Bike network recommendations?
  - Mix of locations and types
  - Signage important
- Q: PPP for use of private lots evenings and weekends?
- DDA: How to better engage business owners? Property owners?
  - Could be on News Talk or table at Little Fleet or other location
- Fewer property owners than business owners; try to engage separately
- Q: Could we have separated bike track on each side?
- If cycle track is on State, need great connections on Park, Cass, Union, and Franklin
- DDA: Mobility is going to change in 10 years, bikes are here to stay
- State St cycle track not capially planned right now

- Biking on front not possible when closed for pedestrians seasonably
- Wayfinding important
- Wrap bike track to turn on Union
  - Bike facilities to Old Town – remove parking
  - Union – 8<sup>th</sup> St – State – TART
  - Signalized
- Bike master plan seems to be needed
- To influence MDOT on Grandview Parkway design, Mayor should be vocal – more gravitas

#### Virtual Session @ 12pm

- PC member attended

#### Virtual Session @ 6pm

- Lucas, MDOT
  - I like Concept A with ped focus
  - I am a bike advocate but downtown should be for pedestrians
  - Cycle track on State sounds good
- Can see it staying one-way or two-way
- Love cycle track on State
- Like the parklets and social zones possible in Concept C
- Alleys are underutilized asset downtown
- Tourists would prefer clear cycle track on State
- Public space instead of parking at RR site



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# East Front Street Redesign: Scenarios

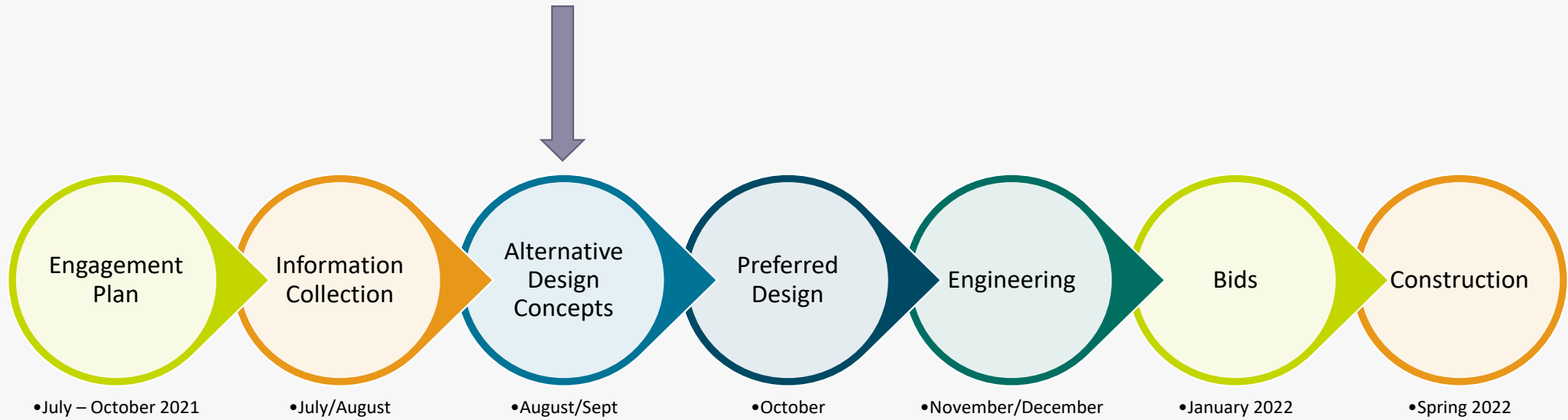
SEPTEMBER 27 & 29, 2021



## **AGENDA**

- Traffic Circulation Study Update
- Survey Highlights
- East Front Street Concepts
- Additional Considerations
- Discussion
- Next Steps

# TIMELINE OVERVIEW



# GOALS AND GROUND RULES

## Today's Meeting Goals:

1. Present and discuss concepts
2. Validate design goals
3. Identify pros and cons
4. Begin to move towards a preferred preliminary concept

## Ground Rules:

- Please silence phones
- Honor today's process
- Give space for everyone to speak and share ideas
- No personal comments
- Practice active listening
- Assume positive intent
- If an issue is identified, how would you solve it or mitigate for it?

# TRAFFIC CIRCULATION STUDY UPDATE

# STUDY AREA & DATA COLLECTION



Morning (7-9AM) and Afternoon (4-6PM)  
traffic counts were performed at all  
intersections in mid-July 2021



# EXISTING ONE-WAY TRAFFIC PATTERN



# TWO-WAY TRAFFIC PATTERN



## DOWNTOWN TRAFFIC CIRCULATION STUDY FINDINGS TO DATE

- PAE has modeled:
  - Existing conditions, adjusting for known roadway impacts (such as bridge closures on 8<sup>th</sup>, Cass, and Park)
  - two-way conditions using the existing network volumes (proof of concept)
- Preliminarily, two-way traffic is possible under present day volumes with existing street layouts
- Minor investments (signs, marking, turn lanes, adjusted parking, etc.) showed improvements over the base two-way condition
- Lifecycle investments need to be made in signals, signs, pavement markings, etc.
- Preliminary results need further study

## DOWNTOWN TRAFFIC CIRCULATION STUDY NEXT STEPS

- Further study is being conducted to evaluate and determine:
  - A hybrid model retaining some one-way segments and converting others (to be determined through the modeling process)
  - Projected infrastructure costs to implement any necessary/recommended improvements
  - Perform analysis to determine potential impacts to maintenance operations
  - Identify and model future growth conditions (x% growth per year for y years)
  - Identify potential safety impacts for modeled scenarios
  - Operational traffic impacts for future growth conditions

# STAKEHOLDER FEEDBACK

This is what we heard you say in our August meetings and survey...

## SURVEY RESULTS

535 responses

Mostly residents and property owners

Majority use East Front Street TO visit businesses and to go THROUGH on their way to another destination

Current conditions are crowded, busy, tired, dated...but "fine"

Vast majority drive, majority walk, and a fair number bike on East Front Street

Top mode to prioritize in redesign pedestrian, followed by car and bicycle

Desired vision for East Front Street: friendly, inviting, walkable, safe, vibrant






Also focus on trees and greenspace, access to Boardman River/Riverwalk, outdoor restaurant seating


Other important amenities: benches, bicycle racks, and trash cans

PROVIDE ONE WORD THAT BEST DESCRIBES EAST FRONT STREET



# PLEASE RANK THE LEVEL OF IMPORTANCE EACH MODE SHOULD HAVE IN THE DESIGN OF EAST FRONT STREET

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Pedestrian (people of ages and abilities)	1		2,236	512
Car (auto-oriented)	2		1,783	509
Bicycle (bike-oriented)	3		1,587	505
Bus (transit-oriented)	4		1,178	492
Freight (accommodating for delivery vehicles)	5		814	485

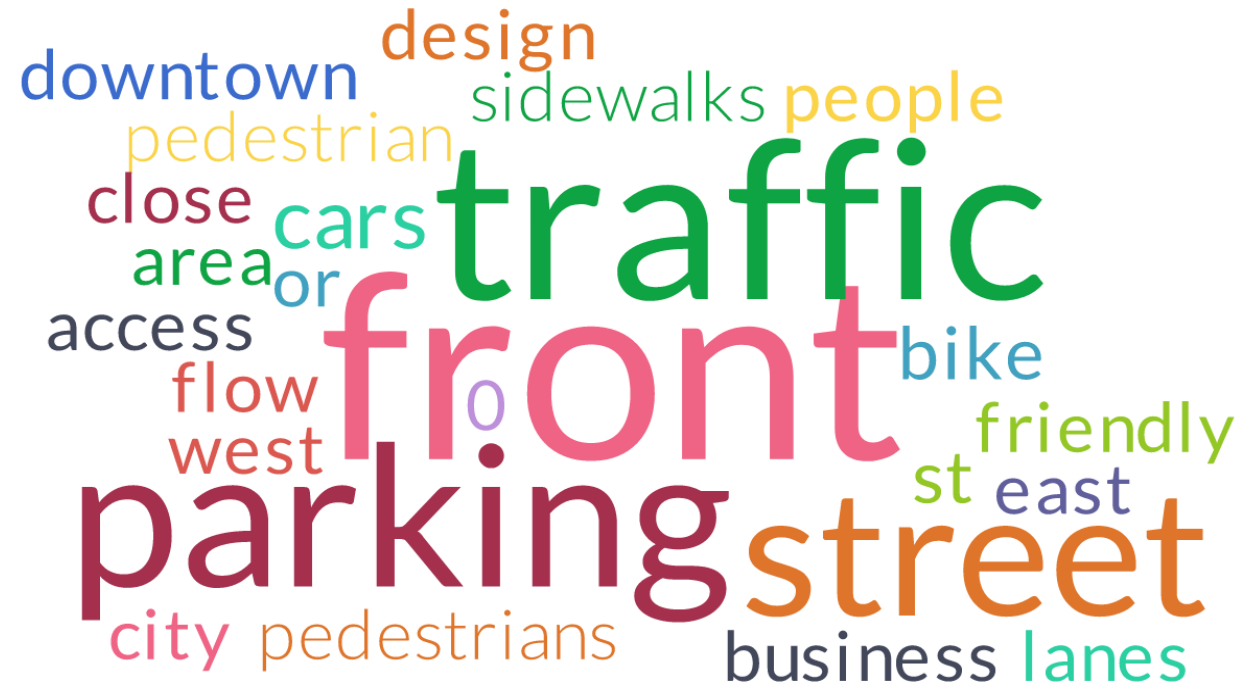

  
 Lowest Rank      Highest Rank



DESCRIBE IN ONE WORD YOUR VISION FOR EAST FRONT STREET



# IS THERE ANYTHING ELSE THAT SHOULD BE CONSIDERED IN THE DESIGN OF EAST FRONT STREET?



## KEY TAKEAWAYS FROM MEETINGS

- Pedestrians should be a focus and wider sidewalks are needed
- Improve Grandview Parkway to allow safe crossing to TART trail and water
- Design of facilities should be focused on high-quality design and not minimums
- Provide better bicycle facilities
- Better lighting is needed – but not overlit
- 100 and 200 blocks of Front most critical to remain 1-way
- Travel speeds should be slow and safe
- Multiple strategies needed to address parking
- Need to consider maintenance and snow removal in design
- Parking impacts and cut-through traffic are concerns of the Boardman neighborhood

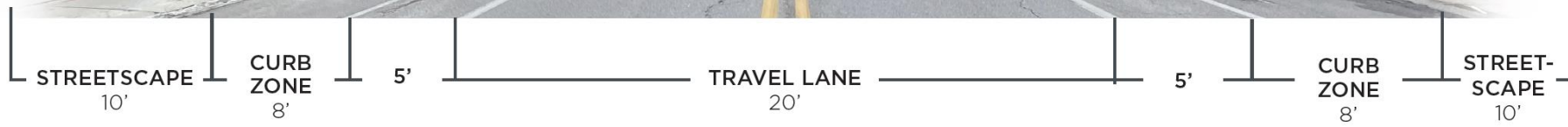
# ADDITIONAL BACKGROUND INFORMATION

# EXISTING CONDITIONS

ELEVATION AT WELLINGTON ST

2 WAY STREET

RIGHT OF WAY  
66'





TRAVERSE CITY  
STREET DESIGN MANUAL



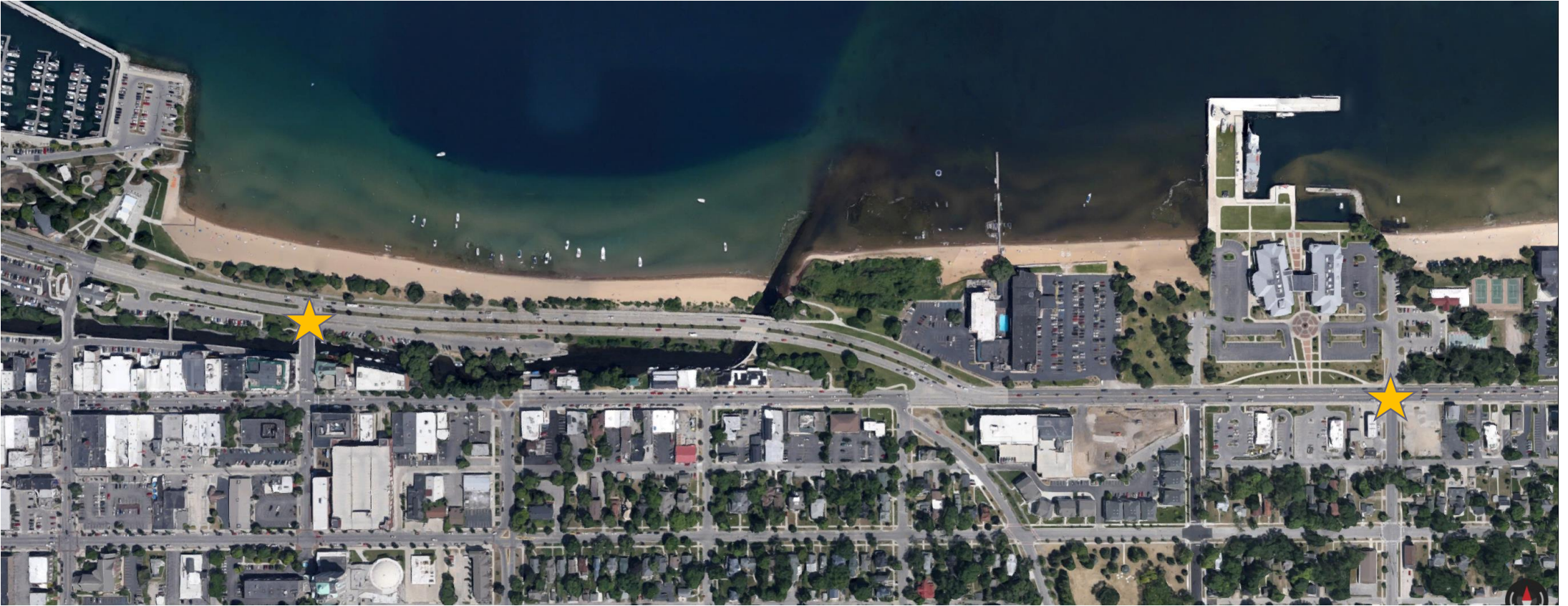
	DOOR ZONE	PED ZONE	TREE ZONE	CURB ZONE	BIKE LANE	TRAVEL LANE	TRAVEL LANE	BIKE LANE	CURB ZONE	TREE ZONE	PED ZONE	DOOR ZONE
Preferred Standard	2'	5-8'	3-8'	7-8'	5-8'	10-11'	10-11'	5-8'	7-8'	3-8'	5-8'	2'

NOTE:

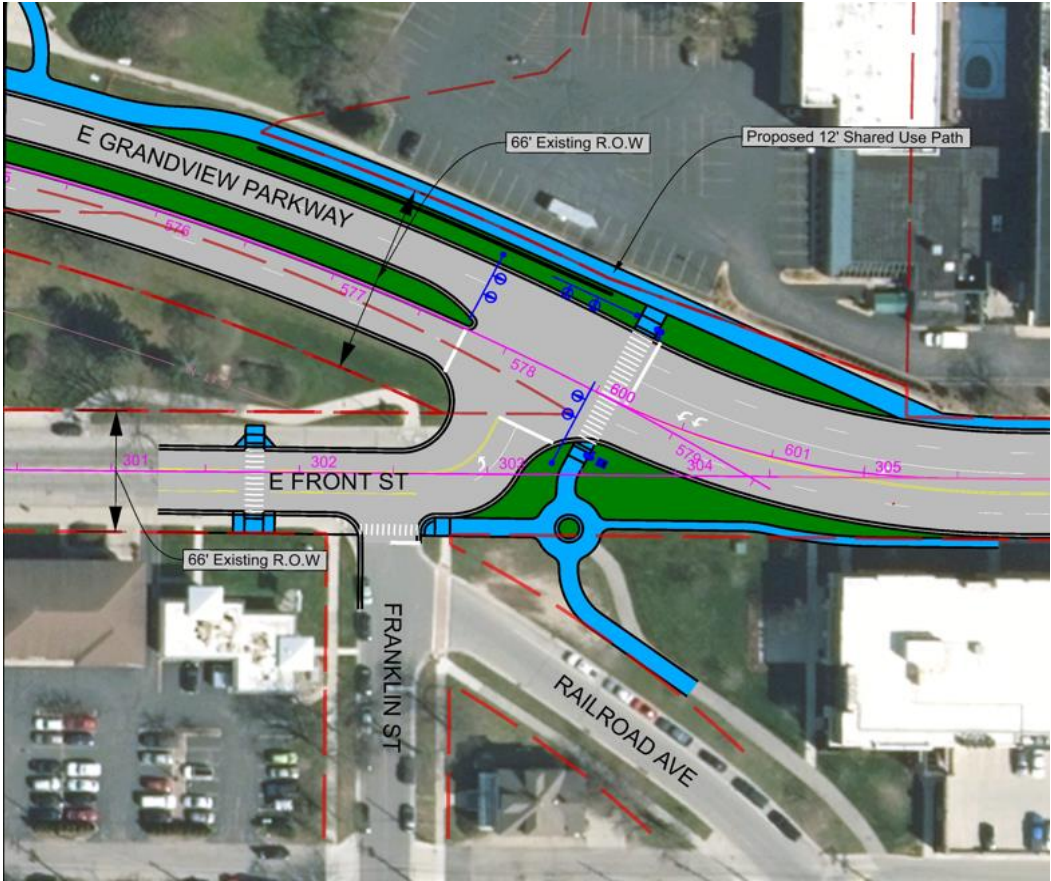
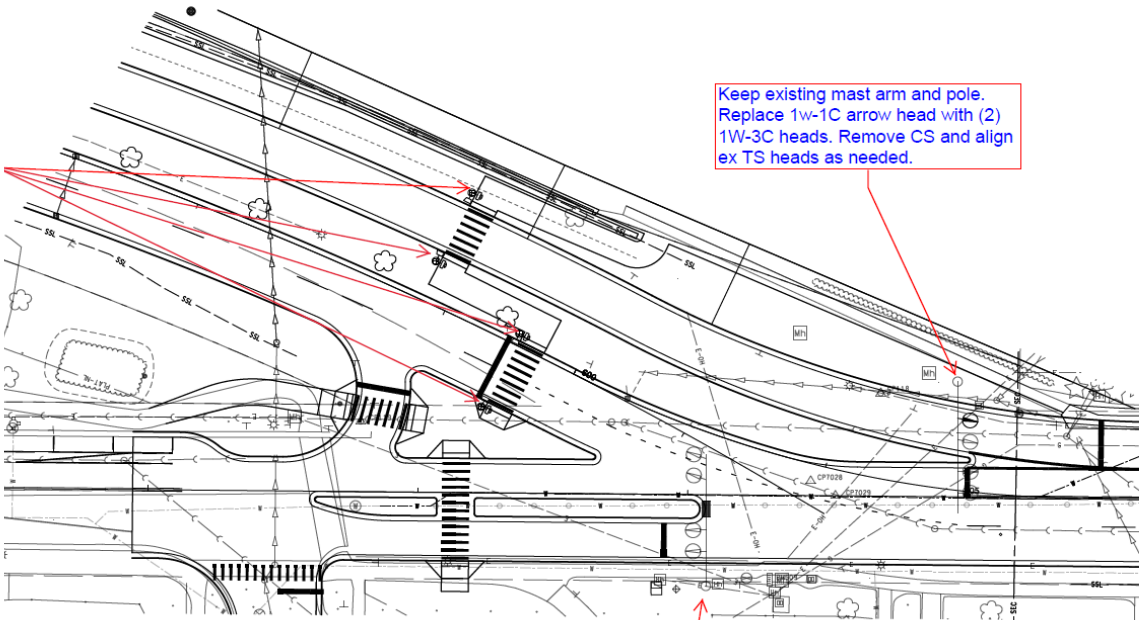
1. Curb zone can include parking, loading, etc.
2. Door zone is typically private property due to 2.5-foot building setback
3. Typical right-of-way is 66 feet wide.

← minimum 60', maximum 86' →

## 2/3RDS OF A MILE (3,300') BETWEEN SIGNALIZED CROSSINGS

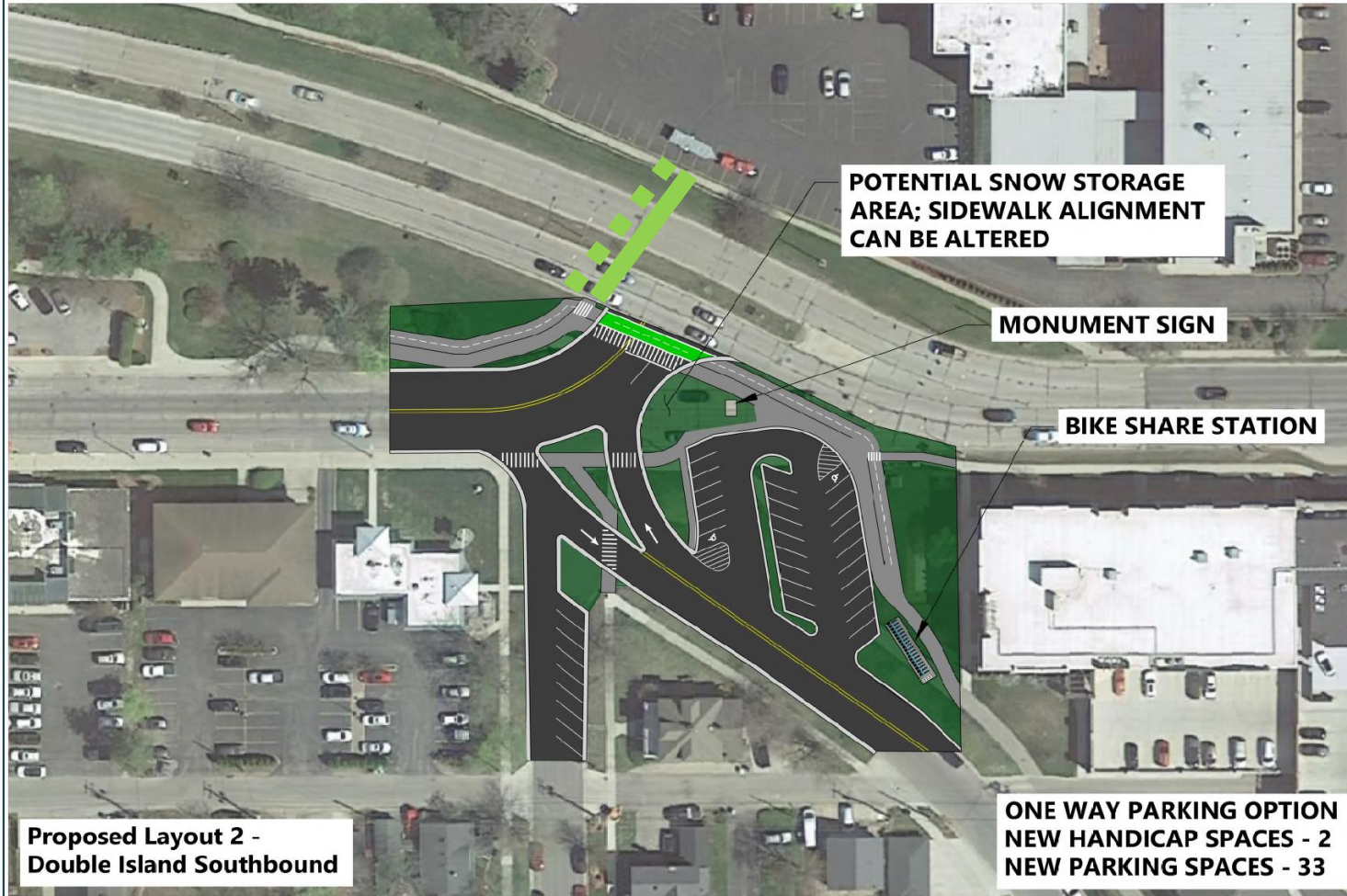


# GRANDVIEW PARKWAY CONCEPTS - MDOT

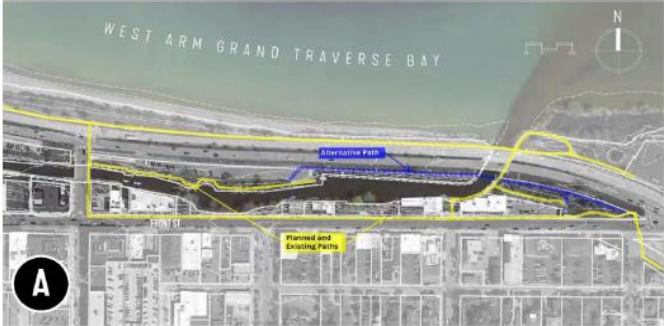




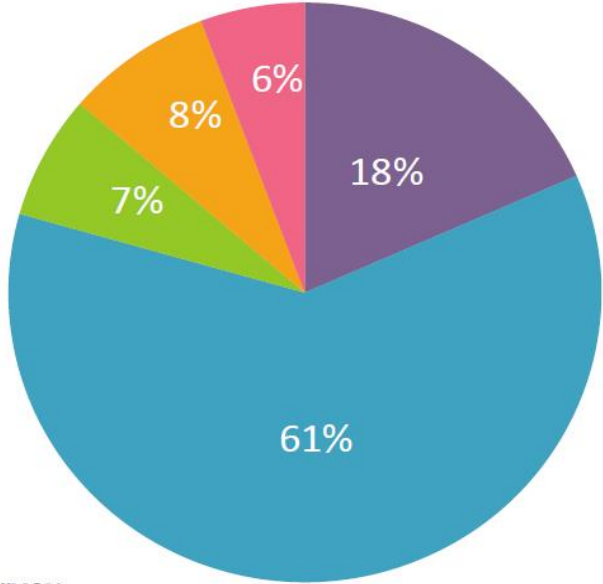
# GRANDVIEW PARKWAY CONCEPTS - PAE



# EAST END OF FRONT STREET



- Do you support creating a walking loop along the East End of Front Street?

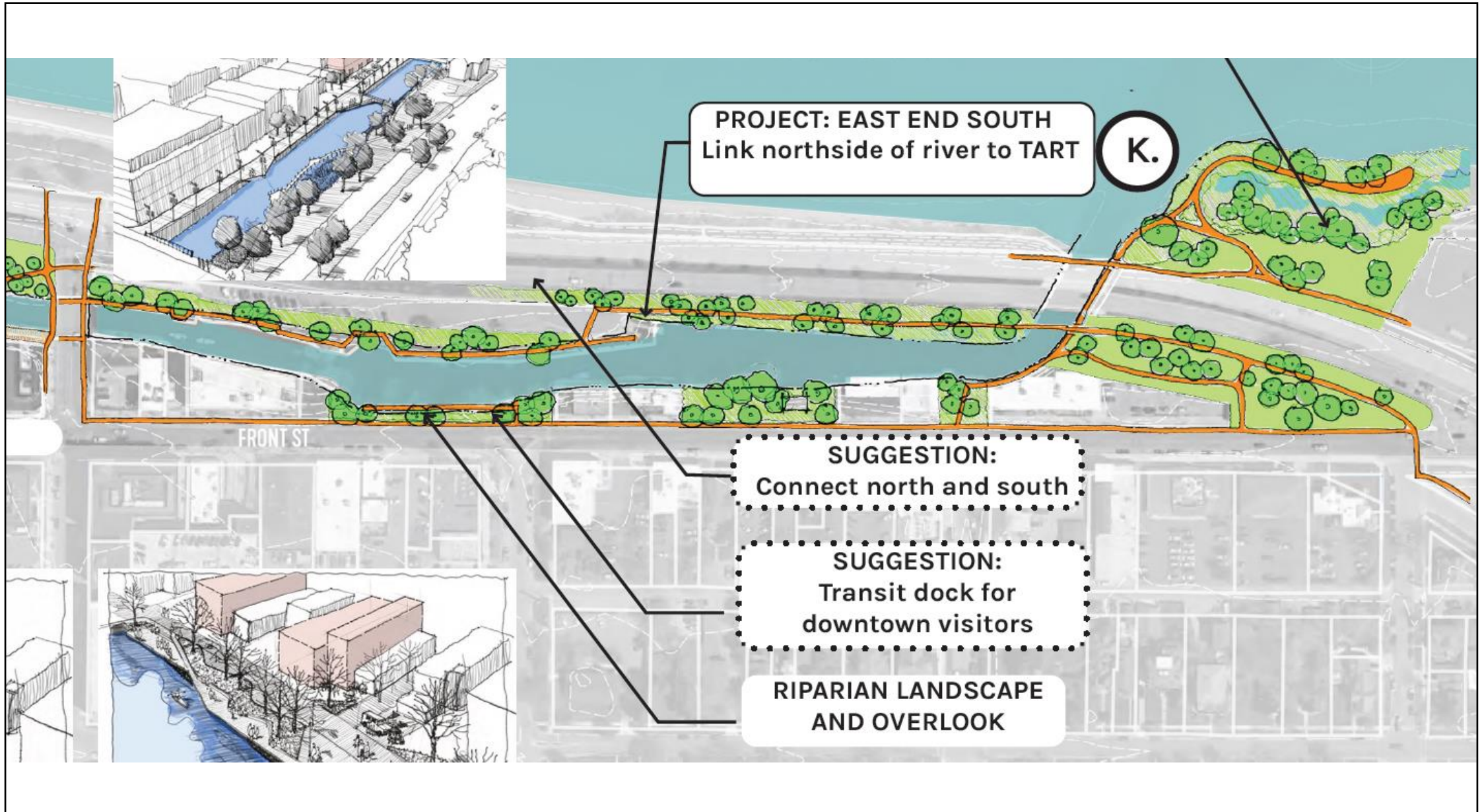


- Yes, I would like to prioritize this project
- Yes, I support this project
- Yes, I would support this project with modifications
- No, I do not support this project
- No opinion

Survey (87responses)







**PROJECT: EAST END SOUTH**  
Link northside of river to TART

**K.**

**SUGGESTION:**  
Connect north and south

**SUGGESTION:**  
Transit dock for  
downtown visitors

**RIPARIAN LANDSCAPE  
AND OVERLOOK**

FRONT ST



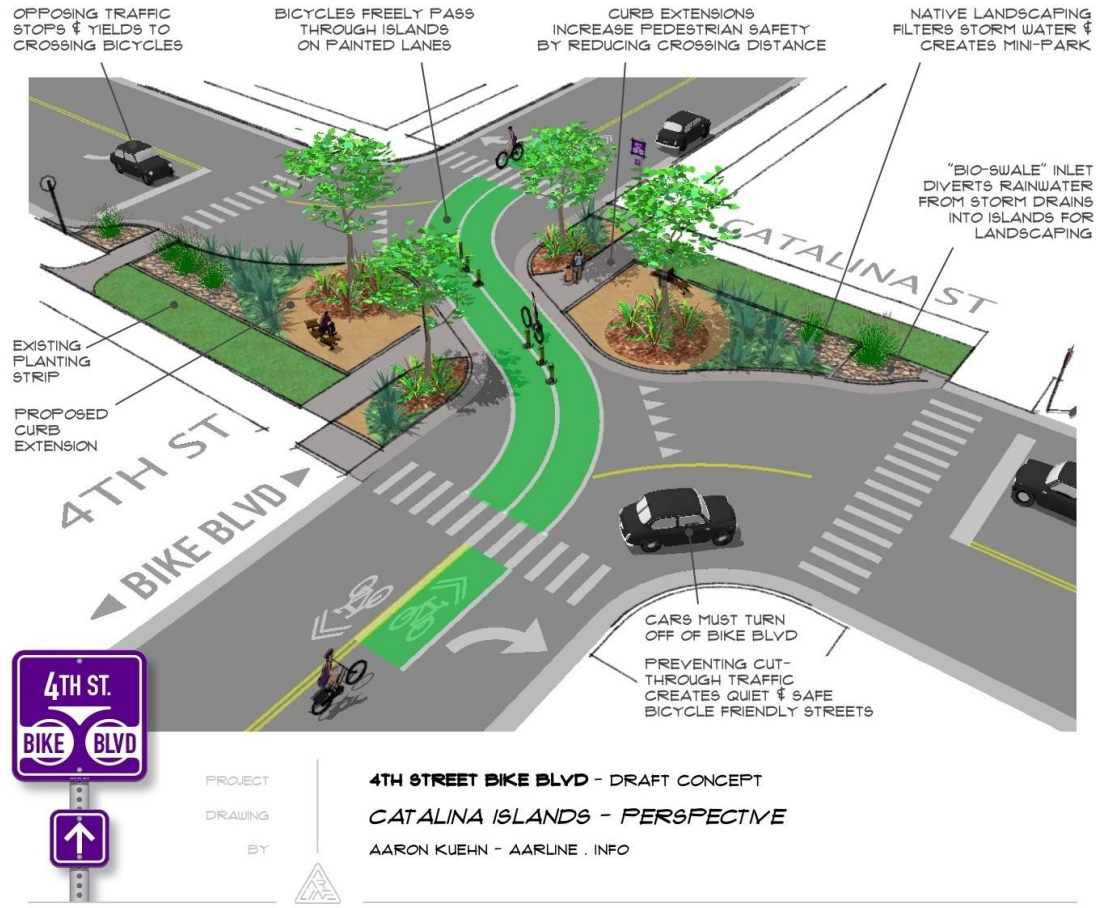
TART TRAIL

E FRONT ST PROJECT

TART-IN-TOWN TRAIL

EIGHT STREET TRAIL

# BICYCLE BOULEVARD



# E FRONT DESIGN CONCEPTS



# CONCEPT A

# CONCEPT A: PEDESTRIAN EMPHASIS

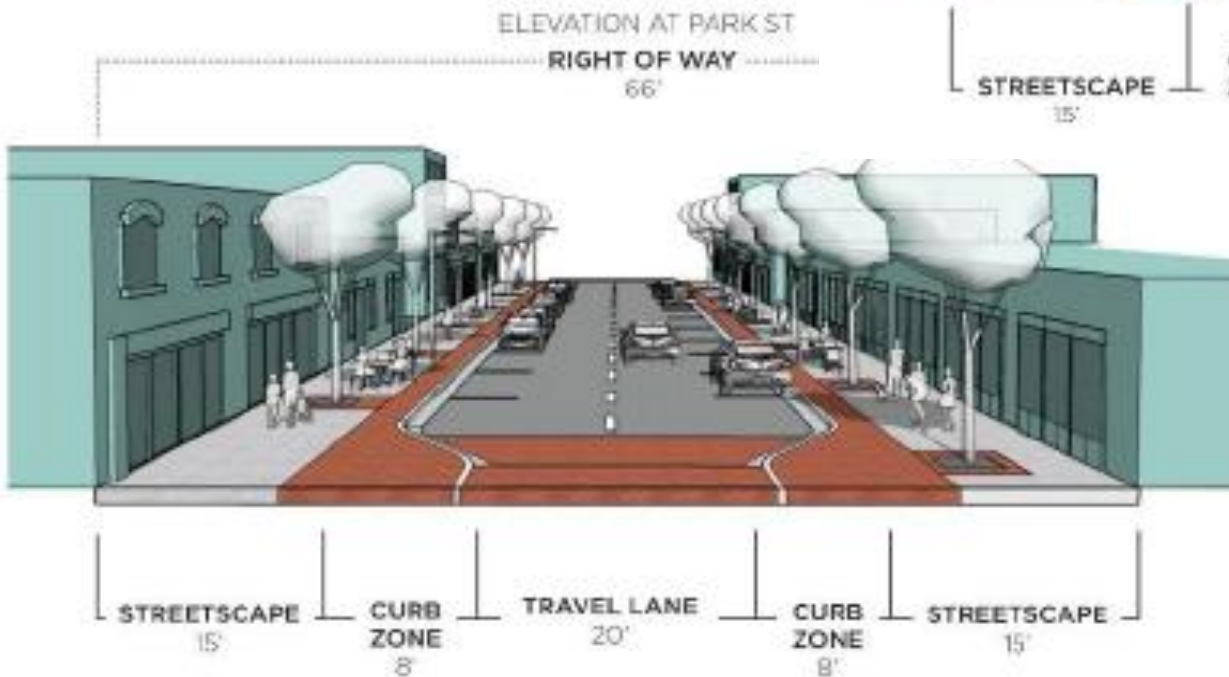
**VISION: EAST FRONT STREET IS VIBRANT AND PEDESTRIAN-FRIENDLY, WITH WIDE SIDEWALKS, MULTIPLE PEDESTRIAN CROSSINGS, AND INVITING PUBLIC AMENITIES.**

## Design Goals:

- Create a walkable environment along East Front Street
  - Widen sidewalks
  - Provide mid-block crossings
- Increase activity
  - Provide sidewalk space for outdoor cafes and businesses
  - Create a plaza at Franklin and Railroad for events
- Strengthen connections between the Boardman neighborhood and the Boardman River
  - Install intersection speed tables at Wellington and Boardman
- Manage traffic into the Boardman neighborhood
  - Close Wellington seasonally (East Front to alley)
  - Reduce Franklin to one lane with parking
  - Make Boardman a two-way street
- Serve all modes of transportation
  - Create a bicycle boulevard on Washington Street for TART in Town
  - Use Wellington and Boardman as access streets between Washington and E Front
  - Bus bulb-outs
  - Make E Front between Boardman and Park 2-way to improve parking ramp access\*

*\*Note: If E Front Street between Park and Boardman allows two-way traffic, then the section of State Street from Park to Boardman will also need to be converted to 2-way to allow for proper circulation in the city parking ramp. This does not mean that all of E Front Street or State Street in the rest of downtown would need to change. Additional discussions will must still occur with the community.*

# CONCEPT A CROSS SECTION



# CONCEPT A: PEDESTRIAN EMPHASIS



**RAISED INTERSECTIONS** reinforce slow speeds and encourage motorists to yield to pedestrians at the crosswalk.

Design for **LOCAL STREETS** can combine storm water management features, curb extensions, vertical speed control elements, and bicycle facilities that encourage safe speeds and meter through traffic.



**CURB EXTENSIONS** increase the overall visibility of pedestrians by aligning them with the parking lane and reducing the crossing distance for pedestrians.

**BULBOUTS** can facilitate mid block pedestrian crossings of low-volume streets.



**BUS BULBS** may be combined with amenities such as wayfinding maps, plantings, and trees to enhance the overall transit user experience.

Where a **SPEED TABLE** coincides with a crossing or crosswalk, it should be designed as a raised crosswalk.



The **SIDEWALK** is the area where people interface with one another and with businesses most directly in an urban environment.

**PARKLETS** are typically applied where narrow or congested sidewalks prevent the installation of traditional sidewalk cafes.



A **GATEWAY SIGN** located at the entrance and from the Downtown area. The sign may incorporate stone and metal to express local history with a progressive look to the future. The signpost has built-in space for the gateway signs will create a cohesive look for the various locations around town.



**CONCEPT A**  
TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY



PROJECT PARTNERS:  
progressive|ae EF TT

# CONCEPT B

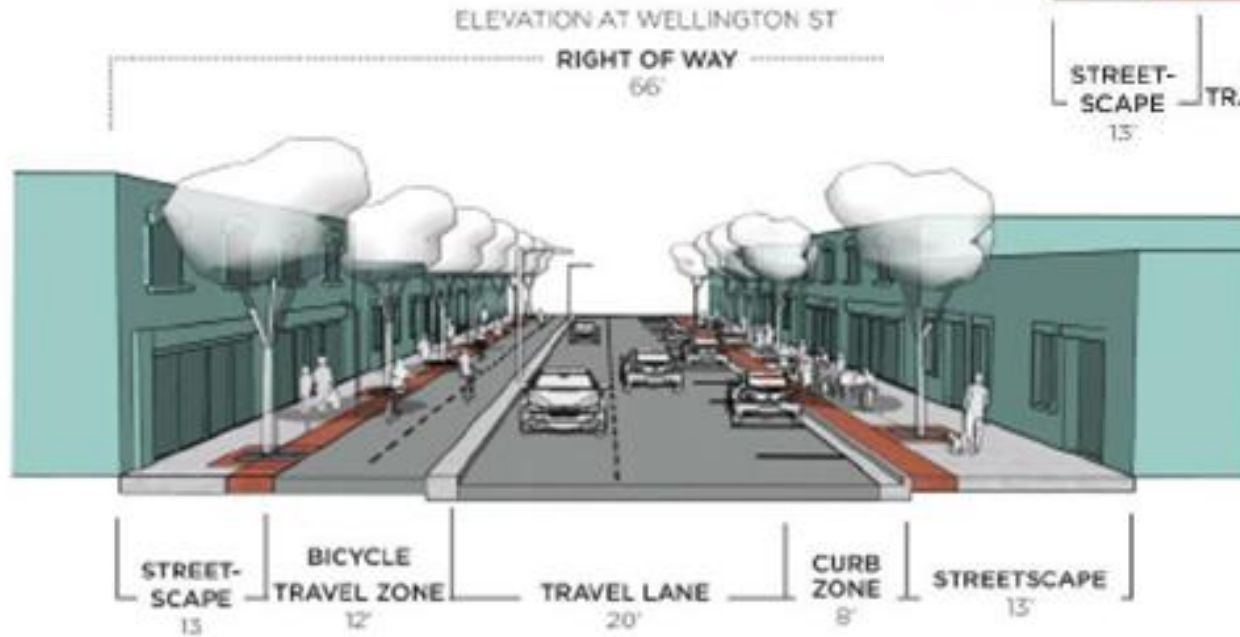
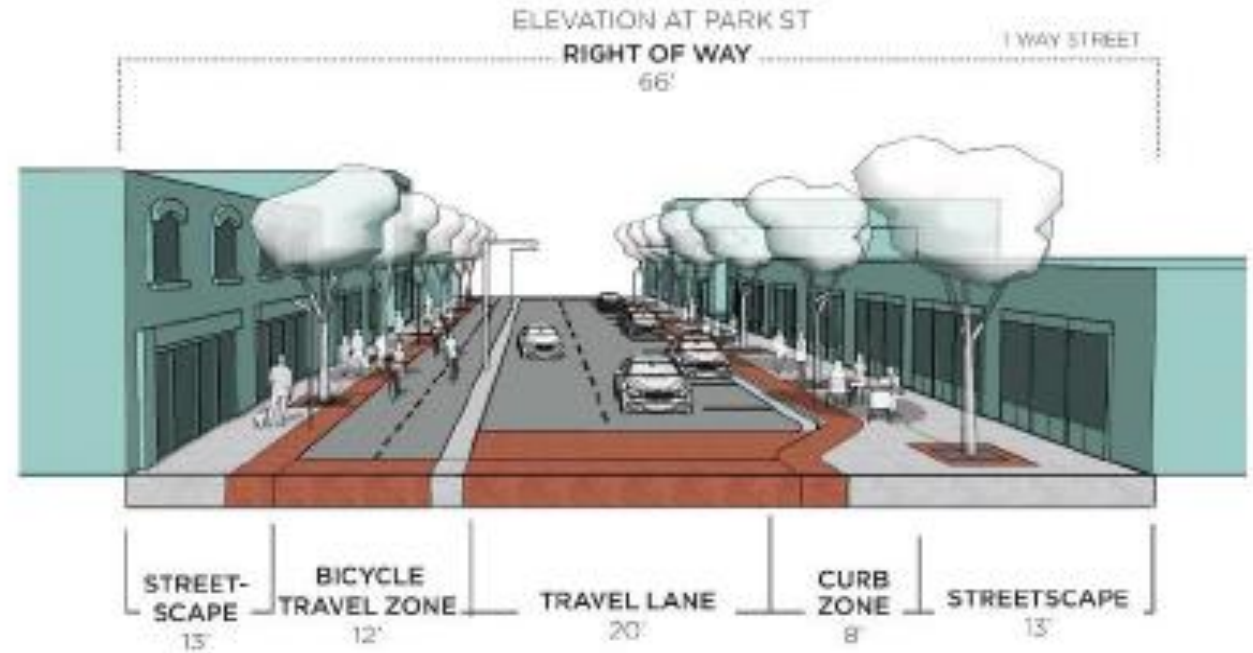
## CONCEPT B: BICYCLE EMPHASIS

### VISION: EAST FRONT STREET SERVES ALL MODES (BICYCLISTS, PEDESTRIANS, DRIVERS, AND TRANSIT RIDERS).

#### Design Goals

- Provide complete facilities that serve each mode
  - Cycletrack on East Front Street
  - Remove right-turn only lane on Park for a bike path that would connect to the alley along the river
  - Convert Park bike path into a loading area when Front St is closed for events
  - Widen sidewalk on the South side of East Front Street
  - Install floating bus stops
- Ensure the travel lane for each mode is clearly defined
  - Remove on-street parking on North side of street
  - No speed tables and limited bulb outs to avoid obstructing bicycles
- Mitigate for loss of on-street parking
  - Construct a new public parking lot at Franklin and Railroad
  - Revisit the City's neighborhood parking permit program
  - Consider the creation of a parking management district that leverages existing office parking during non-business hours

# CONCEPT B CROSS SECTION



# CONCEPT B: BICYCLE EMPHASIS



**1 RAISED INTERSECTIONS** reinforce slow speeds and encourage motorists to yield to pedestrians at the crosswalk.

Design for **LOCAL STREETS** can combine storm water management features, curb extensions, vertical speed control elements, and bicycle facilities that encourage safe speeds and meter through traffic.



**2 CURB EXTENSIONS** increase the overall visibility of pedestrians by aligning them with the parking lane and reducing the crossing distance for pedestrians.



**3 BULBOUTS** can facilitate mid block pedestrian crossings of low-volume streets.



**4 BUS BULBS** may be combined with amenities such as wayfinding maps, plantings, and trees to enhance the overall transit user experience.



When a **SPEED TABLE** coincides with a crossing or crosswalk, it should be designed as a raised crosswalk.






**CONCEPT B**  
TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY



**7 A RAISED CYCLE TRACK** dedicates and protects spaces for cyclists in order to improve perceived comfort and safety.

The **SIDEWALK** is the area where people interact with one another and with businesses most directly in an urban.





**9 PARKLETS** are typically applied where narrow or congested sidewalks prevent the installation of traditional sidewalk cafes.



**10 A GATEWAY SIGN** placed at the entrance to the Downtown area. The signpost incorporates stone and metal to express local history with a progressive look to the future. The complementary third phase of the gateway sign will create a connection for the various locations around town.






# CONCEPT C

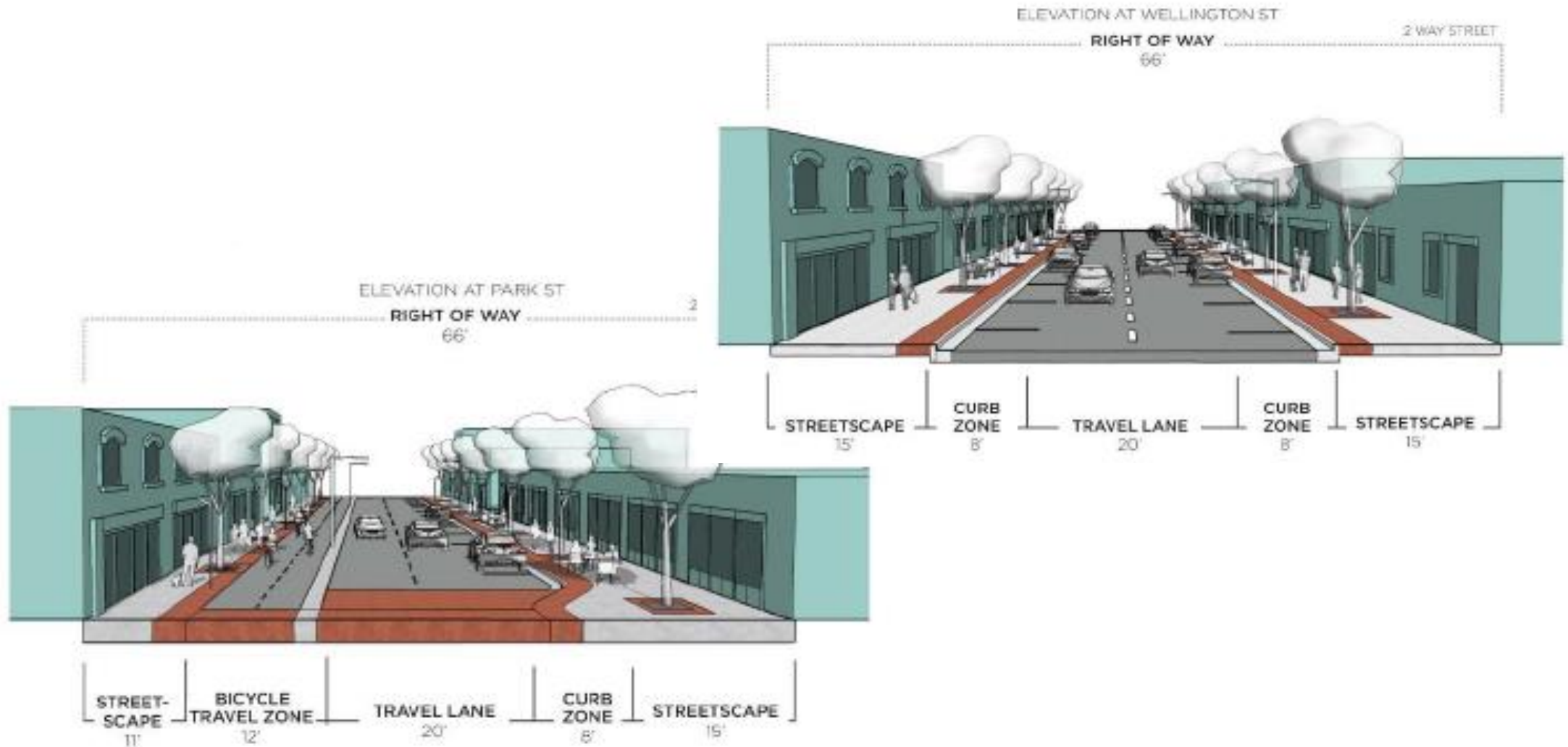
## CONCEPT C: OUTDOOR SEATING, FLEX PARKING EMPHASIS

**VISION: EAST FRONT STREET IS A FLEXIBLE PUBLIC SPACE, ABLE TO ADAPT TO THE SEASON AND ALWAYS WELCOMING NO MATTER HOW YOU TRAVEL THERE.**

- Strengthen connections between the Boardman neighborhood and the Boardman River
  - Speed tables at Boardman and Wellington intersections
- Increase activity
  - Provide sidewalk space for outdoor cafes and businesses
  - Seasonal displacement of parking with flexible uses such as parklets with outdoor seating
  - Construct a new building at Franklin and Railroad
  - Close Wellington seasonally (East Front to alley)
- Create a walkable environment along East Front Street
  - Widen sidewalks and provide mid-block crossings
- Serve all modes of transportation
  - Route bicycles to alley behind businesses on South side of East Front
  - Where alley discontinues, on-street facilities are provided between Boardman and Park to route to alleys either along the Boardman River or to the south, behind the businesses on the 100 and 200 blocks of Front Street
  - Bus bulb-outs
  - Make E Front between Boardman and Park 2-way to improve parking ramp access<sup>\*</sup>

*\*Note: If E Front Street between Park and Boardman allows two-way traffic, then the section of State Street from Park to Boardman will also need to be converted to 2-way to allow for proper circulation in the city parking ramp. This does not mean that all of E Front Street or State Street in the rest of downtown would need to change. Additional discussions will must still occur with the community.*

# CONCEPT C CROSS SECTION



# CONCEPT C: OUTDOOR SEATING, FLEX PARKING EMPHASIS



**1 RAISED INTERSECTIONS** reinforce slow speeds and encourage motorists to yield to pedestrians at the crosswalk.



**2 Design for LOCAL STREETS** can combine storm water management features, curb extensions, vertical speed control elements, and bicycle facilities that encourage safe speeds and meter through traffic.



**3 CURB EXTENSIONS** increase the overall visibility of pedestrians by affaring them with the parking lane and reducing the crossing distance for pedestrians.



**4 BULBOUTS** can facilitate and block pedestrian crossings of low-volume streets.



**5 BUS BULBS** may be combined with amenities such as waiting mats, plantings, and trees to enhance the overall transit user experience.



**6 Where a SPEED TABLE** coincides with a crossing or crosswalk, it should be designed as a raised crosswalk.



**CONCEPT C**  
**TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY**



**7 A RAISED CYCLE TRACK** dedicates and protects spaces for cyclists in order to improve perceived comfort and safety.

The **SIDEWALK** is the area where people interface with one another and with businesses most directly in an urban




**9 PARKLETS** are typically applied where narrow or congested sidewalks prevent the installation of traditional sidewalk cafes.

A **GATEWAY SIGN** placed at the entrance and from the Grandview Avenue. This sign may incorporate a historical marker to give the area history with a progressive look to the future. The contemporary look of the gateway sign will create a cohesive look for the various locations around town.



**PROJECT PARTNERS:**  
 progressive ae  

# CONCEPTS AT A GLANCE: COMPARISON

	Concept A		Concept B	Concept C	
<b>Sidewalk width</b>	<b>Boardman-Franklin:</b> 15 ft – both sides	<b>Boardman-Park:</b> 15 ft – both sides	<b>Franklin-Park:</b> 11 ft – north side 15 ft – south side	<b>Boardman-Franklin:</b> 15 ft – both sides	<b>Boardman-Park:</b> 11 ft – north side 15 ft – south side
<b>Bicycle facilities</b>	No dedicated bicycle facilities – bicycles encouraged to use Grandview Parkway and Washington Street (bike boulevard proposed)		Bicycle track on North side of street	<b>Boardman-Franklin:</b> Bicycles routed to use alley from Boardman	<b>Boardman-Park:</b> Bicycle track on North side of street
<b>Parking</b>	<b>Franklin-Park:</b> Street parking both sides		<b>Franklin-Park:</b> Street parking on South side	<b>Boardman-Franklin:</b> Street parking on both sides with seasonal closures for outdoor seating / parklets	<b>Boardman-Park:</b> Street parking on South side only
<b>Speed tables</b>	Speed table @ Wellington and Boardman			Speed table @ Wellington and Boardman	
<b>Pedestrian crossings</b>	Crossings at Park, Boardman, and Wellington Mid-block crossing between Boardman & Wellington; Mid-block crossing across from TART Trailhead		Crossings at Park, Boardman, and Wellington	Crossings at Park, Boardman, and Wellington Mid-block crossing between Boardman & Wellington Mid-block crossing across from TART Trailhead	
<b>Transit</b>	Bus stop bulb outs			Bus stop bulb outs	
<b>Street closures</b>	Wellington from Front to alley closed			Wellington from Front to alley closed	
<b>Circulation</b>	Boardman – 2-way E Front between Park and Franklin – 2-way* Franklin – 1-way from Front to alley going South		Franklin – 1-way from Front to alley going South	Boardman – 2-way E Front between Park and Franklin – 2-way* Franklin – 1-way from Front to alley going South	
<b>Grandview-Front-Franklin interchange</b>	Paver plaza – a flexible space for parking or a plaza able to host food trucks in the summer and snow storage in the winter		Parking lot proposed	New building site	
<b>Park Street (North of Front)</b>	No on-street parking Wider sidewalks on East side		No on-street parking Cycle track connector on West side of street – can also be used for loading zone when Front St. is closed	No on-street parking Wider sidewalks on East side	

*\*Note: If E Front Street between Park and Boardman allows two-way traffic, then the section of State Street from Park to Boardman will also need to be converted to 2-way to allow for proper circulation in the city parking ramp. This does not mean that all of E Front Street or State Street in the rest of downtown would need to change. Additional discussions will must still occur with the community.*

# DISCUSSION

# PROS AND CONS OF EACH APPROACH

## Concept A – maximized pedestrian amenities

- Pros
  - Maximize pedestrian space; pedestrians ranked highest for mode to cater to on this street
  - Keeps parking on both sides of street
- Cons
  - ...

## Concept B – bike facilities on Front

- Pros
  - ...
- Cons
  - Pedestrians ranked higher than bicyclists for the E Front redesign and this concept is less safe for pedestrians
  - We already have a nonmotorized trail on the Parkway (north of this corridor), as well as Washington Avenue being dedicated as the TART in Town (south of this corridor)
  - Many bicyclists would not feel safe on these facilities (level of comfort)

## Concept C – a hybrid approach

- Pros
  - Seasonal displacement of parking for pedestrian-focused amenities like expanded outdoor seating
- Cons
  - ...

# REPORT OUT



## NEXT STEPS

- Survey to evaluate three concepts
- Select preferred design
- Complete engineering drawings



# THANK YOU

We welcome your feedback, insights and inquiries.



Downtown Development Authority  
303 E. State Street  
Traverse City, MI 49684  
jean@downtowntc.com  
231-922-2050

## Memorandum

---

To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: October 11, 2021  
Subject: Project Updates

### **Clean & Green Initiatives**

Staff is working to identify options on ways to keep downtown “clean and green”, especially throughout the spring and summer months, including the following items:

#### Sidewalks

Staff is working to secure an in-person demonstration of a mobile sweep/vacuum/wash/cleaning unit for sidewalks. The mobile sidewalk cleaner (made by Madvac) has the ability to apply a “dry and wet” sweep of sidewalks. It is also fashioned with a power-washer to clean especially dirty and sticky areas.

#### Weeds and Tree Grates

The weeds and external growth within many of the tree grates throughout downtown, as well as in cracks within the sidewalks have become quite extensive. This past summer, we worked with YouthWork Industries (part of Child and Family Services of Northwest Michigan) to pull weeds and clean tree-grates throughout downtown. This one-time service was greatly appreciated and very helpful for a short period. However, consistent weed mitigation throughout the summer is needed. Staff is exploring long-term maintenance options (and costs) with local landscaping firms.

#### Trash Containers

Staff is working with the City’s DPS Department and “Bigbelly” to assess our current waste and recycling operations within the downtown – with the goal of developing a proposal to install “Bigbelly” containers throughout the downtown district. A Bigbelly container is a self-contained solar-powered waste compactor that can hold up to 10-times the amount of waste of a traditional container. In addition, the enclosed system helps to keep trash from blowing away or pulled out by seagulls. The DDA employed one of these Bigbelly containers as a “pilot” roughly 5 years ago.

### Seagulls

Staff is researching methods to deter seagulls from nesting on the roofs of downtown buildings. Options include everything from a noise deterrence mechanism to waving flags. Working with business owners to ensure dumpsters are properly closed will also help eliminate the number of seagulls downtown.

### Graffiti

DDA staff has been asked to participate on an internal committee with the city to identify, document and mitigate graffiti throughout the downtown. While graffiti is a persistent problem in areas throughout the city, there is a significant concentration in the downtown area.

## **Potential Zoning Amendments**

### Educational Uses in Downtown

On October 5<sup>th</sup>, the Planning Commission held a public hearing to gather input on a proposed zoning ordinance text amendment to allow schools and colleges/universities in the C-4 Regional Center District (Downtown). After discussion and deliberation, the Planning Commission approved the proposed text amendment and agreed to send it on to the City Commission for consideration and approval at their October 11<sup>th</sup> meeting.

Schools and universities bring youth/young adults to downtown, helping to shape a new generation of downtown supporters and stewards. Universities bring the potential for new innovation and possible spin-offs for Downtown.

### C-2 – In The Old Town District

The city's planning office and I held an Old Town business-owner stakeholder meeting to discuss possible amendments to the zoning ordinance that would allow the buildings in that district to be higher. The current ordinance allows for a maximum height of 30-feet. However, buildings can have a maximum height of 45-feet if one floor is used for residential uses.

## **Lower Boardman Unified Plan**

The City of Traverse City was recently approved for a 20-year loan from Michigan's Clean Water State Revolving Fund. The loan will be directed toward several wastewater repairs throughout the city, including relocating the sewer line along the Boardman River in the 100-block alley. As you are aware, the draft Unified Plan for the Lower Boardman River calls for significant place-making improvements to the 100-block alley - part of our effort to "turn and embrace" the river. The sewer relocation project provides an opportunity for the DDA to consider how and to what extent those placemaking improvements can be implemented. We plan to have the city's Director of Municipal Utilities Art Kruger attend our November meeting to provide an update on the sewer relocation project.

### **Boardman Riverwalk Fencing**

As you may recall, earlier this spring, a new riverwalk/deck was constructed along the Boardman River (adjacent to the Union Street Bridge) as part of the new Breakwater Development. A temporary fence/railing system was also installed until such time as a permanent fence/railing system was designed.

The DDA worked with designers from SmithGroup (our consultant team for the Lower Boardman Unified Plan) to design a functional, but more aesthetically-pleasing, fence/railing system that could be consistently utilized throughout the Lower Boardman corridor. Among other things, the fence/railing system would include a built-in lighting element that would help illuminate the surrounding Riverwalk.

With the design established, in May we issued a formal Request for Proposal (RFP) from qualified contractors to construct the fence/railing system along the riverwalk, deck and stairs. The RFP also included a request to expand the stairs (between the two deck platforms). We received one bid.

In July, the DDA Board reviewed and discussed the railing design and bid and decided to hold off on approval until additional design concepts were more thoroughly vetted and a better understanding of railing applications along the entire Lower Boardman River corridor was understood.

We are working to bring a railing concept back to you for additional discussion in December.

### **Bridge Construction Detours**

We are all looking forward to the conclusion construction for the Eight Street and Cass Street bridges in November. We have placed signs along West Front Street and throughout the Warehouse District to note the pedestrian detour around the West Front Street Bridge construction.





Downtown Development Authority  
303 E. State Street  
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231-922-2050

## Memorandum

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To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: October 11, 2021  
Subject: Consultant Work For DDA

The DDA serves as the lead agent for downtown development, focused on economic impacts through public infrastructure, business procurement, placemaking, events, promotion, growth and parking. The DDA is funded through a 2-mill levy on property owners within the Downtown District as well as management contracts for services that include parking, community arts and events and promotions. Public infrastructure improvements within the downtown district are funded through two TIF Districts – “TIF-97” which was established in 1997 for a period of 30 years and “Old Town TIF” which was created in 1985 and renewed in 2016 for an additional 25 years.

Over the last 40 years, the DDA has implemented a number of successful and transformative projects that have contributed to the overwhelming success of Downtown Traverse City. Today, Downtown Traverse City serves as the economic and cultural hub of Northwest Michigan. Its leafy and pedestrian-friendly streets, boutique shops, unique restaurants and microbreweries, signature celebrations and position on Lake Michigan attract over 3,000,000 visitors each year – helping to routinely place Traverse City on several enviable “top-ten” lists every year.

TIF is the only revenue-sharing tool we can employ at this time and it is the largest source of funding revenue for critical infrastructure within downtown. Without it, the full cost of infrastructure improvements and maintenance would rest on the shoulders of Traverse City residents.

Although Downtown Traverse City weathered the COVID-19 pandemic fairly well, it is uncertain to what degree office workers will return. The lack of office workers directly impacts our service industry, creating an employment imbalance downtown - especially throughout the winter months. In addition, many downtown shops and restaurants are struggling to secure and retain workers. As a result, many businesses are operating with limited hours and service.

There are a number of projects identified within the existing TIF-97 Plan that are currently in the planning and/or development phase and will require several years to fully mature and ultimately realized. In addition, there are a handful of projects that have not yet started, but are critical to the future development and growth of the downtown.

At the same time, several of the infrastructure projects that were implemented by the DDA near the inception of the organization, as well as older projects implemented under the two TIF plans, are showing signs of significant wear-and-tear and will either need to be repaired or replaced.

As part of the 2021/2022 DDA general fund budget, the DDA Board allocated funding for services to assist the CEO (and DDA) in identifying potential future scenarios for DDA. The initial scope of work that I have put together includes the following tasks:

- Review the current approach/structure of the DDA and explore opportunities to modernize the Downtown organization that better addresses the current and future needs of Downtown Traverse City.
- Explore a new plan for tax increment financing and business development that includes a new revenue-sharing model and provide other potential funding source scenarios.
- Identify short and long-range goals and objectives that are well defined and include measurable outcomes.
- Conduct a detailed market assessment and summarize emerging downtown trends and best-practices from cities and downtowns around the country.

Prior to issuing the RFP, I am asking the Board if there are other components that should be added to the scope of work.





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231-922-2050

## Memorandum

To: Downtown Development Authority Board of Directors

From: Harry Burkholder, DDA COO & Katy McCain, Comm. Dev. Director  
Steve Nance, DDA Board Member

Memo Date: October 11, 2021

SUBJECT: Arts Commission Update

### **Mural Project Update**

The mural project has been completed and all funds from the MCACA mini-grant have been collected. Plaques should be up at both mural sites later this month. Once those are in place, a ribbon cutting will occur.

### **10 Street Trailhead – Arts on the Tart**

The selected artists Sous la Ciel have completed and installed their artwork at the Tenth Street Trailhead. Their pieces include a series of painted panels and two picnic benches, containing murals of local flora and fauna from throughout the Grand Traverse Region and Boardman Watershed. Be sure to stop by and check them out!



### **Strategic Plan RFP**

Last month, we issued a formal RFP to hire a consultant to assist in the development of a new strategic plan for the Arts Commission. We received three proposals, with cost estimates that were significantly larger than we anticipated and budgeted. After discussing the RFP responses with the Arts Commission, we revised and reissued the RFP. Proposal are due the first week on November.

**Rotating Art Exhibit**

The Sestok Sculptures (part of our rotating art exhibit) that have been in place along the TART Trail will be removed soon and replaced by four sculptures from Cadillac artist David Petrakovitz.





## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
CC: Scott Hardy, Parking Subcommittee Chair  
Date: October 11, 2021  
Re: Board Member Report: Parking Subcommittee – October 2021

The Parking Subcommittee continued the discussion on employee parking options and reviewed information gathered from other Michigan communities. There is currently no other community that provides a reduced rate permits for employees. All permits are priced at a reduced rate from the cost of hourly parking and available to residents and employees. We discussed three other recommendations that may help employees, and will look into obtaining quotes for programming and increasing communications on the availability to businesses and their employees.

The 3-year Transportation Demand Management plan will be reviewed in preparation for the upcoming revised plan to incorporate objectives that may be related to upcoming projects (i.e., E Front Street).





## Memorandum

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To: DDA Board of Directors  
CC: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
Date: October 11, 2021  
Re: Staff Report: Parking Services – October 2021

### September Parking Revenue

The comparison of revenue from September 2019 show meter and Old Town revenue increases. Meter is likely a combination of increased utilization and fees while Old Town is attributed to increase utilization by Airbnbs. Hardy has not quite returned to 2019's revenue numbers even with the increased rates.

#### Meter Revenues

	2021	2020
Total Revenue	43%	-8%
Coin	34%	-12%
Pay-by-cell	69%	4%

#### Hardy Admissions

	2021	2020
Total Revenue	-5%	-29%

#### Old Town Admissions

	2021	2020
Total Revenue	97%	53%

### Transportation Demand Management Revised Plan

The TDM final plan was published in 2017. We are four years in and have implemented many of the "Quick Wins" or phase 1 objectives. There have been new developments, identified redevelopments of parking lots and other new projects identified since it was published. I have reached out to Nelson/Nygaard and MKSK to provide a quote to revisit and update the plan.

**Meter Rate Seasonal Decrease**

We first mentioned in the DDA packet for the May Updates that the programming handheld malfunctioned and is no longer operable. There were 62 meters in inventory that were programmed with the \$1.00 rate. These meters have replaced meters at the \$1.25 rate on 100 W Front and Pine Street as this location has and will continue to be impacted by the bridge construction.

**Employee Parking Flyer**

While Katy has done a great job increasing our communications, we continue to hear that employees are unaware of their parking options. We are working with Lake Effect to modify the employee parking rack card into a mailer format. Once complete, we will mail to all downtown businesses in an effort to continue to share employee parking information.



303 E. State Street  
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231-922-2050

## Memorandum

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To: Downtown Development Authority Board of Directors  
From: Katy McCain, DDA Director of Community Development  
Date: October 8, 2021  
Re: Community Development & Events Update

### **Coffee With the CEO**

The DDA is continuing with our “coffee with the CEO” series, at a different downtown locations each month. Merchants and community members can sit down with Jean and ask questions about downtown projects, events, or issues affecting their businesses. The October session of “Coffee with the CEO” will be held on Wednesday, October 13 at Espresso Bay from 8:30-9:30am.

### **A Toast to Downtown**

Please save the date! This year we are revamping the annual dinner after a year-long hiatus from COVID. The new event has been renamed *A Toast to Downtown* and will be held at City Opera House on Thursday, October 28<sup>th</sup>. The Lyle DeYoung Award nominating committee has met and determined the 2021 recipient. The event will also include the coveted Golden Shovel Award, food stations from Bubba’s, Firefly, Flying Noodle, GT Pie Company, and The Cheese Lady, and the best raffle in town! Please join us for a toast to everything our downtown has accomplished TOGETHER these past 20 months. You can purchase tickets [here](#).

### **Halloween Walk**

The Halloween Walk, where participating merchants will be passing out candy to trick-or-treaters, will take place on Saturday, October 30, from 10-11:30am. Come down and give the kids a wave as they show off their costumes!

### **Shop Your Community Day**

Shop Your Community Day is scheduled for Saturday, November 13<sup>th</sup>. We had over 55 local non-profits apply to participate this year and had to narrow it down to 30. We are excited to have some new organizations involved, like Generations Ahead, who works with pregnant and parenting teens in the Grand Traverse Area, as well as, some of our past favorites like Cherry Land Humane Society. With over 65 participating merchants this year, you can get your holiday shopping done, while also supporting a local

organization. 15% of sales will go to the non-profit of your choice from the 30 that were selected to participate.

2021 Non-Profit Organizations:

- AAUW Traverse City
- AC Paw
- Arts for All of Northern Michigan
- Big Brothers Big Sisters of Northern Michigan
- Boots for Kids
- Cherryland Humane Society
- City Opera House
- Crooked Tree Arts Center
- Dann's House
- Dolly Parton's Imagination Library-Grand Traverse Region
- FLOW
- For Animals
- Generations Ahead
- Grand Traverse Area Catholic Schools
- Habitat for Humanity Grand Traverse Region
- Justice for Our Neighbors Michigan
- Kids on the Go-Traverse City
- Michael's Place
- Norte
- Old Town Playhouse
- Parallel 45 Theatre
- Planned Parenthood of Michigan
- Safe Harbor
- The Children's House
- Thrive Medical Clinic (formerly Pregnancy Care Center)
- TART Trails
- Traverse City Children's Advocacy Center
- Traverse City Music Boosters (TCAPS)
- Traverse Health Clinic
- Up North Pride

**Light Parade/Tree Lighting/Santa's Arrival**

The light parade and tree lighting will be held on Saturday, November 20<sup>th</sup>. We are in the process of working out the details for the evening. The parade will end with Santa's arrival. A \$5,000 sponsorship with Serra Subaru was secured to help fund the parade.

We have determined that Santa will not be in his house this year for children to visit due to health/safety concerns. Instead, Santa will be riding through town the first three Fridays in December on the antique fire engine. Additional details to come.



**Social Media Update**

The DDA Facebook page had a net gain of 28 page likes. It's most popular posts were the Farmers Market post and East Front engagement session. The DTCA Facebook page gained 22 net followers in September. The most popular posts were on the Flying Noodle and Crepes and Co. The DTCA Instagram account had a net growth of 169 new followers. The most popular posts were on bridge construction and 40 Under 40.





**Minutes of the  
Arts Commission for the City of Traverse City  
Special Meeting  
Friday, October 1, 2021**

A regular meeting of the Arts Commission of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:00 p.m.

The following Commissioners were in attendance: Commissioner Ashlea Walter, Commissioner Chelsie Niemi, Commissioner Roger Amundsen, Board Member Mi Stanley, Board Member Steve Nance, and Board Member Joshua Hoisington

The following Commissioners were absent: Board Member Caitlin Early

Roger Amundsen presided at the meeting.

(a) **CALL TO ORDER, ATTENDANCE, ANNOUCEMENTS**

(1) Meeting called to order at 3:06pm

(b) **CONSENT CALENDAR**

(1) Consideration of approving the minutes from the August 18, 2021 Regular Meeting (approval recommended) (Burkholder McCain)

(2) Consideration of approving the August 2021 Financials (approval recommended) (Burkholder, McCain)

(3) Motion to approve consent calendar approved

Moved by Ashlea Walter, Seconded by Joshua Hoisington

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Mi Stanley, Steve Nance, and Joshua Hoisington

**Absent:** Caitlin Early

**CARRIED. 6-0-1 on a recorded vote**

(c) **OLD BUSINESS**

(1) Art of the TART Tenth Street Trailhead

(2) Mural Pilot Project

- Ribbon cutting suggestion by Commissioner Walter to start at the AT&T building and end at the Dish with refreshments
- Staff person McCain shares that the artists will be notified and a date set as soon as we have a solid date for plaque install

**(3) Rotating Exhibit Update**

- Commissioner Walter suggests that uninstal of Sestock and install of Petrakovitz should be done together in cases similar resources are needed for both

Recommended Motion: That the Arts Commission enter into an 18 month contract with David Petrakovitz to not exceed \$3,000 for four sculptures along the Boardman Loop of the TART Trail.

Moved by Ashlea Walter, Seconded by Joshua Hoisington

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Mi Stanley, Steve Nance, and Joshua Hoisington

**Absent:** Caitlin Early

**CARRIED. 6-0-1 on a recorded vote**

**(4) Strategic Plan Update**

- Staffperson Burkholder mentions that emails will go out to those who have expressed interest, as well as those that had applied before
- New deadline of November 1 was decided on

**(5) Downtown Banner Program**

- Commissioner Nance asks for a brief description on what the commission is looking to do
  - Amundsen brings up the possibility of putting out a call to local artists
  - Commissioner Hoisington asks if we are also looking to have sponsorship from local businesses
- Commissioner Walter states we should wait to figure out our path forward until we hear back from the city on the protocol for replacing the West Front banners and if they all need to be done together etc, and/or if the West Front association needs to be involved
- Staffperson Burkholder mentions we are still waiting to determine have the power to change them but should hear back soon

**(d) NEW BUSINESS**

**(1) Second Mural Project**

- The possibility of a projection mapping project brought up vs a normal painted mural

- Commissioner Niemi mentions that the legalities are more lax with projection mapping as far as permissions etc.
- Commissioner Walter brings up that the initial idea for the Union Mural project was to have multiple paintings so the projection mapping should possibly be its own conversation or project
  - Walter mentions that part of the Union concept was to promote under represented artists on a smaller scale
    - Niemi points out that this can be done larger than 5x5 and serve the same purpose and they could actually make more
- Commissioner Hoisington likes the opportunity of exploring the Union project and projection mapping separately but thinks they both are a good idea that should be continued
- Walter mentions forming groups to explore both projects
- Commissioner Stanley urges people to check out the projection mapping being done in Syracuse.
- Staff agrees to investigate further with downtown property owners, who would be willing to have murals on their businesses. Especially along Union

(e) **PUBLIC COMMENT**

(1) General

- No public comment

(2) Commissioners

- Staff person Burkholder mentions that new covers are being worked on for some of the panels in the Clinch tunnel where are has been damaged
- Commissioner Amundsen is working with JoAnne Cook with the tribe on the Perry Hannah plaque language

(f) **ADJOURNMENT**

(1) Motion to adjourn at 4:08pm

Moved by Chelsie Niemi, Seconded by Steve Nance

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Mi Stanley, Steve Nance, and Joshua Hoisington

**Absent:** Caitlin Early

**CARRIED. 6-0-1 on a recorded vote**

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Roger Amundsen, Chair



# DOWNTOWN TRAVERSE CITY ASSOCIATION

## BOARD MEETING

THURSDAY, Sep 9, 2021  
8:30 AM • Hotel Indigo

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### DRAFT MINUTES

1. Call to Order *Called to order at 8:34*  
*In attendance: Fisher, Morse, Libman, DeYoung, Walton, Lancashire, Skarshaug, Derenzy (staff), McCain (staff) and Viox (contracted staff)*  
*Absent: Hilt and Kaberle*
  
2. CEO Report
  - a. *DTCA Financials to be passed out at meeting*
  - b. Board Election Update (Jean)
    - i. *Motion by Morse: If communication went out on seeking nominations earlier this year, we appoint those currently running move forward. If no communication happened, send notice seeking candidates with a weeklong deadline.*
      1. *Motion seconded by Gildersleeve*
      2. *Motion passes 7-0*
  
3. [Events & Communications Review](#) (McCain)
  - a. Happy Apple Days
  - b. DTCA Annual Dinner (Nick)
  - c. Halloween Walk
    - i. *Libman offers to volunteer*
    - ii. *Determined that signage will be emailed to all businesses regardless of signup to get additional participation*
  - d. Shop Your Community Day
  - e. Light Parade/Santa's Arrival/Tree Lighting (Nick)
  - f. Black Friday/Small Biz Sat/Cyber Monday/Giving Tuesday
  - g. Santa
  - h. Ladies' Night
    - i. *Date correction of Thursday, December 9*
      1. *Timing will be 5-9pm*
  - i. Men's Night
    - i. *Date correction of Thursday, December 16*

*ii. Timing will be 5-9p*

j. Restaurant Week 2022 Dates

4. Executive Committee Report (*Fisher*)

5. Adjourn





**Minutes of the  
Parking Subcommittee for the Downtown Development Authority  
Regular Meeting  
Thursday, October 7, 2021**

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order at the 2nd Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 11 a.m.

The following Members were in attendance: Board Vice Chair Scott Hardy, Board Member T. Michael Jackson, Commissioner Doug Hickman, Board Member Pam Marsh, and Michelle Jones

The following Members were absent: Committee Member Todd Knaus and Board Secretary Richard Lewis

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

(c) **CONSIDERATION OF MINUTES**

- (1) Consideration of approving the minutes of the Parking Subcommittee meeting of August 12, 2021 (Approval Recommended)

Approval of the minutes of the Parking Subcommittee meeting of August 5, 2021.

Motion to approve the minutes of the August 12, 2021 Parking Subcommittee Meeting as presented.

Moved by T. Michael Jackson, Seconded by Pam Marsh

**Yes:** Scott Hardy, T. Michael Jackson, Doug Hickman, Pam Marsh, and Michelle Jones

**Absent:** Todd Knaus and Richard Lewis

**CARRIED. 5-0-2 on a recorded vote**

(d) **SPECIAL ORDER OF BUSINESS**

- (1) Introduction and Nomination

(e) **OLD BUSINESS**

- (1) Employee Parking

The following addressed the Subcommittee:

Scott Hardy  
Pam Marsh  
T Michael Jackson  
Doug Hickman  
Michelle Jones

(f) **TRANSPORTATION DEMAND MANAGEMENT**

- (1) 3 Year Plan

The following addressed the Subcommittee:

Scott Hardy  
T Michael Jackson  
Doug Hickman

(g) **RECEIVE AND FILE**

- (1) Waitlist - Surface Permits  
(2) East Front Street Feedback

(h) **PUBLIC COMMENT**

The following addressed the Subcommittee:

T Michael Jackson

(i) **ADJOURNMENT**

- (1) Motion to adjourn the meeting.

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Scott Hardy, Chairperson

Draft