

Traverse City Downtown Development Authority Study Session

November 3, 2023

12:00 pm

Commission Chambers, Governmental Center
400 Boardman Avenue
Traverse City, Michigan 49684



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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 Jean Derenzy, CEO
(231) 922-2050
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Traverse City, MI 49684

**Welcome to the Traverse City Downtown Development Authority
study session**

Agenda

	Page
1. CALL TO ORDER	
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2. ROLL CALL	
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3. PUBLIC COMMENT	
<hr/>	
4. TOPICS OF DISCUSSION	
A. Upcoming Projects and Initiatives	4 -
Project and Initiative Overview Memo (Derenzy) - PDF	17
HDC Goals Report - PDF	
Camera Overview - PDF	
<hr/>	
5. PUBLIC COMMENT	
<hr/>	
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.



Downtown Development Authority
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231-922-2050

Memorandum

To: DDA Board of Directors
From: Jean Derenzy, DDA CEO
Date: October 31, 2023
Subject: Upcoming Projects

For the November Study Session, there are two projects I'd like to review and discuss: (1) Downtown Cameras; and (2) a public staircase on West Front Street. Each of these projects has evolved over the last few years and matured to a point where further discussion and input from the DDA Board is requested, prior to possible approval at our regular November meeting.

Downtown Cameras

In 2018, the DDA, City of Traverse City and Traverse City Police Department (i.e., the strategic partners) identified different opportunities to help build/strengthen collaboration to address needs in the Downtown. The first outcome of this collaboration was partnering to fund a part-time community police officer in 2019. The community police officer was funded into a full-time position for the 2023/2024 fiscal year.

In 2020/2021, the DDA was awarded a grant to develop the Healthier Drinking Culture Strategic Plan for Downtown and community at large. The Strategic Plan was adopted by both the DDA Board and City Commission in 2021. Following adoption of the Strategic Plan, the strategic partners worked to develop an action plan to implement recommended steps and improvements grouped into three different categories: Immediate Action Steps (0-18 months); Short-Term Action Steps (1-3 years) and Long-Term Action Steps (4-5 years). These steps are attached to this memorandum (attachment A.)

The DDA, with support from the remaining strategic partners, have implemented two of the recommended improvements (e.g., securing funding for a full-time Community Police Officer and identifying lighting improvements in the downtown area). The third short-term action step the strategic partners are recommending is the implementation of cameras throughout the downtown.

As downtown activities continue to grow - from events, festivals and continued business growth - so too does the responsibility for safety, transparency and efforts to deter crime in high foot-traffic areas.

Police Chief Richmond has provided a memorandum, which identifies the history of their investigation into cameras in the downtown and approach for implementation of the camera system. The cost of the system, as outlined, is \$21,700 for installation and \$108,000 annually for operation. As identified, the DDA would pay for the installation and annual costs for operation, and the City Police would manage the cameras.

This line item has been included in the DDA Budget for two years, with the cost for implementation listed at \$150,000. However, there was not an identified on-going cost until now. With the understanding that the costs for installation are \$21,700 and the annual costs for operation are \$108,000, I am asking for feedback and discussion from the board in preparation for a potential formal presentation to the Board at your regular November meeting.

Staircase Off West Front Street

This project has been in the works since 2019, as part of the West Front Street Bridge project and the 309 Pine Street development (mixed-use development adjacent to the bridge). When bridge work started in 2022, the staircase element down to the river was identified as “out of scope” for the bridge funding. Therefore, the staircase element would need to be installed after the bridge was completed.



West Front Street Staircase

Patrick Machin from Machin Engineering was hired to develop a staircase and railing concept/system that utilized aesthetic and material elements (e.g., wood, railing) consistent with the Boardman Lake Loop Trail/Boardwalk. We believe this will help to establish a base-line (and consistent) “look-at-feel” for the Riverwalk system as it develops over time (i.e., when new sections of boardwalk or replacement of existing boardwalk) such as the existing (temporary) railing/platform adjacent to the river and Innovo Building near the Union Street Bridge (see picture at right).



Temporary Railing & Platform

This railing system, if approved by the Board, would be included in our capital improvement plan for future applications of the riverwalk system.

The cost of the staircase is estimated, at this time, to be \$172,410. My recommendation is that if funding is approved, work to install the staircase be completed this winter (this to avoid Spring/Summer work on West Front Street). An overview of each project will be provided at our meeting on Friday.

Recommended Goals and Actions

Based on community feedback and best practice research, the following goals were identified to create a healthier drinking culture in Traverse City, related to public policy, licensing, and public safety; training and education; and community experience.

Goals

Policies, Licensing, and Public Safety

Enact and update policies and processes that provide clear expectations, ensure fair and equitable treatment of all stakeholders, and align with the drinking culture vision.

Training and Education

Support coordinated and accessible training, education, communication, and implementation of drinking culture best practices between Traverse City license holders, substance use prevention providers, and public safety providers.

Community Experience

Support activities, storytelling, programming, and events which foster expectations and experiences aligned with the drinking culture vision for stakeholders who live, work, and play in Traverse City.

Action Plan

These goals are supported by the action steps described below, grouped according to their timeline priority: immediate (0-18 months), short-term (1-3 years) and long-term (4-5 years). This plan involves the parallel and collaborative action of independent entities including units of government, nonprofit organizations, and private businesses and stakeholders. There is no one entity or action responsible for creating a healthier drinking culture in Traverse City, but rather a series of individual actions that collectively foster a safe, welcoming, and celebratory drinking culture. These actions were suggested and vetted by participating stakeholders.

This plan includes more detail for the immediate action steps, versus the short-term and long-term action steps. As immediate actions steps are implemented, entities and stakeholders may evaluate their progress and adjust course, if needed. At the discretion of entities responsible for the action steps, this plan may be evaluated and updated annually, or more frequently, to account for changes in conditions or resources.

Each action step includes an entity or entities designated as “responsible”, “support” and “inform, or consult”. Definitions for each role are described below:

- **Responsible:** This is the action lead – the individual or entity who is ultimately responsible for getting the job done.
- **Support:** The stakeholder(s) in this role actively work on the task and help the individual or entity responsible.
- **Inform:** The stakeholder(s) in this role need to be informed of the task’s progress and any decisions being made.
- **Consult:** The stakeholder(s) in this role offer advice or guidance regarding a task or decision, but are not responsible for the task.

Immediate Action Steps (0-18 months)

Policies, Licensing, and Public Safety					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Update the Traverse City ordinances and the local liquor license permit process to create objective and clear criteria for the desired number, type, and location of liquor licenses, including at the neighborhood and corridor level.	City of Traverse City Staff (Planning Director, Clerk, Police Department), City of Traverse City Commission	Downtown Development Authority	Businesses, Neighbors, Community, Michigan Liquor Control Commission	City of Traverse City/Downtown Development Authority/Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission. Target completion date: December 2022
Update the Traverse City permit process to create more objective and clearer criteria for the desired number, type, route, and operating hours for pedicab licenses.	City of Traverse City Staff (Clerk, Police Department), City of Traverse City Commission	Downtown Development Authority	Businesses, Neighbors, Community, Michigan Liquor Control Commission	City of Traverse City/Downtown Development Authority/Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission. Target completion date: December 2022
Explore creating policy regarding tour bus operations, including potential designated pick-up and drop-off locations and tour operator training.	City of Traverse City Planning Director, City of Traverse City Traffic Committee, City of Traverse City Commission	Traverse City Police Department, Downtown Development Authority	Businesses, Neighbors, Community	City of Traverse City/Downtown Development Authority/Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission

Immediate Action Steps Continued (0-18 months)

Policies, Licensing, and Public Safety Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Create and share meaningful public datasets regarding alcohol-related incidents occurring in Traverse City.	Traverse City Police Department		Community	Traverse City Police Department Staff Time	Alcohol-specific datasets available to the public
Continue and increase the presence of the downtown Traverse City police officer(s).	City of Traverse City, Downtown Development Authority	Traverse City Police Department	Businesses, Neighbors, Community	Traverse City Police Department Staff Time, Funding	At least 1 full time employee Traverse City Police Department office staffing downtown
Continue Traverse City law enforcement training in conflict de-escalation.	Traverse City Police Department	Businesses	Downtown Development Authority	Traverse City Police Department and Downtown Development Authority Staff Time, Business Endorsement and Promotion	# trainings held
Identify locations for outdoor lighting along public streets, sidewalks, and alleys in downtown Traverse City.	City of Traverse City Planning Director, Downtown Development Authority, City of Traverse City Department of Public Services, Traverse City Light and Power	Traverse City Police Department	Community	Traverse City Police Department and Traverse City Staff Time, Funding	Locations and cost identified for new lighting, funding secured

Immediate Action Steps Continued (0-18 months)

Policies, Licensing, and Public Safety Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Secure funding for video cameras in public spaces in downtown Traverse City, per the existing plan between the Downtown Development Authority and Traverse City Police Department.	City of Traverse City, Downtown Development Authority	Traverse City Police Department	Community	Traverse City Police Department and Traverse City Staff Time, Funding	Funding secured
Incorporate vision, goals, and action steps of the Healthier Drinking Culture Strategic Plan into the City of Traverse City Master Plan update.	City of Traverse City Planning Director, City of Traverse City Planning Commission, City of Traverse City Commission	Traverse City Police Department, Downtown Development Authority	Community		
Consult with Grand Traverse County to determine how the Grand Traverse County Health Department and Prosecuting Attorney's Office want to be involved in the Healthier Drinking Culture project going forward and what potential roles each entity could play.	City of Traverse City, Downtown Development Authority, Traverse City Police Department		Grand Traverse County Prosecuting Office, Grand Traverse County Health Department		

Immediate Action Steps Continued (0-18 months)

Training and Education					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Consider forming a Responsible Hospitality Council to articulate a vision, reinforce best practices, and support voluntary implementation of best practices by liquor license holders and other businesses. Consider integrating participation with local license approval process.	Businesses	Downtown Development Authority, Traverse City Police Department	MSUE, Existing Hospitality Initiatives	Traverse City Police Department and Downtown Development Authority Staff Time, Facilitation Support, Stakeholder Engagement, Funding, Host Agency or Collaborative	RHC formed with 25%+ of Class C license holders participating
Continue TIPS, TAMS, and ServSafe training and certification for staff and coordinate training approaches between City of Traverse City businesses.	Businesses, Catholic Human Services	Traverse City Police Department, Other Training Providers		Facilitation Support, Standardized Resources	# pilot collaborative trainings held
Explore Traverse City tour operator training and certification options and requirements	Businesses	Catholic Human Services, Traverse City Police Department	Training curriculum expert(s)	Policy Expertise, New Training Curriculum	Training requirement incorporated into Traverse City approval process

Immediate Action Steps Continued (0-18 months)

Community Experience					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Coordinate with hospitality and tourism promoters to promote events and experiences in ways that do not center alcohol.	Tourism and Event Promoters, Downtown Traverse City Association	Downtown Development Authority, Traverse City Police Department, Traverse City Tourism, Cherry Festival	Film Festival, Traverse Connect, Local Media, Businesses, Tourism Collaboratives, Value-Added Agriculture	Downtown Development Authority Staff Time, Data: how and how often is alcohol referenced in current event promotions?	TBD
Celebrate craft culture, beer, wine, and spirits.	Tourism and Event Promoters, Businesses, Downtown Traverse City Association	Downtown Development Authority, Cherry Festival, City of Traverse City Tourism	Film Festival, Traverse Connect, Media, Businesses, Tourism Collaboratives, Value-Added Agriculture	Downtown Development Authority Staff Time, Data: how and how often is craft culture referenced in current City of Traverse City promotions?	TBD
Encourage Traverse City businesses to include more non-alcoholic craft beverages alongside alcoholic beverages offered.	Businesses	Downtown Development Authority, Downtown Traverse City Association	Traverse City Police Department, Cherry Festival	Downtown Development Authority Staff Time, Data: how many license holders offer non-alcoholic craft beverages currently?	

Immediate Action Steps Continued (0-18 months)

Community Experience Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by June 2023
Encourage Traverse City businesses to promote available transportation choices to customers. Specific action steps at the entity level may include improved marketing, signage, or promotional use incentives.	Downtown Development Authority, Bay Area Transportation Authority	Businesses	Traverse City Police Department	Downtown Development Authority and BATA Staff Time, Transportation choices education	TBD
Improve signage and marketing materials to communicate the availability of overnight parking in downtown parking lots.	Downtown Development Authority	Traverse City, Traverse City Police Department	Businesses, Neighbors, Community	Downtown Development Authority/Traverse City/Traverse City Police Department Staff Time, New signage	Pilot signage installed in lots T, V, and P.

Short-Term Action Steps (1-3 years)

Policies, Licensing, and Public Safety					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by December 2024
Update Traverse City permit process to create more objective and clearer criteria for the desired number, type, and location of outdoor events on city property.	City of Traverse City Staff (Clerk, Police Department), City of Traverse City Commission	Downtown Development Authority	Event Managers, Businesses, Neighbors, Community, Michigan Liquor Control Commission	City of Traverse City/Downtown Development Authority, Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission

Short-Term Action Steps Continued (1-3 years)

Policies, Licensing, and Public Safety Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by December 2024
Assess Traverse City ordinances such as those governing noise, or other substances such as marijuana or smoking downtown, to address alignment with drinking culture vision and goals.	City of Traverse City Staff (Planning Director, Clerk), City of Traverse City Commission	Traverse City Police Department, Downtown Development Authority	Businesses, Neighbors, Community	City of Traverse City/Downtown Development Authority, Traverse City Police Department Staff Time, Facilitation Support, Policy Expertise, Funding, Stakeholder Input	Updated policy approved by City of Traverse City Commission
With updated Traverse City policies and processes in place, continue to assess needs and invest in law enforcement capacity.	City of Traverse City	Traverse City Police Department	Downtown Development Authority, Community	Traverse City Police Department and City of Traverse City staff Time, Funding for drunk driving enforcement, understanding of Grand Traverse County Health Department role in enforcement	Increased # of Traverse City Police Department full-time employees
Recognizing that the Traverse City drinking culture impacts and is impacted by surrounding public, for-profit, and nonprofit activities, build relationships with regional public and private sector stakeholders and look for opportunities to work together to foster a healthy drinking culture in lower Northern Michigan.	City of Traverse City, Downtown Development Authority, Traverse City Police Department		Regional drinking culture stakeholders, including Wineries of Old Mission Peninsula, Grand Traverse County Sheriff's Office, Traverse Wine Coast, Michigan Liquor Control Commission	Downtown Development Authority, City of Traverse City, Traverse City Police Department Staff Time, Partnership Facilitation & Development	TBD
Install outdoor lighting along public streets, sidewalks, and alleys in downtown Traverse City.	City of Traverse City Planning Director, Downtown Development Authority, City of Traverse City Department of Public Services, Traverse City Light and Power	Traverse City Police Department	Community	Traverse City Police Department and City of Traverse City Staff Time, Funding	Lighting installed

Short-Term Action Steps Continued (1-3 years)

Policies, Licensing, and Public Safety Continued					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by December 2024
Install video cameras in public spaces in downtown Traverse City, per the existing plan between the Downtown Development Authority and Traverse City Police Department.	City of Traverse City, Downtown Development Authority	Traverse City Police Department	Community	Traverse City Police Department and City of Traverse City Staff Time, Funding	Cameras installed
Training and Education					
Action	Responsible	Support	Inform or Consult	Resources Needed	Measure of Success by December 2024
<p>With Responsible Hospitality Council (or similar model) in place,</p> <ul style="list-style-type: none"> • Work with businesses where negative impacts are occurring, including asking these businesses what they need to achieve shared community goals for a healthier drinking culture. • Encourage Traverse City businesses to create customer-focused education and outreach that promotes personal responsibility and accountability, and a sense of community. • Provide access to existing private and public sector resources that are greater than what one small business can offer, including the systematic promotion of available health and wellness services and social activities and places to gather after-hours without alcohol (for employees). 	Businesses	Downtown Development Authority, Traverse City Tourism	Traverse Connect, Businesses, Alcohol Prevention Agencies	Traverse City Police Department and Downtown Development Authority Staff Time, Facilitation Support, Stakeholder Engagement, Funding, Host Agency or Collaborative	TBD

Long-Term Action Steps (4-5 years)

Community Experience					
Action	Responsible	Supporting	Inform or Consult	Resources Needed	Measure of Success by December 2026
Explore the feasibility of offering more transportation options that support the Healthier Drinking Culture vision, including: Late evening public and private transportation service options. Affordable and accessible transportation options for those traveling to and from areas outside the downtown.	Private Transportation and Tour Companies, Bay Area Transportation Authority	Downtown Development Authority, City of Traverse City	Traverse City Police Department	Data, Feasibility Study	

The City Of Traverse City

Police Department
851 Woodmere Avenue
Traverse City, Michigan 49686
(231) 995-5150



DEPARTMENTAL MEMORANDUM

TO: Jean Derenzy, DDA CEO

FROM: Matthew G. Richmond, Chief of Police

DATE: 10/31/2023

RE: Camera Overview

The Traverse City Downtown Development Authority (DDA), in collaboration with the City of Traverse and the Traverse City Police Department, is looking to implement a camera system within the boundaries of the DDA. The initial collaboration began in 2018; however, due to circumstances outside of our control, the process was delayed but never abandoned. The project aims to enhance public safety and security within the DDA boundaries. Prevent, deter, and identify crime; assist in identifying, apprehending, and prosecuting offenders; increase officer transparency and accountability; and cost-effectively augment resources. The implementation of cameras is also outlined within the Healthier Drinking Culture Strategic Plan. This project is funded by the DDA, with camera control and access managed by the Traverse City Police Department.

Each year, the DDA hosts many events, from the National Cherry Festival, Cherry T-Ball Drop, Up North Pride, Friday Night Live, Sara Hardy Farmers Market, numerous Arts and Craft Shows, and many more events that bring additional people to the area.

This project would not be the first to introduce cameras to the area. There are already both public and privately owned permanent cameras present. During the National Cherry Festival, the Traverse City Police Department deploys approximately 20 live-view cameras. Cameras have also been deployed during the Cherry T-Ball Drop, Up North Pride, and other large-scale events.

The vendor chosen for this project is Flock Safety. Flock Safety offers two camera systems: the Condor, a pan-tilt-zoom (PTZ), and the Falcon, a license plate reader (LPR). While both have value and could be utilized within the DDA boundaries, the initial implementation and map provided are for PTZ. Flock Safety offers a subscription-based solution. There is an annual cost for each camera, with a one-time installation fee associated with each camera. The Condor camera costs \$3000 annually, with an additional \$700 the first year. The attached map shows 31 locations within the DDA area. These locations are not set in stone and can be repositioned before implementation. The open space may be an area to add or relocate cameras, too. Thirty-one cameras would cost \$93,000 annually. Year one installation costs for these cameras would be \$21,700.

Additional costs would be cellular data or fiber, power, and permits through MDOT. Cellular data is approximately \$40 a month or \$480 a year per camera. Fiber cost may be lower than cellular. TCLP has allowed cameras to utilize existing poles and ensure power is to each camera. TCLP would charge a flat rate for the cost of power, and initial estimates are minimal. Exact figures are being calculated.

Cloud storage is included in the annual cost of the camera. Retention is policy-based, with the system automatically deleting footage after such a period. Any evidence obtained from the cameras would be downloaded and saved along with other department digital evidence. The system provides an audit trail and a transparency portal. The system does not have facial recognition or traffic enforcement capabilities. The Condor does have a visual alert feature based on visual characteristics of a vehicle only. This feature can be turned off if warranted (new feature).

Please see the attached informational and spec sheet on the Flock Safety Condor.