

Parking Subcommittee

(Zoom Meeting)

Thursday, July 1, 2021

11:00 a.m.

The Parking Subcommittee
will not be held at the
Governmental Center.

The Parking Subcommittee
Meeting will be conducted
remotely via Zoom webinar
Quick Highlights for Viewing
and Participating
(Finer Details Below)

Anyone wishing to give public
comment will need to call in
and wait in a "virtual waiting
room" where their
microphones will be muted
until they are called upon:

Dial: 312-626-6799

Meeting ID: 864 1280 4631

Participant ID: # (yes just #)

Posted and Published:



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

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

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

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

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

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

Downtown Development Authority:
c/o Nicole VanNess, Transportation Mobility Director
(231) 922-0241
Web: www.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 approval of the April 15, 2021 meeting minutes. Parking Subcommittee April 15, 2021 Meeting Minutes - PDF	5 - 7
4. UPDATES	
5. TRANSPORTATION DEMAND MANAGEMENT	
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6. PUBLIC COMMENT	
7. ADJOURNMENT	



**Minutes of the
Parking Subcommittee for the Downtown Development Authority
Regular Meeting
Thursday, April 15, 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, Commissioner Rick Brown, Board Member T. Michael Jackson, Board Secretary Richard Lewis, and Board Member Pam Marsh

The following Members were absent: Committee Member Todd Knaus

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

Chairperson, Scott Hardy called the meeting to order at 11:01 AM

(b) **ROLL CALL**

(c) **CONSIDERATION OF MINUTES**

- (1) Approval of the minutes of the February 4, 2021 subcommittee meeting.
That the meeting minutes of the February 4, 2021 subcommittee meeting be approved as presented.

Moved by Rick Brown, Seconded by T. Michael Jackson

Yes: Scott Hardy, Rick Brown, T. Michael Jackson, and Richard Lewis

Absent: Todd Knaus

CARRIED. 4-0-1 on a recorded vote

(d) **OLD BUSINESS**

- (1) License Agreement with Traverse City Light & Power for EV Charging Station Parking Spaces

That the Parking Subcommittee recommend the DDA Board approve moving forward with an EV Charging Station License Agreement with Traverse City Light & Power for the use of public parking spaces subject to content approval by the City Attorney.

Moved by Richard Lewis, Seconded by Rick Brown

Yes: Scott Hardy, Rick Brown, T. Michael Jackson, and Richard Lewis

Absent: Todd Knaus

CARRIED. 4-0-1 on a recorded vote

- (2) Establish Progressive Rate Structure

Subcommittee Member Marsh entered the meeting at 11:09 AM.

That the Parking Subcommittee recommend the DDA Board of Director's establish a progressive rate structure for parking meters.

Moved by T. Michael Jackson, Seconded by Richard Lewis

Yes: Scott Hardy, Rick Brown, T. Michael Jackson, Richard Lewis, and Pam Marsh

Absent: Todd Knaus

CARRIED. 5-0-1 on a recorded vote

(e) **TRANSPORTATION DEMAND MANAGEMENT**

- (1) Timed Loading Zones

That the Parking Subcommittee recommends the Traffic Committee approve the amendments to the Traffic Control Orders related to loading zones to include defined loading zone times.

Moved by Richard Lewis, Seconded by Rick Brown

Yes: Scott Hardy, Rick Brown, T. Michael Jackson, Richard Lewis, and Pam Marsh

Absent: Todd Knaus

CARRIED. 5-0-1 on a recorded vote

(f) **RECEIVE AND FILE**

- (1) Managed Parking Approach and Parking Updates

(g) **PUBLIC COMMENT**

Subcommittee Comments:

- Brown asked that we give future consideration to partnering with TCAPS on a park-n-ride lot for employees.

(h) **ADJOURNMENT**

The meeting was adjourned at 11:36 AM with a motion by Jackson, seconded by Brown.

Scott Hardy, Chairperson

Draft



Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Transportation Mobility Director
CC: Jean Derenzy, DDA CEO
Re: June 25, 2021
Date: Transportation Demand Management: Parking Permits

The attached information outlines the permit process changes implemented and Transportation Demand Recommendations for parking permits.

We have increased the surface parking permit oversell ratio, but we continue to see availability in the lots. Our oversell ratio is currently 36%. At this time our next steps will be to:

1. Allocate 20 permits from the waitlist and increase our ratio to 43%.
2. Monitor utilization with the goal to reach a utilization of 97% or 5 space variance.
3. If goal is not reached, in two weeks allocate additional permits and repeat.

Once the utilization of 97% is reached, the next practice would be to increase permit rates incrementally until the waitlist decreases or is eliminated while maintaining the utilization percentage.

No action will be taken by the subcommittee this month, but will discuss the thresholds for management as we plan for a rate increase recommendation for next month.

Attachment A: Parking Permit Updates

Background

The downtown parking permit program started as a way to provide employees with a reduced cost for parking in the downtown area. Over the recent years, parking permits have been purchased by residents for short-term rentals and long-term storage, and even cost-conscious visitors.

In January 2020, we started our study of parking permits. Following the COVID shutdown, we shifted to the Managed Systems Approach in order to gain approval from the City Commission to provide the DDA the ability to implement the Transportation Demand Management objectives.

Managed Parking Systems Approach Implementations

Permits by Location

This step included removing surface parking lots as an optional permit location included in garage permits. The goal was to increase the number of available surface permit spaces by eliminating the unknown amount of usage by garage parkers.

Remove Permit Overflow Locations

By eliminating garage parkers access to surface lots, the amount of surface spaces required would decrease. With this understanding, surface permit holders were no longer permitted overflow locations which consisted of 76 spaces in 4 metered parking lots. The return of the 76 spaces to regular inventory, increases customer parking.

Implement Permit Waitlist Based on Oversell Percentage

Parking industry standard identifies no less than a 15% permit oversell. At the time our surface permit waitlist was implemented, our surface permit sales were 81% above our total surface spaces. To-date, we have been able to decrease our oversell percentage to 36%. However, in doing so, we have added 106 individuals to the waitlist. The challenge with reducing our oversell ratio is that we continue to increase the number of individuals requesting to be added to the list.

Attachment B: TDM Permit Recommendations

TDM Final Report Recommendations

Vary rates by season (pages 20-21)

At the time the TDM was published, there were cases of hypothetical development, but nothing that was definitive to know which lots would be closed or when construction would be complete. This section suggests creating a calendar of rates with the objective of having higher priced rates based on seasonality rather than a fixed monthly price.

Expand employee-parking options (pages 21-22) & Expand employee-parking options, via daytime permits for RPP streets (page 31)

This section suggests identifying non-neighborhood streets for use by on-street permits. This would expand space inventory by using existing available parking. Another suggestion is to allow employee parking on some residential streets.

Define performance targets (page 28)

Targeted availability conditions for off-street long-term parking: 5% of spaces are available, with no waitlist for monthly permits.

Define thresholds for management change (page 28)

- Thresholds for rate increases for off-street long-term parking: waitlists are established, with applicant wait-times lasting more than three months.
- Threshold for rate decreases for all types of parking: peak-period availability averages less than 50%.

Best Practices

Define performance targets – Yes

We know that regardless of the season or location our peak parking utilization is between 10 AM-2 PM. Typically, we have seen reduced permit usage in the summer months presumably because the conditions are more conducive of walking or biking. However, we continue to see availability even though our oversell is at 36%

Recommendation: Determine oversell percentage by selling additional permits and tracking occupancy.

Outcome: Obtain utilization counts to be more accurate.

Consideration: Continue to operate a waitlist until occupancy threshold of 97% is met.

Recommendation: Increase permit rates to slow the sale of permits. Aim for 3% (9 spaces) occupancy threshold.

Outcome: Utilization will be tracked and adjustments will be made as defined.

Consideration: Surface utilization will peak and warrant waitlist utilization. Employee dissatisfaction.

Attachment B: TDM Permit Recommendations

Define thresholds for management change – Yes

We need to define a threshold in the permit rate increase that will allow us to increase or decrease the permit rates as we move forward and anticipate the number of spaces in the system to decrease.

Recommendation: Include a \$20 per month variance for permit sales that may be implemented when the occupancy threshold is at 3% to reduce the need for a waitlist, or to open permit sales when occupancy threshold is consistently at 90%.

Outcome: Increase the rate to reduce the request for permits or decrease the rate to increase use of the lot.

Consideration: Frustration with the waitlist process. Dissatisfaction with increase rates.

Seek Park-Once Synergies

We have implemented the Destination Downtown program which offers free bus passes to employees who are employed in the DDA District. Other commuter amenities (bus shelters, fix-it stations, etc.) and commuter options (circulator, park-n-ride, bike share, etc.) will make it easier for employees traveling into downtown in a single occupancy car to transition to other multi-modal options.

Recommendation: Continue to support the Destination Downtown program. Evaluate park-n-ride or circulator options. Evaluate and support bike share or last mile incentives.

Outcome: Reduce the number of employees parking in the core, and offer alternatives to commute in the core throughout the workday.

Expand employee-parking options – Review

Additional permit parking could be gained by incorporating on-street permits into the parking system for blocks that are not already metered. These locations would not be in close proximity to the core and may be offered at a reduced rate.

Vary rates by season – Review

Defining a permit rate structure that provide fluid use of the available parking spaces for employees and visitors is something that is feasible, but should be evaluated after current rates have been increase, park-once initiatives have been implemented, and surface parking lots have been closed/reduced.

Expand employee-parking options, via daytime permits for RPP streets – Review

Once surface parking lots have been reduced or closed, the number of available spaces will be shift for employees and visitors. Residential permit areas should only be considered if we are unable to meet the needs of employees and visitors through park-once initiatives and performance pricing.