

# AGENDA

ALLIANCE  
FOR  
LIVABILITY



AFL

## Board Members:

Shaun Biel • Trevor Bosworth • Ben Bozek • Regina Bradley • Asante Cain • Amy Cogswell • Lamont Cole • Robert Dean  
Joe Elliot • Christian Frank • Erika Hanson • Johanna Jelks • Nicole Kosheba • Lynn Locke • Lance Marconi • Jon Oeverman  
Haley Patrone • Kelli Jo Peltier • Marcia Rapp • Jenn Schaub • Jay Schrimpf • Rachael Tamez • Aaron Terpstra • Lynee Wells

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April 25, 2016

11:00a – 12:30p

29 Pearl Street, NW Suite #1

**Main work item: Consider proposed FY 2017 Alliance for Livability budget for formal recommendation.**

1. Call to order
2. Public Comment, Current Business – 3 minutes per person
3. March Minutes, Downtown Ambassador Report, GRPD Report – 10 minutes – **motion**
4. Work Group Plan (Full Alliance) – 10 minutes
  - a. Upcoming projects and work group members
5. Project & Staff Updates (DGRI Staff) – 20 minutes
  - a. Alliance for Investment, Alliance for Vibrancy (written updates included)
  - b. Downtown Census (Kirk)
  - c. Food Truck Policy Reform (Kirk)
  - d. Skate Park/Plaza Effort (Kirk)
  - e. DDA/DGRI Projects and Partnerships (Kirk, Larson)
    - i. MobileGR, Studio C!, Calder Plaza
6. Budget Planning: Phase 3 (Full Alliance) – 25 minutes - **motion**
  - a. Proposed Alliance for Livability FY 2017 Budget discussion and review
7. Public Comment, Old/Other Business – 3 minutes per person
8. Adjourn



DOWNTOWN  
GRAND RAPIDS INC.



DOWNTOWN  
GRAND RAPIDS INC.

## Alliance for Livability

March 28, 2016

1. Call to order- Wells called the meeting to order at 11:03am
2. Members Present- Shaun Biel, Trevor Bosworth, Ben Bozek, Regina Bradley, Asante Cain, Amy Cogswell, Lamont Cole, Robert Dean, Joe Elliot, Christian Frank, Johanna Jelks, Lynn Locke, Lance Marconi, Jon Oeverman, Haley Patrone, Kelli Jo Peltier, Marcia Rapp, Jen Schaub, Jay Scrimpf, Aaron Terpstra, Lynee Wells

Members Absent- Erika Hanson, Nicole Kosheba, Rachael Tamez

Others Present: Officer Ostapowicz, Bill Kirk, Jennie Kovalcik, Melvin Eledge, Tim Kelly, Kim Van Driel, Andy Guy, Annamarie Buller

- *New member introduction and orientation announcement*

3. Approval of February Meeting Minutes-  
*Motion: Marcia Rapp, supported by Trevor Bosworth, moved approval of February 22, 2016 minutes as presented. Motion carried unanimously.*
4. Downtown Ambassador Report/GRPD Report-  
Officer Gizzi said there have been graffiti issues downtown, and encouraged the use of the 311 app to report graffiti downtown. Officer Gizzi said officers will be wearing new body cams, which will aid in the increase of foot patrols in parks and on streets. Frank asked if there are recent graffiti tags. Officer Gizzi responded yes. Eledge said the cigarette urn installation is almost complete. Eledge said the ambassadors will order more urns and make their installation an ongoing project. Eledge said the ambassador office on Winter Avenue is done being renovated, and the team is preparing for spring training. Cain asked if there was a phone number to call to receive an escort. Kirk responded that is it on the ambassador webpage and on informational cards.

5. Project & Staff Updates-

- a. Alliance for Investment: Kelly gave an overview of the Alliance for Investment purpose, including overseeing economic development, incentive programming, and urban planning. Kelly said the alliance is using the GR Forward plan as a guide to creating the FY17 budget, with main project areas being opportunity sites along the river, and public space design and enhancements. Kelly said he has sent a survey out to the Alliance to hone in on priorities, completing the budget in May. Kelly added the Alliance is working with a consultant on the Calder Plaza public engagement piece, and will work collaboratively with the Alliance for Livability as the project progresses.
- b. Alliance for Vibrancy: Van Driel gave an overview of the Alliance for Vibrancy purpose, including managing all things public space activation. Van Driel said the Alliance completed a survey to determine prioritization goals for the FY17 budget. Van Driel listed some goals as: expanding youth programming, activating public streets and artwork, event training with the Office of Special Events, and creating cultural and inclusive events. Van Driel said these goals also link to the GR Forward plan. Locke asked how the Alliance for Vibrancy works to promote alternative transportation. Van Driel responded the Alliance incentivizes transportation options for downtown events.
- c. Special Event Collaboration – OSE & DGRI: Kirk said Van Driel provided information regarding event management and production due to interest at last month's meeting. Van Driel said event production differs in the public and private realms, adding that DGRI requires event producers to get approved by OSE first. Van Driel added that after approval DGRI can help with sponsorship for free events, with some restrictions. Van Driel said there is an incentive for events in which money is spent in the public's interest and based around community goals and engagement. Van Driel said DGRI works with the Office of Special Events Manager, Evette Pittman, to aid people who are unfamiliar with the planning process. Van Driel said there is discussion of adding a consultant to train and streamline the process. Wells asked how private and public funding is used to promote events by DGRI. Van Driel responded she manages DGRI events internally, and any events that DGRI sponsors get promoted through the marketing team. Van Driel said if other events are not being sponsored by DGRI, but are made known to our organization, the Chief Outcomes Officer is able to promote them through our channels. Van Driel said the Ambassador team is utilized to hand out promotional materials to the public and businesses. Cain asked if the Alliances create DGRI programming events. Van Driel said she asks the Alliances and DGRI staff for advice, but she personally manages all programming. Cain asked who is responsible for DGRI event promotion to businesses and residents. Van Driel responded Annamarie Buller communicates directly with businesses and residents, and DGRI utilizes the CRM website to tag individuals we have contact with. Wells asked if there is a master event calendar. Van Driel said a calendar is populated through Experience GR for the entire city, and DGRI pulls information that is in our district to promote on our website.

- d. Residential Engagement: Wells said working groups will be assigned next month for new members. Wells added that Buller works directly on engagement with the Alliance for Livability, and has made progress on creating a Downtown Resident's Council with the help of Gustavo Rotondaro. Kirk added that Rotondaro has compiled public information on residents who live downtown, creating a high level overview to aid Buller in building this network. Buller introduced herself and said she is working on rebuilding a downtown resident's council by contacting members of the old council. Buller added that many residential buildings and communities already have established boards and councils, in which she hopes to connect via a resident's network. Buller explained that the interest from residents is already prevalent, but she aims to gain insight by providing networking and educational experiences. Buller said obtaining feedback is essential and will allow focus groups to be created around common issues. Buller added some properties and communities do not have resident groups, but she is working with individuals and management teams to create engagement groups to add to the network. Buller explained that once information is collected, it will be entered into the CRM program to help target residents on a regular basis. Buller said the first resident event is scheduled for the beginning of May, with more information to come. Buller said her goal is to form a council organically by laying the groundwork for open feedback and conversations. Locke asked how Buller intends to bring these diverse groups together. Buller said she intends to create a safe and accessible zone at different venues and times, adding some tours of housing units to create interest in how other residents live. Buller added DGRI is making transportation a priority in order to attract diverse voices from around the city. Kirk said all of the engagement events are going to look very different from one another. Schaub asked where the census information is originating from and if it can provide an actual count of current residents. Kirk said the most recent information was gathered from the 2010 census. Schaub said reaching out to property owners to gather unit and population information could give a stronger count. Kirk said the data compiled by Rotondaro was supplemented by active utility bills and other background data to get the best estimate possible. Kirk added that Rotondaro is able to discuss this information further with the Alliance if needed. Cain asked if it were possible to have Rotondaro's detailed data emailed to the Alliance prior to the Alliance Orientation. Kirk said yes. Schaub asked if the homeless population, beds, and poor neighborhoods were included in Rotondaro's data. Kirk said yes. Marconi asked if multi-family housing and apartments were included. Kirk said yes. Cole asked if it were possible to breakdown the missing middle-income population. Kirk said based on the questions, it will be beneficial to bring Rotondaro in to review the information more in depth to create a snapshot that is most useful to this Alliance. Bosworth asked who uses the information provided by Rotondaro. Kirk said DGRI and the public both use this information.
- e. Ambassador Refuse Can Project: Eledge presented ideas to improve refuse cans downtown, including alternative covers, artwork, and purchasing more cans. Cogswell said she liked the idea of adding a cover to the cans. Eledge said covers are needed on the cans, but there



needs to be a better wind-proof solution. Locke asked if there are cans by transit areas, like the bus stops. Eledge said yes. Biel asked how costly new cans would be. Eledge said it depends on which type of can is approved for purchase. Kirk said a price range for different can styles can be presented next month. Cain asked how the process of turning cans into a public art piece would work. Kirk said one corridor could be used to start as an example, with expansion possible once the idea catches on. Eledge said that the cans do not need to be painted, but they could be beneficial for public space activation in a variety of ways. Wells said working groups will discuss options further next month.

6. Budget Planning – Phase 2:

- a. Project Discussion & Review – Kirk presented budget line items from past years as reference for new members. Kirk explained the Alliance will need their recommendation at the end of April. Kirk asked if there were any line items that needed to be altered before proceeding to estimated costs. Wells said collaboration with the UICA to combine public art and wayfinding signage near the Amtrak station is something she would like to add. Kirk added the project to the public art line item. Kirk said the DASH system will be rerouted with enhanced infrastructure, partly funded through the Alliance. Kirk also acknowledged the need for a comprehensive approach to bike parking. Kirk added DGRI will be continuing bike share discussions with the new leadership at Mobile GR in July after conducting a feasibility study. Kirk said adding more wayfinding signage and street signs are a priority, and current signs should be audited. Locke said adding resting places, such as benches, paired next to transit locations is a priority interest. Kirk added Locke's comment. Kirk said the city is pursuing funding for the skate park line item, and discussions with the Parks and Recreation department are underway. Kirk said potential spaces for the project have been discussed, but no decision has been made yet. Kirk said there is interest in developing a temporary park to see how parking would be affected. Schaub said the skate park committee would like to fund a more permanent solution, rather than temporary project. Kirk said there is a disagreement about development spaces and a temporary park would be useful in determining the best permanent location. Schaub said the skate park committee needs to reconvene to discuss permanent or temporary options. Cain asked if there is potential to develop the park outside of downtown. Wells said the skate plaza is a priority of the Alliance, and that it is up to the DDA Board to determine which property will be used. Kirk said the skate park planning line item will accommodate either temporary or permanent equipment, with a formal decision after the subcommittee reconvenes. Cain asked Kirk for more details on the urban recreation trail line item. Kirk responded that this item corresponds with the GR Forward plan. Wells said that there will be another opportunity to review the list of line items. Kirk said he will follow up with an email to recap project priorities, and the discussion will be recapped next month.

7. Public Comment/Old & Other Business-

None

8. Next Meeting-

April 25, 2016

9. Adjourn-  
Wells adjourned the meeting at 12:35pm

Minutes taken by:  
Jennie Kovalcik  
Administrative Assistant  
Downtown Grand Rapids Inc.



# Downtown Grand Rapids Ambassador Program

March 2016



# Hospitality Highlights



Marcia handing out stickers to kids at the Laugh @ Rosa event



Shannon takes a photo for two people on St. Patrick's Day

## Accomplishments

St. Patrick's Day, Irish on Ionia and LaughFest events coupled with warmer, less snowy, weather brought crowds into the downtown making the area busier than it had been since Valent-ICE.

We finished up the last of the showspan conventions for the contract year, it was a great year and we hope to be able to participate again next year!

## QUICK VIEW

Mar 02, 2016 -- Mar 31, 2016

- 4** Umbrella Escorts
- 4** Suspicious Package
- 9** Suspicious Person
- 14** Observation - Fighting
- 17** Motorist Assist
- 21** Panhandling - Aggressive
- 25** Request for Fire/EMS
- 49** Panhandling - Passive
- 66** Safety Escort
- 119** Business Contact
- 247** Sidewalk Violation (skateboarding/Bicycling/Rollerblading)
- 937** PA - Directions
- 1021** Outreach Contact
- 1054** PA - Program Information
- 2406** PA - Information
- 9269** PA - Other



# Cleaning Highlights



Tyler and Melvin install a cigarette urn on Pearl near Flannagan's



Moss under the benches of Monroe Center

## Accomplishments

Only in Michigan could the ambassador team both remove snow and pull weeds! Several snow squalls have dropped accumulation in the downtown that has required clearing. We have also begun to clear flower beds, trim back plants and remove debris from planters and beds throughout the downtown.

We continue to make progress on the terracycle cigarette urn installation having deployed 15 of the initial urns throughout the downtown area.

## QUICK VIEW

Mar 01, 2016 -- Mar 31, 2016

- 9** ATLV Hours
- 9** Planters Watered
- 32** Weed Abatement (block faces)
- 190** Graffiti - Removed
- 542** Trash (Bags collected)
- 1830** Snow Removal - Block Faces

# Stakeholder Feedback



Marcia escorts a man in a wheelchair across the street

Hello!

My name is Micah Kunze, I work at Mel Trotter Ministries as a Guest Safety Service personnel in the Public Inebriate Shelter. I wanted to share just one of the many fantastic experiences I have had with the Grand Rapids Ambassadors, in particular, in this instance, with Gaby.

Thursday night (03/31/2016) myself and the nurse on duty had a guest that wanted to go to central station but was unsure if they could make it on their own. I contacted the ambassadors by phone and Gaby showed up at 9:30 pm to escort this guest to the bus station, around this time we became very busy, but I was able to assist Gaby with getting the guest outside and she began escorting them to central station. About 10 minutes later, while we were still very busy, Gaby returned with the guest because they had told her (Gaby) that they had changed their mind and wanted to stay at Mel Trotters. Gaby escorted this individual back to the entrance, and not only stuck with me and helped me to get this guest back inside, Gaby also stayed with me to help with another guest that was intoxicated and delivered by LIFE ambulance. Seeing that I was incredibly busy and with little help, Gaby resolved to assist me even though she had completed and gone beyond her original task.

I was so incredibly thankful and did not have a chance to thank her for her great service and help before she departed. I am very grateful for what all the ambassadors do for our community and what Gaby did for me here not only shows a wonderful character and heart, but also the community solidarity that has been created by the ambassador program and downtown Grand Rapids.

Thank you again for the support and a very heartfelt thank you to Gaby.

Very sincerely,

Micah

## Feedback

Dear Sirs

Being new to grand rapids , i found assistance from Marcia on 3/25/2016 and she was a wonderfull help getting me to my destination , downtown with my wheelchair it can sometimes be difficult happy Easter weekend god bless

Mark V.

Last night, two downtown ambassadors by the names of Gaby and Aaron helped me get home after a long night of travel. I was out of money and it was 330 AM. These two went out of their way to help me get home and my only other option was walking four hours in darkness. They may have actually saved my life for all I know. I am very thankful for these two.

Thanks.

Blake



# Highlights



Ice covering the walkway in front of Biggby



The area after Ambassadors cleared the ice



Ambassadors clearing the ice in front of Biggby



Gaby uprighting a tipped over newspaper box





Rebecca giving directions to a couple visiting GR



Volunteers painting utility boxes



Tyler using the ATLV to clean the curb line



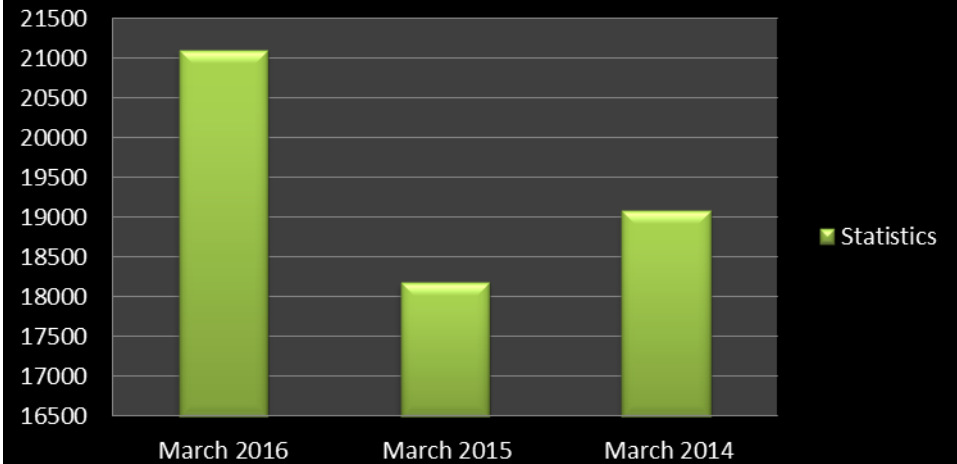
People enjoying the connect 4 at the Home and Garden Show



# Statistics

	Activity	Mar. 2016	Mar. 2015	Mar. 2014	2016 YTD
Equipment	ATLV Hours	9	N/A	N/A	10
	Backpack Blower (hours)	0	N/A	N/A	0
	Bicycle (miles)	0	33	0	1
	Billy Goat Hours	2	N/A	N/A	3
	Segway Hours	0	0	3.92	0
Engagement	Business Contact	125	562	337	396
	Graffiti - Removed	211	89	17	330
	Motorist Assist	17	6	2	22
	Observation - Fighting	14	37	57	30
	Outreach Contact	1271	0	0	2511
	PA - Directions	1007	2090	2494	2559
	PA - Information	3272	4185	4339	6323
	PA - Other	10910	6729	6606	30604
	PA - Program Information	1115	2496	2862	4976
	Panhandling - Aggressive	22	239	99	60
	Panhandling - Passive	50	148	196	123
	Planters Watered	9	0	0	9
	Power Washing (block faces)	0	0	0	0
	Request for Fire/EMS	125	30	21	152
	Request for Police	0	9	17	6
	Safety Escort	116	556	1250	360
	Sidewalk Violation	259	359	353	373
	Snow Removal	1830	N/A	N/A	6341
	Suspicious Package	4	118	34	8
	Suspicious Person	9	529	95	69
	Trash (Bags collected)	680	N/A	N/A	2452
	Umbrella Escorts	4	0	304	7
	Weed Abatement	51	N/A	N/A	52
Total Contacts March 2016		21101	18182	19083	57763
Total Contacts March 2015					
Total Contacts March 2014					
Total Contacts YTD					

## March 3 Month Comparison

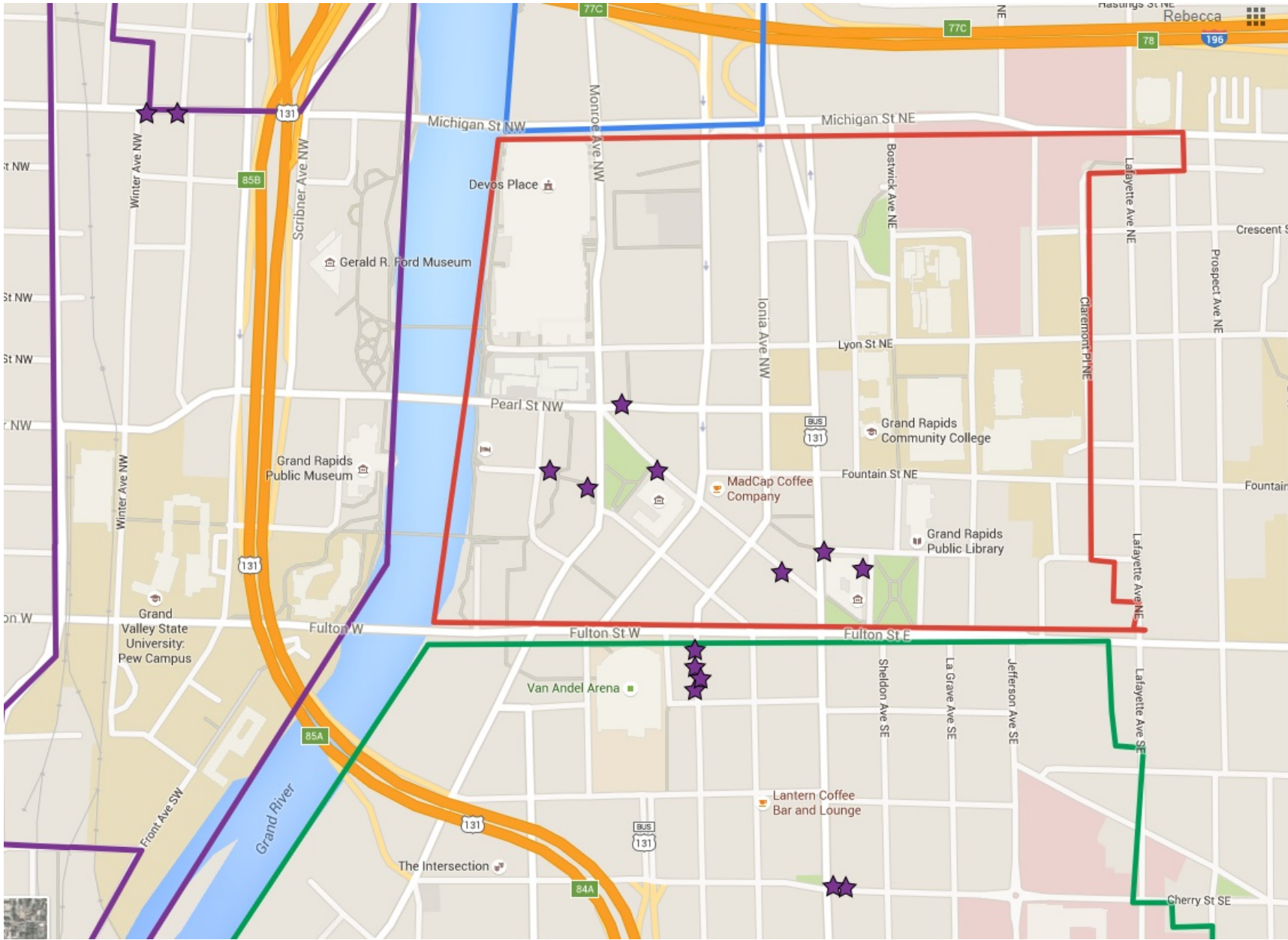


Comparison of total statistics for the month of March for years 2014, 2015 & 2016.

The Ambassador team finished March 2016 with 21,101 total contacts. This represents a 13.8% increase from 2015 and a 9.5% increase from 2014. March brought great events to downtown such as Laughfest, St. Patrick's Day and Irish on Ionia. Each event brought great crowds and it was a refreshing boost for the ambassador program to once again see the downtown becoming vibrant and busy.

The ambassador team was able to get its two horticultural technicians into the field and begin prepping planter beds by cleaning them out and trimming back the overgrown plants left over from last year.

# Cigarette Urn Locations



## ALLIANCE FOR INVESTMENT

### **Budget Planning: Phase II – Recap**

Based on discussion at the April Alliance for Investment (AFI) meeting, staff presented projects to be considered for cost estimation and formal recommendation at the upcoming meeting in May. The projects are listed here, organized by the areas of focus/purview for the AFI. Staff is currently evaluating the feasibility of each project and program based on costs and time to complete.

#### *Economic Development*

- Incentive Program Overhaul
  - Update to the DDA Incentive Programs, including website enhancements to improve program efficiency.
- River Trail Economic Impact Analysis
  - Economic analysis on the impact of River trail improvements for use in grant submissions and capital fundraising.

#### *Infrastructure Projects*

- Pearl Street
  - Completion of pedestrian improvements, including new pavers, street trees and decorative lighting, along Pearl Street between the Grand River and Mt. Vernon.
- Veteran's Park
  - Construction of park improvements to implement the vision established by the Veterans and Monument Park Master Plan approved by the DDA Board in 2013. Costs for improvements will be refunded through the TIF from the Brownfield established for Fitzgerald condos.
- Bridge / Cherry Street Improvements
  - Contribution to improvements at Bridge and Cherry Street as a part of MDOT project. Improvements include installation of new lighting at both overpasses and a new sidewalk along Cherry Street.
- Lyon Square
  - Finalize designs and begin construction of Lyon Square consistent with the priorities identified in GR Forward.
- Public Realm Improvements
  - Installation of 200 street trees to eliminate on street vacancies. In addition, addition of green infrastructure components in the Central Business District and Arena South / Heartside.
- Michigan Street Improvements
  - New street trees and green infrastructure to be installed as part of Spectrum Health public improvement project.
- Pilot Bike Lane
  - Installation of pilot bike lane on Ionia from Coldbrook to Fulton to test viability of permanent bike lane installation.
- Winter Parklet

- Exploration of winter parklets as recommended in GR Forward, and to further activate Downtown in the winter months.

### *Urban Planning / Design*

- Calder Plaza
  - Completion of Calder Plaza conceptual planning.
- Downtown Intersection Designs
  - Re-design of key Downtown intersections to improve pedestrian experience and safety.
- Studio C! Piazza
  - Design of public space being incorporated into the Studio C! project on Areas 4/5. The full cost of the project is being covered by the development team. The Alliance will participate in development of the design.

### *Policy / Advocacy*

- Downtown Zoning
  - Updates to the Downtown zoning code to implement recommendations of GR Forward.
- Housing
  - Convene and participate in discussions about the current and future housing goals in Downtown.
- Open Data Policy Development
  - Development of an open data policy for the City to encourage sharing of public information in community building efforts.
- Low Impact Design
  - Promoting the City's initiatives around green infrastructure through marketing and educational outreach.
- Minority Owned Business Initiatives
  - Continue to support the efforts to increase minority owned businesses in Downtown, including the identification of funding sources to promote investment.
- Millennial Engagement
  - Identify opportunities to engage Millennials in DGRI initiatives and the growth of Downtown.
- Pursue Partnerships to Support Micro-Enterprise
  - Partner with local organizations to continually support micro-enterprise businesses in Downtown.

## **Alliance for Vibrancy – 4.20.16**

### **Meeting Recap**

At the AFV April meeting, the main work item was get FY '17 budget and project line items for areas the AFV will be focusing on and what GR Forward goals approved. The AFV also approved the new quarterly meeting schedule with monthly breakout sessions for working groups. In addition to these items, updates were provided on:

- The Alliance for Investment budget and project update
  - The Alliance for Livability budget and project update
  - City of Grand Rapids Food Truck Initiative
  - DGRI Winter Programming Events Recap Presentation
  - DGRI Staff Updates
  - Alliance Member Updates
- 

### **Budget Planning: Phase III Approval**

Based on discussion at the February Alliance for Livability (AFL) meeting, staff presented projects to be considered for cost estimation and formal recommendation at the upcoming meeting in April. The projects are listed here, organized by the areas of focus/purview for the AFL. Additional details from conversations at the March meeting are included for some projects.

#### *Public Space Activation:*

- Expand Youth Programming
  - Design and organize 2-3 dedicated youth events each year by teaming up with other local community partner organizations. This could include such things like the “Destination Play” idea where kids can design their own park, Jr. Ambassador Program, Night at the Museum’s, teaming up with the Grand Rapids Children’s Museum, GRPS, etc.
- Enhance Existing Non-Riverfront Spaces
  - Enhance parks and open spaces through redesign and programming such as Heartside Park, Rosa Parks Circle, Pekich, etc. This could include artwork, recreational activities, new programming, etc.
- Zero Waste Events
  - Plan and implement a zero waste event Downtown and help promote zero waste infrastructure and services throughout the Downtown. This could include such things like marketing efforts to help event organizers know about City programs or other services/programs, teaming up with WMEAC, High Five Program or a mural program to help paint the City’s current zero waste bins. Make sure DGRI supported events support zero waste efforts.
- Activation of the Public Realm

- Continued support to activate the public realm through the Pop-Up Performer Program, new public artwork, murals, digital projections, sculptures, etc.
- Special Events Support Training
  - Support new event organizers with a training and mentorship program. This program would help to make event planners and organizers, understand what it take to run an event Downtown GR, teach them the tools they will need to know and use, show them the permitting process. Teach them logistics. Help them with partners. Give them organizational skills. This will help recruitment for entertainment and help get a better pool of organizers for Downtown events.

#### *Downtown Hospitality/Workforce:*

- GR Forward Education
  - Push GR Forward information to Downtown employers, human resource leadership, staff and residents to share the GR Forward Plan and initiative as it relates to living, working, growing and getting around Downtown. This could include things like having “lunch and learn” presentations, various types of presentations to share, help share messaging information in order to “opt-in” to DGRI’s CRM system to receive updates, etc.
- Performing Arts District
  - Create a performing arts district within the Downtown. This will include working with various Downtown business associations and businesses directly as well as local artists within the community.
- Marketing Downtown Businesses
  - Direct marketing collaborations with Downtown businesses. This could include things like creating a “stay open late” campaign for businesses to encourage active participation in Downtown in order to leverage the opportunity for events. The development of a coordinated calendar of performing art events and work with local institutions/businesses to promote tourism (working with Experience GR). Downtown workforce events and community building by promoting specials at local businesses, creating a “Downtown Workers Night” Promotions, etc. Working more closely with CTA Ambassadors to let them know of these ongoing events and activities. Continuing the Window Wonderland, caroling activities and possible shop hop event/promotion.
- Downtown Workforce and Residents Programming
  - Continue programming and expanding upon programming for the Downtown workforce and residents such as the free outdoor fitness classes, broomball leagues, Relax at Rosa series, etc. Expansion on talent, food trucks, games, etc.

#### *Diversity and Inclusion*

- Welcoming and Inclusive Downtown

- Create a more welcoming and inclusive Downtown for existing events, integrate more inclusive programming and adopt more intentional marketing efforts designed to attract more communities of color.
  - Cultural Events
    - Support and produce an expanded set of cultural and recreational events that attract diverse audiences.
  - Civic Engagement
    - Help to foster civic engagement and strengthen community ties Downtown by ensuring there is a diverse representation on local boards.
  - Support of Diverse Businesses
    - Foster racially and ethnically diverse business ownership by supporting positive and effective youth development initiative that provide opportunities for kids to explore their interest, build skills and develop their ability.
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# CITY OF GRAND RAPIDS AGENDA ACTION REQUEST

**DATE:** April 11, 2016

**TO:** Parking Commission

**FROM:** Josh Naramore, Mobile GR Manager

**SUBJECT:** **Fiscal Year (FY) 17 Parking Management Changes**

City staff has recommended changes to how parking is managed across the system for fiscal year (FY) 2017:

- Improvements to mobility options including DASH and transit options
- Expanding parking supply
- On and off-street rate changes

Staff recommends Parking Commission approval of the package of parking management changes for FY 2017 for City Commission action in May as part of the omnibus fee package and budget adoption.

## **GR Forward Plan Set Clear Direction on Parking Management**

In December 2015, the City Commission adopted the *GR Forward Plan*. This project involved extensive engagement of the general public, institutional partners, employers, elected officials and other stakeholders over two years. The Plan includes a number recommendations for improving Downtown transportation. A focal point of the recommendations is to improve mobility options and better manage the parking assets to support the success of downtown. The specific recommendations are included in Attachment 1.

Modifying rates across the parking system in combination to expanding mobility options with improvements to DASH service are the City's first steps to implementing the recommendations from the *GR Forward Plan*.

## **Mobility Options**

The City's goal is to expand transportation choices to achieve a mode split of 90/10 between motor vehicles and mobility options. To achieve the mode split and enhance the Downtown parking system as a park once district, DASH service will be enhanced in conjunction with the parking rate increases effective September 1 (Attachment 2).

DASH service operation hours are going to be increased to operate from 6:30am – 10pm during the week, with frequency of 7-8 minute service all day long. The current



four DASH routes (Hill, South, West, and North) will be consolidated into two routes (DASH West and North) to offer more hours of service and frequency. Elements of DASH Hill and South will be consolidated into the DASH West route.

City staff has also worked with DGRI and The Rapid to offer a pilot project to make Silverline service north of Wealthy Street and throughout Downtown free all day long. The combination of the DASH and Silverline service will enhance mobility options Downtown.

### **Expanding Supply**

For FY17, City staff is working to expand supply of the existing system. The City is actively looking for partnerships with private development to construct new parking supply. The City is currently working with a consultant to develop a remote parking strategy that will provide for additional parking supply in the next 6 – 18 months. The City is also partnering with Downtown Grand Rapids, Inc. to convene stakeholders over the next 6 – 9 months to identify how much, where and when new parking supply needs to come online to support future employment and residential development. The work plans for both these efforts will be coming to the Parking Commission at the May meeting.

### **Rate Setting Methodology**

City staff worked with the Parking Commission and developed the following goals of rate design at the January 14, 2016 meeting:

1. Comply with laws, covenants, ordinances and resolutions
2. Provide sufficient revenue for the system to be financially viable
3. Support City, Commission and System service objectives
  - a. Manage demand for a limited, public resource
  - b. Balance demand and supply
  - c. Support economic development
  - d. Provide a wide variety of choice
  - e. Differentiate higher levels of service
  - f. Provide adequate parking
  - g. Used as a parking management tool
  - h. Create incentive to park in an underutilized facilities
  - i. Maximize utilization of existing facilities
  - j. Support 10% mode shift
  - k. Slow the rate of growth in demand for parking

Using the goals of rate design, City staff received approval from the Parking Commission to apply the following rate setting methodology and develop rates for fiscal year 2017.

1. Establish the revenue requirements of the parking system. The revenue requirement will capture the total cost of operations of the System using a cash basis and a historical base year and will include the following with known cost adjustments:
  - a. Cost of administration

- b. Cost of operation and maintenance
- c. Cost of debt service if bonds are issued – or, rent or other construction / acquisition cost if no bonds are issued
- d. Cost of reasonable repair or expansion of the public improvement – a depreciation allowance
- e. Cost of a reasonable capital reserve for system expansion
2. Calculate the number of customers by facility and fee (daily, event, card, etc.) type
3. Apply adjustments to facility and fee type rates based upon system and facility service objectives

The resulting recommended parking rate changes from this effort are in Attachment 3.

The proposed parking rates will yield \$18.3 million in FY 2017 revenues to cover costs. The increased revenue when compared to previous fiscal years is going to cover the growing costs of managing the parking system and capital projects to cover expansions to the parking system.

### **Summary of Recommended Rate Changes**

The recommended parking rate changes for FY 2017 in Attachment 3 are broken into the following categories:

- Off-Street
  - Monthly rates – These rates are applicable to all of the off-street parking ramps and City managed surface parking lots. The monthly rate listed in Attachment 3 allows cardholders guaranteed access to these facilities from 7am – 6pm Monday – Friday. There are two additional types of monthly parking that are also impacted by the recommended parking rate changes:
    - Monthly residential parking – This allows cardholders 24 hour/7 day a week access to a parking facility for an additional monthly fee of 30 percent on top of the regular monthly parking rate. This rate is recommended to remain unchanged for FY17.
    - Monthly 24/7 reserved - This allows cardholders 24 hour/7 day a week access to a parking facility and to a reserved parking space for an additional monthly fee. The current fee is \$67/month on top of the regular monthly parking rate and the parking rate recommendation includes increasing this rate to \$100/month for FY17.
  - Short-term rate per half hour – This is the rate that is charged to parking customers for every 30 minutes that they park in the off-street facility up to the daily maximum. The recommended change is to increase from \$1 to \$1.25 for FY17.
  - Daily maximum rate – The maximum daily rate that can be charged to a parking customer for a day. The day begins at 4am and goes to 3:59am the following day. The recommended changes for FY17 are listed by facility in Attachment 3.

- Event charge – This is the special event rate that is charged after 5pm. The recommended changes for FY17 are listed by facility in Attachment 3.
- Lost ticket fee – This fee is charged to customers that have lost or misplaced their parking ticket. The recommended changes for FY17 are listed by facility in Attachment 3.
- On-Street
  - Hourly meter rates – The on-street parking meter system currently has five different meter rates and six different time limits. The rate recommendations include changing the hourly rates from \$0.50 to \$1, \$0.75 to \$1 and \$1.25 to \$1.50 for FY17.
  - Hood meter reservations – Per the City's Hood Meter Policy, staff currently bag meters for things like special events and construction contractors. The parking rate change includes a recommendation to increase the reservation fee from \$15 to \$20 to recover increased staffing costs for providing the service.
  - Meter removal – When meters need to be removed or displaced for construction projects, the City does not currently charge for the labor and staffing costs for this service. Additionally, there is lost revenue when meters are not operations. City staff is recommending to create a new fee of \$25/day to cover the costs of removing parking meters and for the loss of revenue consistent with the Hood Meter program.

### **Future Parking Rate Evaluation**

In addition to the FY 2017 parking rate changes, City staff will work with the Parking Commission and the City Commission to evaluate and make recommendations for FY 2018 regarding:

- On-street meter rates and hours of operation
- Residential parking permits and Downtown residential parking
- Nights and weekends parking
  - VIP parking program
  - Needs of students, retail employees, and restaurant and bar employees
- 24/7 reserved parking

City staff will add these items to the Parking Commission calendar for future meetings.

### **Next Steps**

The parking management changes for FY17 will be considered by the City Commission at their May 24 meeting as part of the Omnibus Fee Resolution and FY17 Budget approval. City staff has put together the attached guide that summarizes all of the proposed parking rate changes.

# FY17 PARKING MANAGEMENT CHANGES

The demand for public parking continues to grow, particularly in Downtown, employment has grown, residential units have become more prevalent, and event nights have increased. In addition to exploring new opportunities to expand supply, City staff is recommending to adopt demand based pricing for on- and off-street parking to better spread customers across the Downtown parking system and allow for everyone to access the parking that works for them.

City staff has recommended changes to how parking is managed across the system for fiscal year (FY) 2017:

- Improvements to mobility options including DASH and transit options
- Expanding parking supply
- On and off-street rate changes

## **GR Forward Plan Set Clear Direction on Parking Management**

In December 2015, the City Commission adopted the *GR Forward Plan*. This project involved extensive engagement of the general public, institutional partners, employers, elected officials and other stakeholders over two years. The Plan includes a number recommendations for improving Downtown transportation. A focal point of the recommendations is to improve mobility options and better manage the parking assets to support the success of downtown. The specific recommendations are included in Attachment 1.

Changing rates across the parking system in combination with expanding mobility options with improvements to DASH service are the City's first steps to implementing the recommendations from the *GR Forward Plan*.

## **Expanding Mobility Options**

Mobile GR and the Parking Services Department is evolving to better meet growth in demand of the parking on- and off-street parking system. To meet the needs of a 21st Century parking system, the City has continued to deploy new technologies. The City will need to continue to evolve to meet the future transportation demands as it continues to grow by continuing to operate a sophisticated parking system and expanding the scope of services to cover all transportation choices. The goal is to expand transportation choices to achieve a mode split of 90/10 between motor vehicles and mobility options.

To achieve the mode split and enhance the Downtown parking system as a park once district, DASH service will be enhanced in conjunction with the parking rate increases effective September 1 (Attachment 2). DASH service operation hours are going to be increased to operate from 6:30am – 10pm during the week, with frequency of 7-8 minute service all day long. City staff has also worked with DGRI and The Rapid to offer a pilot project for FY 2017 to make Silverline service north of Wealthy Street

# FY17 PARKING MANAGEMENT CHANGES

and throughout Downtown free all day long. The combination of the DASH and Silverline service will enhance mobility options Downtown.

In addition, the City will seek to reduce the demand for Downtown parking by working with employers on parking cash out programs and pursuing alternative transportation options including bike share and car share.

## **Parking Rate Change Rationale**

Our current off-street parking facilities are upwards of 90% at capacity with monthly employee parking and demand for special events and residential parking continue to grow. Existing surface lots in Downtown are under increased pressure as prime sites for redevelopment. There will need to be additional parking supply constructed to replace these surface lots and to accommodate increased demand.

The City needs to manage its parking assets to best support the success of Downtown, pricing both on- and off-street parking to reflect supply and demand. This provides choices for customers and optimal utilization of our public facilities. Changing rates is intended to price parking as a commodity, based on demand, to ensure that there is always some availability in all of the parking facilities for customers.

## **Rate Setting Methodology**

City staff worked with the Parking Commission and developed the following goals of rate design at the January 14, 2016 meeting:

1. Comply with laws, covenants, ordinances and resolutions
2. Provide sufficient revenue for the system to be financially viable
3. Support City, Commission and System service objectives
  - a. Manage demand for a limited, public resource
  - b. Balance demand and supply
  - c. Support economic development
  - d. Provide a wide variety of choice
  - e. Differentiate higher levels of service
  - f. Provide adequate parking
  - g. Used as a parking management tool
  - h. Create incentive to park in an underutilized facilities
  - i. Maximize utilization of existing facilities
  - j. Support 10% mode shift
  - k. Slow the rate of growth in demand for parking

Using the goals of rate design, City staff received approval from the Parking Commission to apply the following rate setting methodology and develop rates for fiscal year 2017.

## FY17 PARKING MANAGEMENT CHANGES

1. Establish the revenue requirements of the parking system. The revenue requirement will capture the total cost of operations of the System using a cash basis and a historical base year and will include the following with known cost adjustments:
  - a. Cost of administration
  - b. Cost of operation and maintenance
  - c. Cost of debt service if bonds are issued – or, rent or other construction / acquisition cost if no bonds are issued
  - d. Cost of reasonable repair or expansion of the public improvement – a depreciation allowance
  - e. Cost of a reasonable capital reserve for system expansion
2. Calculate the number of customers by facility and fee (daily, event, card, etc.) type
3. Apply adjustments to facility and fee type rates based upon system and facility service objectives

The resulting recommended parking rate changes from this effort are in Attachment 3.

### **Proposed Parking Rate Change Timeline**

Planning Phase – The discussion and development of parking recommendations took place over two years as part of the *GR Forward Plan* development.

Implementation Phase – Customer mobility meetings throughout 2015 as part of Arena South and with other employers

- January 13 – Parking Commission review of rate setting methodology
- March 1 – 3/1 Briefings with City Commission
- April 14 – Parking Commission discussion and recommendation to City Commission on Increased Rates
- May 24, 2016 – City Commission considers parking rate changes as part of Omnibus Fee Resolution
- June 2016 – Notify parking customers about parking rate changes and upcoming improvements to DASH service and free Silverline service north of Wealthy
- September 1 – Begin new parking rates in conjunction with new DASH service and free Silverline service north of Wealthy

# FY17 PARKING MANAGEMENT CHANGES

Changes in parking rates can be received differently by different constituents. In recognition of that, the following guide has been developed to answer questions and concerns from residents and parking customers.

## ***Why are rates being changed?***

- Allows the City to better manage parking demand and provide supply to employers, employees and residents.
- Rates have only minimally been raised an average of 1-3% annually over the last ten years and have not kept pace with increased demand and growing costs for providing services to customers.
- The increased revenues will be used to offset growing parking facility costs and allow for expansion of the system.

## ***What are you doing to increase parking supply?***

- The City is working to develop new ramps in conjunction with private developments.
- The City is continuing to work with The Rapid on remote parking facilities accessible by DASH service and along the Silverline.

## ***What options do I have?***

- The City is committed to working with all parking customers to find the best options that meet their needs and improve mobility options.
- Customers will have the option to move to less expensive parking facilities.
- Improvements to DASH service routes, hours of operation and frequency will go into effect September 1, 2016 in conjunction with the rate increases.
- More parking supply will be made available through access to DASH North.
- The City, DGRI and the Rapid are partnering on a pilot project to make Silverline service free north of Wealthy Street and throughout Downtown.

## ***These rates look really high, some more than doubling. Won't that drive away local businesses?***

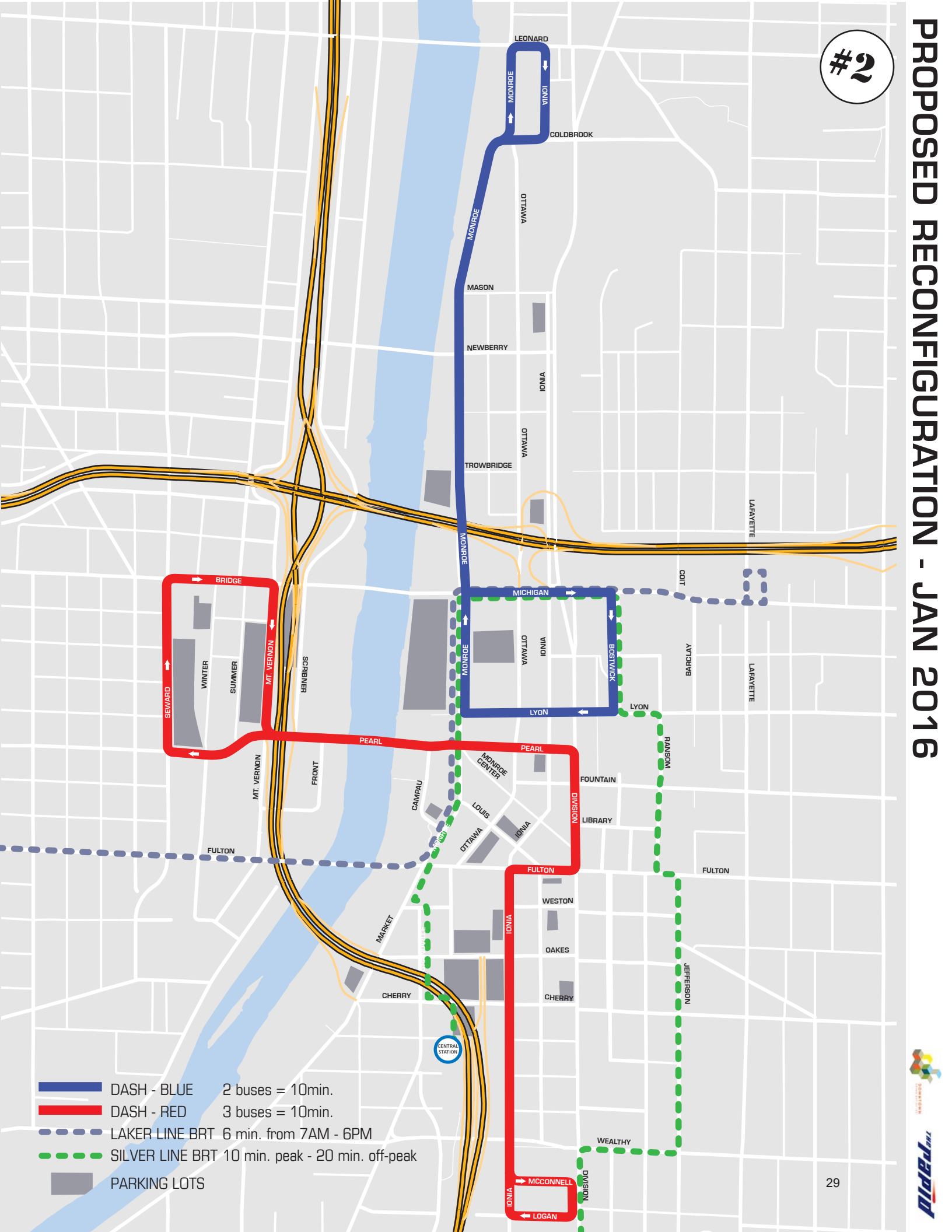
- The proposed rate increases average out per space to an increase of just over \$8/space.
- There is an immediate need to develop greater options for people to get to and within Downtown and reduce the parking demand rate with future projected increases in residents and employees. Providing more options to compete with driving will help to reduce parking demand.
- The minimum monthly parking rate will be raised to slightly higher than the monthly rate of a transit pass from The Rapid to help make transit a more enticing option for some commuters.
- The City will also start to work with residents and employers to expand mobility options and reduce drive alone vehicle trips.
- The City and DGRI are also working with local businesses and stakeholders to better understand future parking needs for employee and residential parking.

## Attachment 1 – GR Forward Plan Parking Recommendations

3.2 Establish Mobile GR			
Recommendation	Timeframe	Responsibility / Partners	Source of Funds
<b>Establish Mobile GR Organization</b>	1st year- 18 months	City of Grand Rapids	City of Grand Rapids
<i>Initial Action Steps -</i>			
Hire new staff, update website, developing marketing materials			
<b>Manage parking assets to support the success of Downtown</b>	1st year- 18 months	City of Grand Rapids	City of Grand Rapids
<i>Initial Action Steps -</i>			
Adjust parking pricing			
Consolidate parking programs			
<b>Provide additional parking supply</b>	ongoing	City of Grand Rapids / private developers	City of Grand Rapids / private developers
<i>Initial Action Steps -</i>			
Identify potential future parking ramp locations			
Pilot remote parking on the Silver Line			
<b>Reconfigure existing DASH service</b>	1st year	City of Grand Rapids / Rapid	City/Rapid
<i>Initial Action Steps -</i>			
Pilot changes to one line			
<b>Provide New and Enhanced Mobility Options</b>	1-2 years	City of Grand Rapids / DGRI / Rapid / Foundations / private businesses	City of Grand Rapids / DGRI / Rapid / Foundations / private businesses
<i>Initial Action Steps -</i>			
Launch car share pilot			
Complete bike share planning study			
Pilot transit pass program			
<b>Programs and Policies</b>	1st year	City of Grand Rapids / DGRI	City of Grand Rapids / DGRI
<i>Initial Action Steps -</i>			
Conduct outreach to employers			



#2



- DASH - BLUE 2 buses = 10min.
- DASH - RED 3 buses = 10min.
- LAKER LINE BRT 6 min. from 7AM - 6PM
- SILVER LINE BRT 10 min. peak - 20 min. off-peak
- PARKING LOTS













# Oakes Street Piazza

Exhibit B

4 8 2016

Arena South











## Bill Kirk

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**From:** Bill Kirk  
**Sent:** Friday, April 01, 2016 3:40 PM  
**To:** Bill Kirk  
**Cc:** Annamarie Buller  
**Subject:** Alliance for Livability - March meeting recap  
**Attachments:** Alliance for Livability - March Recap.pdf; Office of Special Events Calendar - April - June 2016.pdf; Resident listing GR 3.17.2016.xlsx

Good afternoon all-

Thank you for your time and input at our meeting this past Monday. As we discussed, a recap of the meeting is attached, including the list of projects that were given the "thumbs up" to proceed to cost estimation and be brought back in front of the group as a proposed budget to be recommended to the Downtown Development Authority Board of Directors.

In addition to the recap document, the following items address specific questions raised during the meeting:

- The Downtown Ambassadors phone number can be found by clicking on the Ambassadors section on the DGRI homepage (a short scroll down): <http://downtowngr.org/our-work/projects/downtown-ambassadors> - we are updating the page to better describe the walking escort service.
- In addition to the recap document, Annamarie's residential contact list is attached. We ask that you review this list, and reply back to one or both of us with any additions, suggestions, etc. for contacts or individuals that are missing from the list.
- In response to questions about the Downtown Census project, a short explanation has been included in the attached recap document. In addition, the following link provides to access to the presentation that was given to the Alliance last fall: [https://www.dropbox.com/s/wmyhmdwmyra54b1/downtown\\_census\\_presentation.pdf?dl=0](https://www.dropbox.com/s/wmyhmdwmyra54b1/downtown_census_presentation.pdf?dl=0) - Existing members will recall that a significant amount of explanation from our consultant, Gustavo Rotondaro, accompanied the PDF, so this is not meant as a full explanation of the project, rather to provide additional detail, context, and information related to the sources of the data (please excuse the jumbled text on slides 10, 18, and 29 - those were animation/swipe slides). If new or existing Alliance members would like to examine the project in more detail, we would be happy to schedule some time with staff and the consultant to provide a much deeper explanation.
- Following Kim's update, some members requested information related to event updates and calendars. If you would like to be on the City's event calendar distribution list, please email Kayleigh Kramer ([kkramer@grand-rapids.mi.us](mailto:kkramer@grand-rapids.mi.us)) and asked to be added. The event calendar for April-June is attached. In addition, if you would like to be added to ExperienceGR's distribution list, you can email Ashley Gechoff ([AGechoff@experiencegr.com](mailto:AGechoff@experiencegr.com)) with the same request. They're event list/calendar encompasses more of West Michigan.
- If existing members are interested in attending new member orientation, please join us on **Wednesday, April 27<sup>th</sup> at DGRI from 5:00-7:30pm.**
- If anyone is interested in attending the Downtown residential mixer that Annamarie mentioned during her update, please join us at **Eve at the B.O.B. on Tuesday, May 3 from 5:00-8:00pm.**

Finally, if any members have additional suggestions or ideas for projects to be included in budget considerations, please let me know by close of business this coming Tuesday, April 5<sup>th</sup>.

As always, thank you for your time, effort, and energy. Feel free to contact me with any questions, suggestions, concerns at any time (c - 616.437.3674).

Thank you-

## **Alliance for Livability – 3.28.16**

### **Meeting Recap**

At March's meeting, the main work item was to approve priority projects to proceed to cost estimation for formal budget recommendation at April's Alliance for Livability meeting. In addition to budget planning, updates were provided on:

- The Alliance for Investment
- The Alliance for Vibrancy
- Coordination and collaboration efforts between the Office of Special Events and DGRI, and
- Plans for Residential Engagement in the coming year

In addition, a **draft** version of a section of the Downtown Census Report was provided and discussed. Multiple members requested additional information and provided feedback for edits and improvement. As members who were present at last September's meeting will recall, an extensive presentation was provided by Gustavo Rotondaro detailing the data sources, methodology, and details of the project. A copy of his presentation has been provided for reference via dropbox in the email accompanying this attachment.

To recap the explanation of the draft report piece, the intent with the poster reviewed at the meeting is to serve as a very high-level, summary introduction of the project, focused on statistics related to overall population and demographics, as well as housing and land use dynamics. Additional materials are being developed, which will delve into specific topics such as daytime population, commuting patterns, educational attainment, income levels, etc. Materials will be created in printed form on an as-needed basis, while a comprehensive collection of all data, reports, and the project itself will live on the DGRI website.

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### **Budget Planning: Phase II – Recap**

Based on discussion at the February Alliance for Livability (AFL) meeting, staff presented projects to be considered for cost estimation and formal recommendation at the upcoming meeting in April. The projects are listed here, organized by the areas of focus/purview for the AFL. Additional details from conversations at the March meeting are included for some projects.

#### *Clean, Safe, Beautiful*

- ExitSpace Project
  - Continuation/completion of the North Division retaining wall mural; potential projects at Wealthy Street underpass east of 131 (Downtown Market) and west of 131 (Amtrak Station)
- Signal Box Project
  - Continuation/completion of mini-mural project on City-owned traffic signal boxes Downtown
- District Identification / Wayfinding
  - Pilot project for public art interventions that can serve a multiple purposes: wayfinding , district identification, and branding



- Downtown Refuse Container Expansion
  - Partnership with the Downtown Ambassadors to repurpose and repair current refuse containers, as well as acquire new containers to address deficient areas with a focus on containers that can incorporate a public art component
- Division Avenue Enhancements
  - Leverage current BRIP (Building Reuse Incentive Program) and Signage Grant Programs to improve facades and storefronts on South Division, explore additional funding options and programs to improve the pedestrian experience from Fulton to Wealthy

### *Engagement*

- Downtown Residents' Network
  - Funding support for events and programs led by DGRI's Stakeholder Engagement Specialist to connect, educate, and inform Downtown residents with the intent of building and growing a leadership network

### *Mobility*

- DASH 2.0 Infrastructure
  - Infrastructure enhancements to complement the DASH system reconfiguration in 2016-2017, including, but not limited to: stop and shelter infrastructure, map/schedule/route information (stationary and digital), vehicle branding, etc.
- Bike Parking 2.0
  - Partnership with MobileGR, the Traffic Safety Department, and the Greater Grand Rapids Bicycle Coalition to enhance and expand bike parking options Downtown with a comprehensive bike parking plan (including new corrals, off-street parking, etc.)
- Bikeshare Feasibility Study
  - Partnership with MobileGR to conduct a demand/feasibility analysis for a citywide bikeshare system
- Wayfinding and Accessibility Audit/Enhancement
  - Assessment of all current wayfinding systems to analyze efficiency and effectiveness, and understand areas of opportunity for improvement (including an assessment resting spaces and paratransit access points – loading zones, proximity to entrances, etc., as well as the Downtown street sign system)

### *Urban Recreation*

- Winter Recreation Equipment
  - Winter recreation equipment for potential deployment in Downtown parks in partnership with the Parks and Recreation Department
- Skate Park/Plaza Planning
  - Placeholder funds for potential planning opportunities with the City of Grand Rapids
- River Trail and Trailhead Planning/Infrastructure
  - Planning for Ah-Nab-Awen trailhead and river trail infrastructure enhancements

### *Multi-Year Budget Items*

- These items represent multi-year commitments primarily related to asset management of prior infrastructure investments, as well as prioritized, multi-year programs and projects:
    - Accessibility/Mobility Repairs
    - Snowmelt Systems Management
    - Wayfinding Maintenance
    - Riverwalk Maintenance
    - Project/Fixed Asset Maintenance
    - Downtown Ambassador Program
    - Winter Avenue Building Maintenance
    - Tree Well Maintenance
    - Transportation Demand Management Program
- 

In addition to budgeted projects, DGRI staff time and Alliance members' workgroup efforts will focus on specific advocacy areas, including but not limited to:

- Revision of sidewalk and street closure policies for Downtown construction
- The Vital Streets Planning process
- The Bicycle Safety/Education project
- Parks Master Planning process