



Parking Subcommittee

Thursday, December 2,
2021

11:00 a.m.

2nd Floor Committee,
Governmental Center
400 Boardman Avenue
Traverse City, Michigan
49684



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

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

Welcome to the Parking Subcommittee meeting!

Agenda

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1. CALL TO ORDER	
2. ROLL CALL	
3. CONSIDERATION OF MINUTES	
A. Consideration of the approval of the October 7, 2021 meeting minutes. Parking Subcommittee - 07 Oct 2021 - Minutes - PDF	3 - 5
4. NEW BUSINESS	
A. Permit Policy Change: Implement a non-transferable clause Permit Policy - Non-transferable - Memo	7 - 8
5. RECEIVE AND FILE	
A. Establish After-hours Permit Rate (DDA Board Approved 11/19/2021) Establish After-hours Permit Rate - Memo	9 - 10
6. PUBLIC COMMENT	
7. ADJOURNMENT	



**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.

Scott Hardy, Chairperson

Draft



Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Transportation Mobility Director
Date: November 29, 2021
Re: Permit Policy Change: Implement a non-transferable clause

The increase of infill development downtown has included residential units that are not occupied by full-time year-round residents, but rather have been purchased for the purposes of short-term rentals. Over the past year, there has been an increase in parking permits purchased by owners or management companies for the use by rental guests. There has also been an increase in long-term storage at the bike racks and multiple bike locker rentals. The person purchasing the permit does not always identify that the permit will be for nonpersonal use, but the use case is typically identified when the renter has issues entering or exiting the parking garage.

The increased amount of improper use by rental guests has ebbs and flows that are typically higher between Thursday-Mondays. The misuse is most commonly the result of tenants pulling tickets and refusing to pay or attempts to enter or exit with multiple vehicles with one permit. Conversations in the lane have been difficult for staff as their involvement is met with frustration from the guests. We are not familiar with the instructions or information that the owner provided as part of their rental agreement. There have been many conversations that resulted in comments that our customer service was poor as we have attempted to adhere to our policies.

In September, when I called other Michigan communities to gather information related to employee permits, I inquired about their policies on short-term rental parking. Most all define the use of their parking permits for the permit holder only and their non-transferable clauses were tied to revoked parking privileges for misuse.

We recently began the initial phase of the video management system (VMS) installation. The VMS will have some capabilities to view and search for license plates entering and exiting. This new ability will provide us with video evidence of misuse. This is an opportunity to change the policy and implement a nontransferable clause. Any misuse that led to revoked privileges or additional fees would be supported by video evidence. Implementing a non-transferable clause into our policy would be overarching for all permit holders. The only exception would be for shared accounts where we have companies that have floater permits, and their employees are familiar with the proper uses.

In moving forward, we would attempt to reach and provide a communication to all known short-term owners of the policy change. The goal would be to implement after January 1, 2022.

RECOMMENDATION: The Parking Subcommittee recommends the approval of incorporating a nontransferable clause for parking permits into the parking policy and related ordinances.



Memorandum

To: DDA Board of Directors
From: Nicole VanNess, Transportation Mobility Director
CC: Jean Derenzy, DDA CEO
Date: November 9, 2021
Re: Establish After-hours Permit Rate

This item was introduced to the Parking Subcommittee at their October meeting. The general consensus showed support for moving forward with providing an after-hours permit option. A recommendation was prepared for their November meeting, but their meeting was cancelled for not having a quorum.

In gathering information from other communities with regards to parking permits, there were two that offer an after-hours permit for their parking garages. The purpose of establishing an after-hours permit for use at the parking garages would provide a reduced rate permit for employees whose shifts are during lower occupancy periods which are typically in the later afternoons, evenings, and weekends. This permit will be aimed towards service industry employees. The goal is to reduce their on-street parking for the last couple of hours that meters are enforced and free up more on-street customer parking.

After-hours Permit Details

- Valid for use at parking garages from 3:30 PM-7:30 AM Monday-Friday and all day on Saturdays and Sundays.
- Use outside of after-hours time will be billed monthly at the hourly rate.
- After-hours permits are not available for use by Shared Account program.

The recommendation is to establish a rate based on the percentage of the current garage rate. The current garage rate is \$50 per month. Establishing this new rate at 75% of the regular rate would equate to \$37.50 per month. Any time the regular rate increases the after-hours would increase at the 75% rate.

RECOMMENDATION: The DDA Board of Directors establish an after-hours parking permit rate for parking garages at the rate of 75% of the regular permit rate.

