



Parking Advisory Board

Wednesday, April 5,
2023

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

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1. CALL TO ORDER	
2. ROLL CALL	
3. CONSIDERATION OF MINUTES	
A. Consideration of approving the March 1, 2023 meeting minutes (approval recommended). Parking Advisory Board - 01 Mar 2023 - Minutes - Pdf	5 - 7
4. OLD BUSINESS	
A. Mobility & Parking Advisory Board Mobility & Parking Advisory Board - Memo	9
B. Permit Ordinance - Overview Permit Ordinance Overview- Memo	11 - 12
5. NEW BUSINESS	
A. Parking Space Usage - Overview Parking Space Use Overview - Memo	13 - 14
6. TRANSPORTATION DEMAND MANAGEMENT	
A. Circulator Discussion Circulator Discussion - Memo	15 - 16
7. RECEIVE AND FILE	
A. Notice of Meeting Cancellation - May 3, 2023 Meeting Cancellation - Memo	17
8. PUBLIC COMMENT	
9. ADJOURNMENT	



CITY COMMISSION

GOALS & OBJECTIVES

2022-2023



HOUSING & HOMELESSNESS

Increase opportunities for more diverse housing through public and private options.



ACCESS & MOBILITY

Invest in multi-modal mobility strategies and existing and future infrastructure so that individuals of all ages, abilities and income have a network of complete, barrier free, safe, year round access to our community's amenities and basic needs.



CONNECTING PEOPLE WITH EACH OTHER AND NATURE

Invest in facilities and amenities in order to create vibrant City spaces that connect all people to nature and to each other.



ECONOMIC DEVELOPMENT

The City will foster economic development by adopting a growth mentality and by conserving and maintaining natural resources. It will work with partners to invest in and maintain amenities that support a wide variety of industries, build the workforce, and attract well-paying jobs with the region's future in mind.



WATER SYSTEMS

Proactively and consistently maintain, conserve, and manage water and water systems to reduce harm to the systems themselves as well as public health and safety.



CLIMATE CHANGE

Address climate within all of our City priorities, goals, policies, and actions.



**Minutes of the
Parking Advisory Board for the Downtown Development Authority
Regular Meeting
Wednesday, March 1, 2023**

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, Board Member Katy Bertodatto, and William Clark

The following Members were absent: Board Member Pam Marsh

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Hardy called the meeting to order at 11:00 AM.

(b) **ROLL CALL**

(c) **CONSIDERATION OF MINUTES**

- (1) Approval of approving the December 7, 2022 meeting minutes.
Motion to approve the meeting minute of the December 7, 2022 meeting.

Moved by Doug Hickman, Seconded by Katy Bertodatto

Yes: Scott Hardy, Todd Knaus, Doug Hickman, Katy Bertodatto, and William Clark

Absent: Pam Marsh

CARRIED. 5-0-1 on a recorded vote

(d) **OLD BUSINESS**

- (1) Employee Parking and Mobility Survey

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
Scott Hardy
Katy Betodatto
Doug Hickman
Todd Knaus
William Clark

(e) **NEW BUSINESS**

(1) Advisory Board Role and TDM

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
Scott Hardy
Katy Bertodatto
Doug Hickman

(2) Parking and Mobility Updates and Information

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

(f) **TRANSPORTATION DEMAND MANAGEMENT**

(1) Circulator Update

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
Scott Hardy
Katy Bertodatto
William Clark

(g) **TRAFFIC COMMITTEE UPDATE**

(1) City Department Updates

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

(h) **TOPICS FOR CONSIDERATION**

- (1) Parking for short-term stays

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

(i) **RECEIVE AND FILE**

- (1) Adopted TDM Reports

(j) **PUBLIC COMMENT**

(k) **ADJOURNMENT**

Chairperson Hardy adjourned the meeting at 12:34 PM.

Scott Hardy, Chairperson



Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: February 23, 2023
Re: Old Business: Mobility & Parking Advisory Board

Last month, we discussed the renaming of the Parking Advisory Board and the role of the board. Your comments included: 1) general consensus that “mobility” includes the objectives that have been reviewed and are in our discussions for future accessibility, 2) keep “parking” so that the public knows the appropriate public board for parking and mobility comments, and 3) consider term dates so those volunteering know their commitment.

This information was shared with the DDA Board, and a recommendation to rename the board to the Mobility & Parking Advisory Board and establish term limits was approved by the DDA.

The table below establishes staggered term limits for at-large board members based on your current time on the board. All at-large members are eligible for additional two-year terms.

Current Board Members	Term End	
Bertodatto, Katy	09/2026	DDA Board
Clark, William (Bill)	12/2024	At-Large Transportation Authority
Hardy, Scott	09/2024	DDA Board
Hickman, Doug	12/2023	At-Large Property & Business Owner
Knauss, Todd	12/2023	At-Large Business
Marsh, Pam	09/2024	DDA Board
Open		At-Large



Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: March 29, 2023
Re: Old Business: Permit Ordinance - Overview

Last month, we discussed feedback received from short-term rental guests from reviews left after their stays along with a request to change the start of day time.

Our signage indicates “rates reset daily at 7:00 AM”. The 7:00 AM start time is used as this is the time the office opens. This information is visible to the parker at the time of entry. Changing the new day start time, may impact other short-term users.

The parking permit program offers reduced parking rates for long-term parkers. The intent of the program was to provide cost effective options for employees or residents. In surveying other Michigan communities, many had existing non-transferrable clauses for their parking permits that were tied to revoked parking privileges for misuse. Information collected identified that permit rates were lower for residents purchasing permits than for employees. The same communities did not offer reduced rates or permits specific to short-term rentals or reselling of parking permits.

In May 2022, both the DDA Board and City Commission approved the recommendation to amend the ordinance to limit permit use to the registered resident, business or employees; and eliminate the shared use by short-term parkers or reselling of parking. The intent of the permit program was never to resell parking permits that are offered at a reduced rate. Businesses and individuals have the following options for parking: 1) businesses may validate their customer’s parking, 2) customers may purchase their own parking permit, or 3) customers can pay the hourly rates.

Specific to the use case of short-term rentals, operators may 1) pre-purchase permits for their guest bookings, 2) validate their guest’s parking, 3) instruct guests to purchase their own permit or 4) instruct guests to pay for their parking at the posted hourly rates. Short-term rental operators may not re-use unused time or share permits across multiple bookings. Any end-user misuse may result in permit revocation.

Permit Ordinance – Overview | 2

Moving forward, we can review permit rates and additional permit offerings; for instance, weekly permits or 2 day permits that may be purchased by short-term parkers. Additionally, as we increase housing in the downtown area, we may consider a discounted resident rate that is based on proof of residency.



Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Re: March 29, 2023
Date: Parking Space Use - Overview

The guidelines for requesting meter bags include promotions, construction projects, and conditions of Right-of-Way (ROW) permits. For non-permitted requests, the maximum number of spaces allowed is four.

We understand the importance of turning over spaces in the main corridor of downtown and the benefit this provides customers to access businesses with storefronts. For this reason, we discontinued non-business-related requests on Front Street and State Street between Boardman Avenue and Union Street. These non-business-related activities include; Michigan Blood Bus, Buckets of Rain, Children's Advocacy Center Pink Telephone, GT Pie pick-up, Pub Peddler/Cycle Pub, Motor coaches, Swing Shift for the Stars, and various event venue requests. Service vehicles are exempt or anyone who has obtained a ROW permit.

Events at downtown venues contribute to reduced weekend space inventory when multiple events occur on the same day, and within the same block. This may include the City Opera House, weddings at the downtown hotels or event spaces, and request for shuttle and valet services. Each request is reviewed individually and request's locations are usually separated to reduce impact. For events the City Commission has approved, we are tied to the obligations identified in the permit for the event (Traverse City Film Festival, National Cherry Festival, etc.).

Construction projects have further reduced the general public access to meters mostly during weekdays. These requests are permitted through the City Engineers Office and tied to a Land Use or Right-of-Way permit. In order to minimize the impact of these projects, we work directly with their office to identify the needs for material staging, deliveries and construction worker parking. Projects are reviewed individually and we are tied to the terms identified in the construction plans that are approved by the Engineer's Office who is identified as the Traffic Engineer in the local ordinances.

Parking Space Use | 2



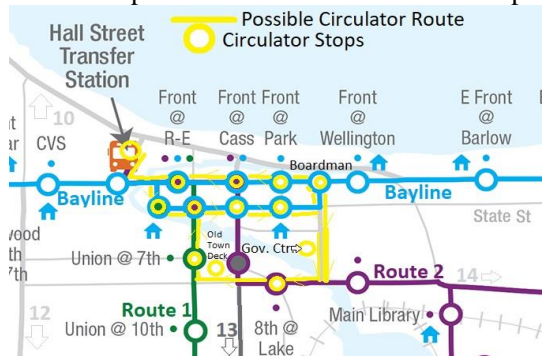
Memorandum

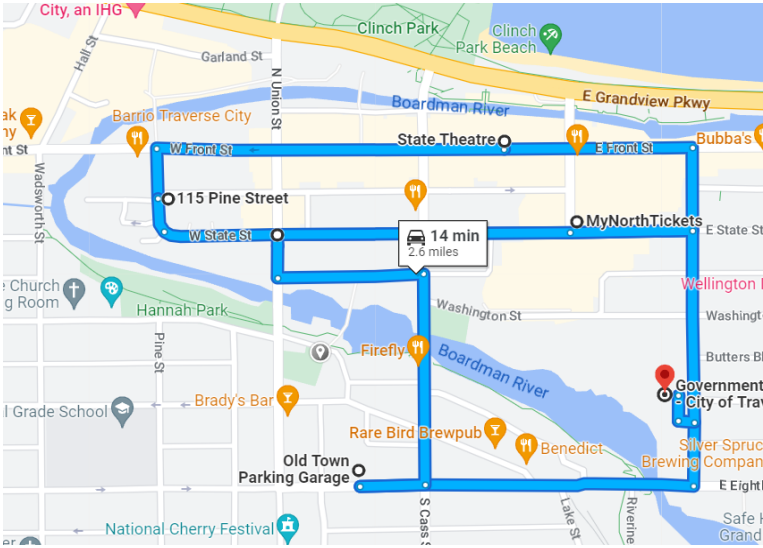
To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: March 29, 2023
Re: TDM: Circulator Update

Part of our solution to the "parking problem" downtown may include transportation and mobility options to achieve park-once initiatives and move users throughout downtown. We have started our discussions with Bay Area Transportation Authority (BATA) to see how we may be able to partner on a circulator project. The project goal is to offer better accessibility for individuals moving through the downtown area by providing a 15–20-minute route loop that includes both parking structures. Additional goals are to address our biggest challenges over the next 3 years: 1) Sale of parking lot V corner of W Front/Pine loss of 103 spaces, 2) MDOT Grandview Parkway project summer 2024, and 3) Construction of West End Parking Structure on lot P (52 spaces) in 2025.

These discussions will include identifying the feasibility related to the cost of operations in order to understand what is needed to move forward with a circulator using the existing BATA fleet. Financing sources will need to be considered by the DDA Board for funding, and are not currently budgeted. It may take some time to identify the costs and secure funding.

The initial route in the image below would follow a figure 8 route that would include both parking structures to meet the needs of individuals commuting into the downtown area. The image shows using the stops from existing routes; 1, 2 and the Bayline. These stops may serve as transfer points for Destination Downtown participants.







Memorandum

To: Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: April 1, 2023
Re: Meeting Cancellation Notice – May 3, 2023

Our next meeting is scheduled for Wednesday, May 3, 2023. This is the date of the Traverse Connect Distinguished Service Award luncheon which DDA Board members are likely to attend. We will not have a quorum and will cancel this meeting. Our next meeting will be Wednesday, June 7, 2023.