



Parking Subcommittee

Thursday, August 12, 2021

11:00 a.m.

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



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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 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 July 1, 2021 meeting minutes. Parking Subcommittee - 01 Jul 2021 - Minutes - Pdf	3 - 4
4. TRANSPORTATION DEMAND MANAGEMENT	
A. Permit Waitlist PSC Permit Waitlist- Memo Attachment A TDM Permit Recommendations Attachment B Parking Permit Implementations Employee Parking Rack Card Front Employee Parking Rack Card Back	5 - 13
5. NEW BUSINESS	
A. Meter Time Limits on Front Street (Hardy) PSC Front Street Time Limit (Hardy) - Memo	15
6. UPDATES	
A. August Updates and Information PSC Updates August 2021 - Memo	17
7. PUBLIC COMMENT	
8. ADJOURNMENT	



**Minutes of the
Parking Subcommittee for the Downtown Development Authority
Regular Meeting
Thursday, July 1, 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, Committee Member Todd Knaus, Board Secretary Richard Lewis, Board Member Pam Marsh, and Michelle Jones

The following Members were absent: None

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

(c) **CONSIDERATION OF MINUTES**

- (1) Consideration of approving the minutes of the Parking Subcommittee Meeting of April 15, 2021 (approval recommended)

That the minutes of the Parking Subcommittee Meeting of April 15, 2021 be approved.

Moved by Richard Lewis, Seconded by T. Michael Jackson

Yes: Scott Hardy, T. Michael Jackson, Todd Knaus, Richard Lewis, Pam Marsh, and Michelle Jones

Absent: Rick Brown

CARRIED. 6-0-1 on a recorded vote

(d) **UPDATES**

- (1) Updates and Information

The following addressed the Subcommittee:
Nicole VanNess, Transportation Mobility Director
Michelle Jones, Subcommittee Member

(e) **TRANSPORTATION DEMAND MANAGEMENT**

- (1) Parking Permits

The following addressed the Subcommittee:
Nicole VanNess, Transportation Mobility Director
James White, Public Comment - Downtown Employee Parker

(f) **PUBLIC COMMENT**

(g) **ADJOURNMENT**

- (1) Motion to adjourn the meeting.

Chairperson Hardy adjourned the meeting at 12:04 PM
That the meeting be adjourned.

Moved by Todd Knaus, Seconded by T. Michael Jackson

Yes: Scott Hardy, T. Michael Jackson, Todd Knaus, Richard Lewis, Pam
Marsh, and Michelle Jones

Absent: Rick Brown

CARRIED. 6-0-1 on a recorded vote

Scott Hardy, Chairperson



Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Transportation Mobility Director
CC: Jean Derenzy, DDA CEO
Re: August 9, 2021
Date: Transportation Demand Management: Permit Waitlist

This is a follow-up to the permit waitlist that was discussed at last month's meeting. As part of the Parking Management System, it is important to understand the daily need for surface and garage parking. Prior to implementing changes (Attachment B) and specific to surface permits, we expanded surface spaces based on oversell and over utilization. Therefore, to understand utilization the following implementations occurred:

1. Decouple surface and garage permits in order to reduce garage parkers from occupying surface spaces.
2. Eliminate overflow surface locations.
3. Implement permit renewal letters - Notify permit holders that their permits would be expiring 14 days prior to expiration, and failure to renew would result in forfeiting permit eligibility and result in being put on the surface waitlist.

The goal of these two practices was to get the oversell ratio down to 15% which is industry standard and decrease overflow utilization. The observations so far have been that waitlist for surface permits grew over 100; however, there was vacancy throughout the lots. This proves that garage permits were contributing to the over utilization of surface spaces. However, the high oversell percentage and low utilization of surface permits is an anomaly which cannot be explained, and we are working through the process to understand. The causes are generally related to individuals purchasing permits that they want to have available for use, mixed work schedules/shifts, or seasonality. We are prepared to use the ground level of the Old Town Parking Garage as the surface permit overflow location if utilization increases when the weather changes.

Below are the actions that have been taken over the past month to address the surface vacancy versus surface permit oversell.

- August 4, 2021 - Increased oversell percentage to 46%, decreased the waitlist to 76, and utilization remained consistent with 30 or more spaces available in surface parking lots.
- August 5, 2021 - Released all 76 from the waitlist.

TDM: Parking Permits
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- August 9, 2021 - Increased oversell percentage to 54%, the waitlist has 11 new requests, and utilization remains consistent with 30 or more spaces available.
- Additional waitlist release planned after expiry on August 18, 2021, and pending review of utilization count.

We are continuing to explore ways to get information to employees. A copy of the employee parking rack card has been printed and a copy attached in your packet. This card will be shared with businesses in order to provide parking information to employees, and there is availability in the Old Town and Hardy Parking Garages.

The DDA continues to work hard to effectively communicate reduced fee parking options for permit holders by breaking it down to show the daily cost—which is much less than metered parking. The diagram below will show the breakdown of the cost comparison, and the cost effectiveness and convenience of deck permits for employees vs metered parking.

Monthly Employee Price Comparison between Parking Permits and Metered Parking								
	Permit		Meter Parking		Employee Cost Per Day			
	Surface	Garage	Non-Premium	Premium	Surface	Garage	Non-Premium	Premium
Full-time	\$38.00	\$50.00	\$176.00	\$220.00	\$1.73	\$2.27	\$8.00	\$10.00
Part-time	\$38.00	\$50.00	\$88.00	\$110.00	\$1.73	\$2.27	\$4.00	\$5.00
	Month is based on 22 days							
	Full-time day is based on 8 hour shift or 176 hours per month							
	Part-time day is based on 4 hour shift or 88 hours per month							
	Surface permits are currently only available by waitlist							

Attached is an excerpt from the Transportation Demand Management Plan (Attachment A) which outlines permit best practices.

Attachment A: 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.

Attachment B: Parking Permit Implementations

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 54%. However, in doing so, we have added 11 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.



DOWNTOWN EMPLOYEE PARKING

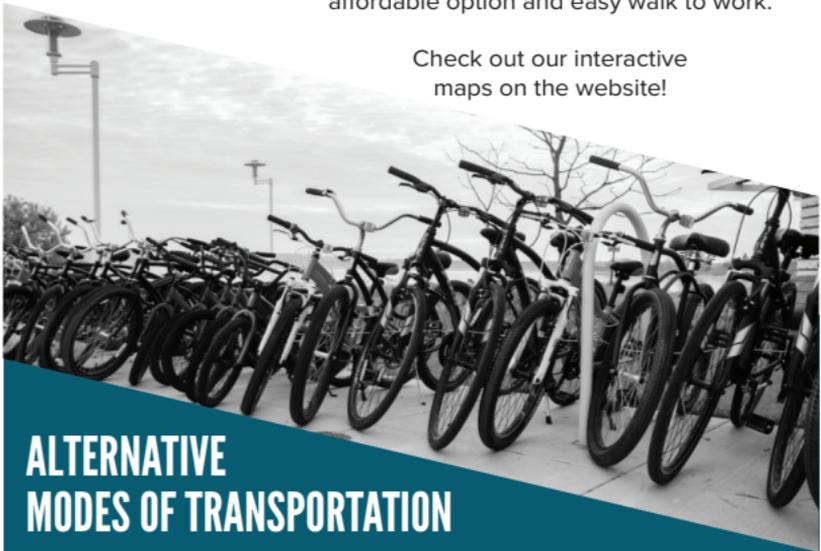


Downtown Traverse City has several parking options and we want you to park safely and enjoy your day of work.

The Old Town and Hardy Parking Garages are conveniently located and never more than a few blocks from your destination.

Permit Only Lots and 10 Hour meters are conveniently located as an affordable option and easy walk to work.

Check out our interactive maps on the website!



ALTERNATIVE MODES OF TRANSPORTATION

Downtown Traverse City encourages the use of alternative transportation.

DESTINATION DOWNTOWN

Destination Downtown provides easily accessible public transportation by providing BATA Commuter Passes for free to employees in the DDA District. Commuter Passes are valid for all BATA City and Village Loop routes. Interested in learning more? Email destination@downtowntc.com

CYCLISTS

There are over 150 public bike parking options to assist you while getting around on two wheels. Bike lockers are available for rent in the Hardy and Old Town Parking Garages.

PARKING.DOWNTOWNTC.COM • 231.922.0241 • PARKING@DOWNTOWNTC.COM

PARKING PERMIT INFORMATION

PARKING GARAGE PERMIT RATE

Larry C. Hardy Parking Garage
Old Town Parking Garage
MONTHLY: \$50.00

SURFACE PARKING LOT RATE

MONTHLY: \$38.00

LONG TERM PARKING METER INFORMATION

METERS ARE ENFORCED MONDAY - SATURDAY, 8 AM - 6 PM

10 HOUR METERS ARE AVAILABLE

Lot B, C, D, E, J, K, M, N, RB and X

4 HOUR METERS ARE AVAILABLE

Lot B, C, N and X

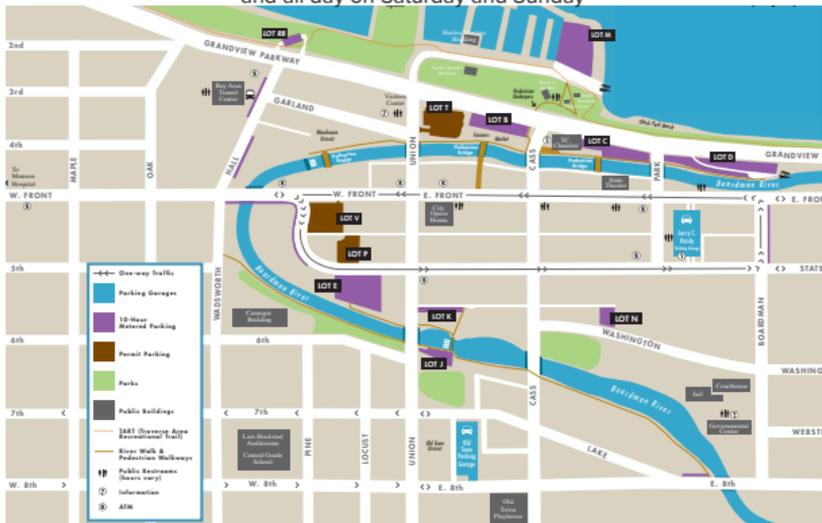
PART TIME OR EVENING HOUR PARKING INFORMATION

WORKING ONLY A LIMITED NUMBER OF HOURS A WEEK?

Park in the Garages
Rates vary from \$1.00-\$1.50 per hour
Daily maximum \$20.00 per day

FREE PARKING OPTIONS

Permit lots are free after 4 pm, Monday - Friday,
and all day on Saturday and Sunday



PLEASE DO NOT ABUSE THE METERS

On-street meters that are two and three hour time limits are designed for customers to frequent businesses within Downtown Traverse City with ease.

FEEDING METERS:

Feeding meters beyond their designated hour limit is not permitted and carries a \$15 fine. In addition, City Ordinance states that your 12th meter violation, and every one after, in a calendar year is \$75 per meter offense. Long term meters have been placed strategically for employee use.

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Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Transportation Mobility Director
Date: August 9, 2021
Re: 100-200 E Front Meter Time Limits

This agenda item was requested to be discussed by Subcommittee Chairperson, Scott Hardy.

The 100-200 blocks of East Front were converted to maximum 4-hour time limit with the implementation of a progressing pricing structure when the new smart meters and in-ground sensors were installed the week of June 23, 2021. The meters are programmed with the base hourly rate of \$1.50 for the first two hours and the maximum rate of \$2.50 for the following 2 hours for a maximum payment of \$8.00 for 4 hours. If the parker extends time beyond the 2 hours paid, the sensors will acknowledge the vehicle has not vacated the space and charge the increase rate.

The new meters have been installed just over a month. We have pulled the transaction data and have seen of all transactions processed, the weekly average reflects 91%-93% of time purchased is for 1 minute to 2 hours and 7%-9% are purchasing time beyond the 2-hour limit up to the 4-hour maximum.

The spaces on these two blocks support the storefront retail and restaurants. These spaces should have high turnover. The intent of the progressive time limit was to offer a solution to previous discussions related to meter limits not allowing for enough time and citations being issued when customers did not have an option to extend time.

As the new meters were installed in June and only in place for six weeks, additional time would be needed to make recommendations on any changes to the time restrictions.



Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Transportation Mobility Director
Date: August 9, 2021
Re: Updates and Information

Resignation of Rick Brown

Rick Brown has resigned his position on the Parking Subcommittee. He was an inaugural member-at-large and has contributed valuable input from a planning perspective. We wish him well as he plans to take full advantage of retirement by spending time traveling and visiting family.

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. This unit was the last of its generation, and was used to program the old digital single space parking meter rates. The unit is unable to be replaced and the meters are obsolete and incompatible to use with another programming device. We are unable to decrease the non-premium rate meters back to \$1.00 per hour as previously planned for October 1, 2021 and non-premium rates will remain at \$1.25 per hour.

Locations have been reviewed and in areas where pay stations exist and time limits have been adjusted. Lot X (off Hall Street) increased from 4-hour to 10-hour, Lot B (Farmers Market Lot at Cass/Grandview) 2-hour parking eliminated, Lot N 10-hour (Washington Street) 10-hour expanded.