

Mobility & Parking Advisory Board

Wednesday,
September 6, 2023
11:00 a.m.

Bay Area
Transportation
Authority Transfer
Station,
115 Hall Street
Traverse City,
Michigan 49684



The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Steve Brock, Interim Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, 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 ADA Coordinator.

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	
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2. ROLL CALL	
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3. TRANSPORTATION DEMAND MANAGEMENT	
A. Old Business: Circulator Discussion	5
MPAB TDM - Circulator Update - Memo	
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4. RECEIVE AND FILE	
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5. PUBLIC COMMENT	
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6. 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.



Memorandum

To: Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: August 31, 2023
Re: TDM: Circulator Update

Part of our solution to the "parking problem" downtown has to include transportation. We have had ongoing discussions with Bay Area Transportation Authority (BATA) regarding circulator options, education for users, and existing routes and services. Discussions included our immediate need to offer better accessibility for individuals moving through the downtown area, and addressing our biggest challenges until the West End Parking Structure (i.e. employee parking and customer parking) is built and user specific challenges (aging customers with mobility constraints, visitor experience and meeting park-n-ride needs).

These discussions included identifying the feasibility related to the cost of operations for a dedicated circulator using the existing BATA fleet. These expenses are not currently budgeted. Since it could take time to identify and secure funding, the Mobility & Parking Advisory Board asked the DDA for input prior to continuing discussions with BATA.

This month, we will take a deeper look into the existing routes and stops that are in the core downtown and Old Town areas. As we continue our discussions, we will identify ways to increase communications for the services and programs that the DDA and BATA already provide that may meet the needs of individuals commuting into the downtown area. These efforts may be targeted to employers in the downtown area initially, but may include options for the general public (residents) and visitors going forward.

Separately, BATA is nearing the launch of their real-time tracking boards. This is an opportunity to partner by adding these board to both parking structures in the pedestrian towers so individuals can view when buses in the area. Investing in mobility amenities will help to create awareness of transportation options.