



Parking Advisory Board

Wednesday, July 6,
2022

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 Advisory Board meeting

Agenda

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. CONSIDERATION OF MINUTES	
A. Consideration of approving the minutes of the April 6, 2022 advisory board meeting (approval recommended) Parking Advisory Board - 06 Apr 2022 - Minutes - Pdf	3 - 5
4. NEW BUSINESS	
A. Lease with Commongrounds Common Grounds Lease - Memo	7 - 8
B. Overview of new locations for 2022/2023 smart meters City Commission July 5, 2022 Smart Meter Phase 2 Purchase - Memo	9 - 10
C. Overview of 1st year credit card expenses on smart meters Year 1 Smart Meter Credit Card Fees - Memo	11
5. TRANSPORTATION DEMAND MANAGEMENT	
A. Revised TDM Kickoff Update Revised TDM Kickoff - Memo	13 - 14
B. Destination Downtown Update Destination Downtown Update - Memo	15
6. TRAFFIC COMMITTEE UPDATE	
A. Traffic Committee Update Traffic Committee Update - Memo	17 - 18
7. PUBLIC COMMENT	
8. ADJOURNMENT	



**Minutes of the
Parking Advisory Board for the Downtown Development Authority
Regular Meeting
Wednesday, April 6, 2022**

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, Committee Member Todd Knaus, Commissioner Doug Hickman, and Michelle Jones

The following Members were absent: Board Member Pam Marsh and Board Member Katy Bertodatto

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 February 3, 2022 meeting (approval recommended)

That the Parking Advisory Board approve the minutes as presented.

Moved by Doug Hickman, Seconded by Todd Knaus

Yes: Scott Hardy, Todd Knaus, Doug Hickman, and Michelle Jones

Absent: Pam Marsh and Katy Bertodatto

CARRIED. 4-0-2 on a recorded vote

(d) **OLD BUSINESS**

- (1) Ordinance Revisions

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
Scott Hardy

That the Parking Advisory Board recommend to the DDA Board the approval of ordinance changes subject to sustenance and approval of the City Attorney.

Moved by Doug Hickman, Seconded by Michelle Jones

Yes: Scott Hardy, Todd Knaus, Doug Hickman, and Michelle Jones

Absent: Pam Marsh and Katy Bertodatto

CARRIED. 4-0-2 on a recorded vote

(2) Communications Follow-up

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
Jean Derenzy, DDA CEO
Art Bukowski, DDA Communications & Outreach Director
Scott Hardy
Doug Hickman

(e) **TRANSPORTATION DEMAND MANAGEMENT**

(1) Transportation Demand Management Updates

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director

(f) **UPDATES**

(1) Updates

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director

(g) **PUBLIC COMMENT**

No public comment.

(h) **ADJOURNMENT**

(1) Meeting adjournment

Chairperson Hardy adjourned the meeting at 11:36 AM.

That the Parking Advisory Board be adjourned.

Moved by Todd Knaus, Seconded by Michelle Jones

Yes: Scott Hardy, Todd Knaus, Doug Hickman, and Michelle Jones

Absent: Pam Marsh and Katy Bertodatto

CARRIED. 4-0-2 on a recorded vote

Scott Hardy, Chairperson

Draft



Memorandum

To: Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
CC: Jean Derenzy, DDA CEO
Re: June 29, 2022
Date: New Parking Area Lease Agreement: Common Grounds

The Common Grounds development on the corner of Eighth and Boardman is tentatively planned to open in the fall of 2022. Common Grounds is interested in having a managed parking solution in order to allow for turnover of their on-site spaces. Entering into a lease for shared parking that will service customers of the building aligns with our objective to establish partnerships with private property owners to increase utilization through public parking.

In reviewing options with Kate Redman, it was determined that the most effective would be a parking area lease for a metered parking operation using smart meters. Based on similar leases the estimated share of revenue is \$5,000. The upfront capital investment from the Parking Fund is \$5,500. This investment is estimated to be recouped in 1 year.

Details of the lease include:

- Purchasing and using new single space smart parking meters to customize meter time limits, rates and enforcement times for 12-16 spaces.
- Revenue share would align with current leases 70% Owner, 30% Parking Fund.
- Parking Fund will retain all violation fees.
- Parking Fund revenues will cover all operational costs of staff, maintenance, posts, equipment subscription fees and connection fees.
- Owner revenues will cover facility maintenance, post installation and signage.

The capital investment would be an additional purchase of equipment as planned in the meter expansion line item of the capital improvement plan and an update to the annual subscription fees for software and communications. As identified above, this location may have enforcement hours beyond City owned locations defined as Monday-Saturday 8 AM-6 PM. The City Commission will consider enacting the ordinance change that supports this item at their July 5, 2022 meeting which will allow for metered parking enforcement to be defined as signed. An update will be provided at the meeting.

RECOMMENDED MOTION: That the Parking Advisory Board recommend the DDA Board of Directors enter into a lease agreement with Common Grounds and approve the purchase of smart meters with funds identified in the parking meter expansion capital improvements plan line item.



Memorandum

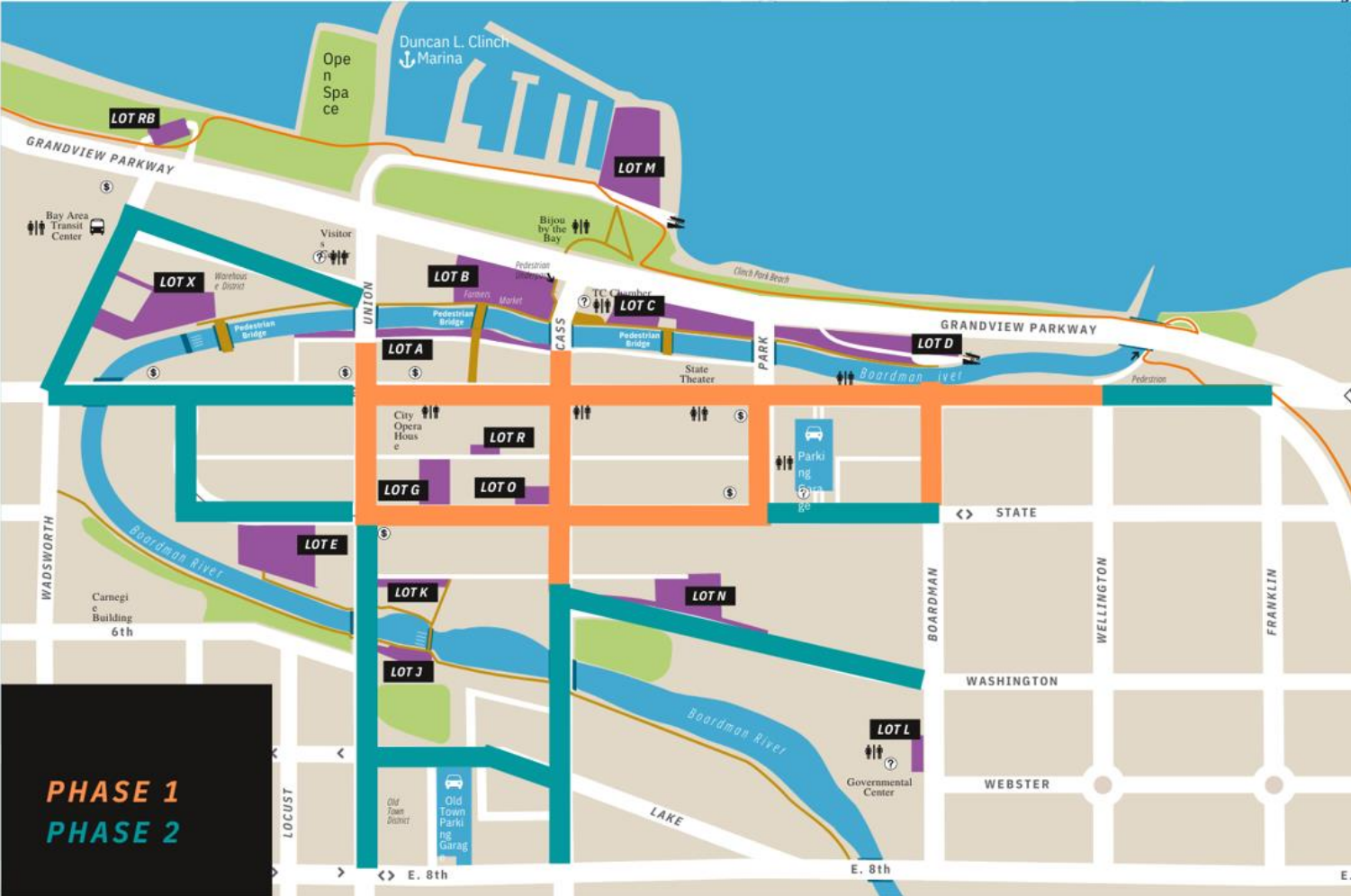
To: City Commission
From: Nicole VanNess, Transportation Mobility Director
Date: June 23, 2021
Re: Smart Parking Meter Phase 2

The City Commission will consider a recommendation to move forward with phase 2 of the smart meter replacement as identified in the capital improvement plan at their July 5, 2022 meeting. We will review the outcome at our meeting on the 6th.

To recap, the 2020/2021 capital improvement plan included \$100,000 for five years for the purchase of smart meter technologies, and \$100,000 was included in the 2020/2021 fiscal budget for the year 1 purchase. The Request for Proposal was issued in October 2019 and awarded in January 2021 to CivicSmart (Duncan Technologies). In phase 1, we replaced 297 on-street meters with smart meters, and added 78 in-street sensors. The investment was \$120,000 with annual subscription fees of \$25,000. The main purpose of the replacement was to allow for more flexible back-office programming, provide reporting capabilities and offer additional payment methods. Additionally, the project included real-time data solutions capturing occupancy in order to report on parker duration.

Due to the pandemic and our projected use of surplus funds in the 2021/2022 budget, we did not move forward with a year 2 purchase. For the 2022/2023, we adjusted the Capital Improvement Plan, and budgeted the funds for the year 2 purchase.

Phase 2 plan will replace most of the remaining on-street meters in the downtown area. The planned count of 351 has an estimated expense of \$97,000 with estimated recurring software and communication fees of \$24,000. Locations will be finalized prior to placing the order and may be adjusted in order to allow for spare meters, parts or rechargeable batteries to be purchased.



PHASE 1
PHASE 2

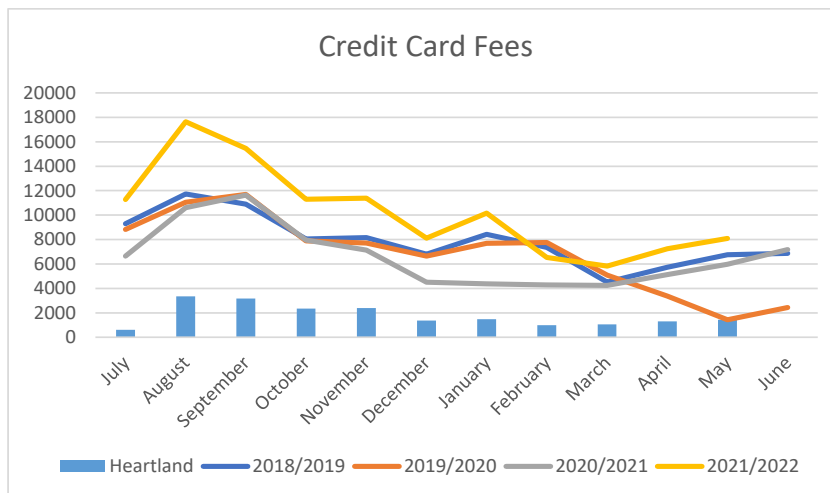


Memorandum

To: Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: June 28, 2022
Re: Credit Card Fees Update – Smart Meter

The phase 1 smart meter implementation has been operational for one year. Prior to the implementation, the Advisory Board discussed a recommendation to pass credit card fees onto the end user rather than absorb the fees. The recommendation was not implemented, but would be reviewed at the end of year 1.

The implementation deployed 297 single space credit card meters in the downtown core. The project included using Hartland for credit card processing as they have negotiated lower credit card processing fees for small transactions such as parking fees. Below is an overview of the credit card fees. The data does not include June 2022 fees. The current credit card fees 2021/22 total \$113,000. The Hartland credit cards fees for the smart meters are 17% or \$19,000 of the total fees assessed in 2021/2022. Year-to-date street meter revenue for cash, credit and Parkmobile is \$920,000





Memorandum

To: Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: June 28, 2021
Re: Revised TDM Kick-off

The DDA initiated the TDM report to support changes for parking and direct more attention to mobility. Over the past four years, we have improved old parking management processes to align with new practices by implementing quick wins. Here are a few of the changes that have occurred in order to prepare for future changes: 1) discontinue buy in bulk parking discounts for quarterly and annual permits and only offer monthly permits, 2) decouple surface and garage parking for parking permits, 3) create seasonal meter and garage parking rates, and 4) create zone based pricing for low and high parking demand areas.

In addition to implementing changes to how we manage and charge for parking, we have focused on investing more in public transportation and mobility amenities. We have budgeted and allocated parking funds to transit: 1) contribution to BATA's Bayline Route, 2) implement Destination Downtown program which provides downtown employees with free bus passes, and 3) purchase bus shelters. The pandemic impacted transit across America and ridership overall was down. However, in meeting with BATA, ridership is growing, and they are working on a campaign to increase personnel to restore their route frequencies. In addition to transit, we have allocated parking funds to provide amenities to those biking in downtown: 1) erect bike shelters, 2) purchase more bike fix-it-stations, and 3) add on-sidewalk and in-street bike racks.

The incremental changes that we have made have positioned us for the changes to come. We know that surface parking is limited along with the time for which surface parking will exist. The potential elimination of parking lots G, O, A and more will require the community to adapt to moving away from single occupancy vehicles and to other modes of getting downtown. The revised TDM study will assist with the next five years. This new phase will focus on updating and modifying long-term goals in the next plan to include, but not limited to: parking fees, commuter parking options, curbside management and last mile mobility initiatives.

The revised Transportation Demand Management (TDM) report kick-off meeting occurred last week. The committee is comprised of representatives from City Engineering, City Planning, BATA and the DDA. Nelson/Nygaard will be in town July 19-21 for an in-person workshop and back to present their initial report updates to the DDA Board at their September meeting. Given

the timeline of the project, we are unable to have the consultant in town during our regularly scheduled meeting. I would like the Advisory Board to:

1. Set and schedule a time during the 19-21 visit where the Advisory Board meets with the consultant,
2. The Advisory Board be provided the schedule in order to drop in at their convenience.



Memorandum

To: Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Re: June 29, 2022
Date: Destination Downtown Update

Destination Downtown Program

In meeting with BATA in April, their driver staffing was near 70%. They have been ramping up their employee attraction program in order to hire and meet their route demands. Ridership has started to come back, but hindered due to staffing.

The goal of the Destination Downtown Program for the 2022-23 year will be to re-introduce the program. Since we have no control over scheduling and routes, re-introducing the program and focusing on marketing its availability will provide information to new employees of downtown and remind employers that the program is open to all businesses in the DDA District.

Along with the Destination Downtown Program, we will continue to promote the Bayline. The Bayline is a FREE east/west circulator that has increased frequency and offers park-n-ride options for employees, residents and visitors.



Memorandum

To: Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Re: June 29, 2022
Date: Traffic Committee Update

The Traffic Committee has had various parking related issues submitted from city residents and businesses. Below is a quick update of the areas that are being reviewed in order to be addressed.

Gillis Street

in this area are feeling fatigued with a new housing development and a new business opening on the corner of Gillis and W Front. The Traffic Committee has reviewed parcels and the public right-of-way. The business is currently operating with perpendicular parking that causes vehicles to be within the right-of-way. The Committee is notifying the business owner that the parking will be converted to parallel along the building. Additional paint marking may be added to the road way to keep housing residents from parking in the right-of-way.



Randolph Street

Randolph Street west of Division is seeing an increase in parking complaints for motorists and area business owners. The Traffic Committee has moved forward with adding 2 hour limited parking on Randolph and Vine Streets.



Slabtown Pickleball Courts

The Bayview Church as requested the City install signage along the pickleball courts to differentiate public parking from private parking. The church will provide parking permits to their congregation, and implement a towing plan for any vehicle that does not have a permit.

