

# MISSOULA PARKING COMMISSION

## Minutes

September 9, 2010

A Board of Directors' meeting was held in the Jack Reidy Conference Room, 140 W. Pine at noon. Those in attending the meeting were Board members Rod Austin, Theresa Cox, Jinny Iverson, John Smith and Carol Williams. From the Parking Commission office was Anne Guest, Director and Kathy Lathrop, Administrative Services Manager. Also was in attendance was Ellen Buchanan, Missoula Redevelopment Agency; Jim Galipeau, JCCS; Jack Stucky, Public Works; Jason Weiner; City Council; and Scott Sproull, Hide and Sole.

### I. Call to Order

The meeting was called to order by Rod Austin.

### II. Welcome and Introductions

Introductions were made.

### III. Public Comments and Announcements

Scott Sproull question the Board whether they were going to make a final decision on the fine structure. He sent an email to the Missoula Parking Commission (MPC) Board members regarding his opinion on the positive attributes of the "Oops" ticket. Scott mentioned that he recognizes that both the businesses downtown and MPC are in an economic decline. He said that MPC needs to provide incentives to bring people downtown. Word of mouth of the "Oops" ticket would bring those people downtown. Scott brought up the question of how MPC can make sense of the change of behaviors. He said that he understands and likes the tiered fine structure. The "Oops" ticket would temper the tier system. It is easy to get four or more tickets and how will the people react to the tier. He stated that the "Oops" ticket should be incorporated for both the first meter and overtime violations. Scott said that the "Oops" ticket would result in a \$30K loss for MPC and business would see millions of loss dollars.

### IV. Approval of Minutes

#### A. August 2010 Board meeting held 8/5/2010.

**The minutes of the June Board meeting held 8/5/2010 were unanimously approved.**

### V. Presentation(s) – Performance Contract – Jack Stucky

The City of Missoula plans to enter into a contract with Johnson Controls to upgrade lighting and be more energy efficient while providing a cost savings. An evaluation was conducted on all of the City's facilities. Johnson Controls will guarantee the energy savings and pay the difference if there is no savings realized. They will hire subcontractors and put out a bid for local companies to complete the project. City Council needs to approve the project and the subcontractor list.

The total cost of the project for MPC is \$183,006. Bank Street structure cost of \$65,167 and Central Park \$117,839. The payback period is approximately 8.7 years for Bank Street and 7.3 years for Central Park with a 15 year life. A series of initial cash flows will be followed by the cost

savings. The two structures will be updated to halite metal lighting. The project should be complete no later 90 days from the inception.

The Downtown Master Plan (DTMP) has an item that relates to parking lighting. The Board would like to have a consultant review the Johnson Control plan and possibly integrate it with the DTMP.

A motion was made pending with the exception that we get verification of the total cost. A clarification requested as to when the check needs to be written.

## **VI. Action Items**

No action items.

## **VII. Non-Action Items**

### **A. New Business**

1. No new business.

### **B. Old Business**

#### **1. Fine structure – Rod Austin**

Discussion was combined with the Parking Commission Advisory Committee (PCAC) agenda item. Rod asked the Board if they are ready to make a decision and are they ready to move forward. He said that the PCAC wants to continue discussion but Rod is ready to move on. The Board was questioned as to what they needed to move forward. Rod stated that the oops ticket could possibly result in a \$60K loss. He said that the number one goal should be to change behavior but questioned on how that could be accomplished and to what extent.

Rod listed MPC perspective:

- The tier system is desired and tougher on the offenders.
- Downtown Master Plan (DTMP) recommended a \$2 ticket to begin the tier system. Fort Collins, CO previously used the "Oops" ticket as an educational tool, not to be consumer friendly.
- Possible \$60K loss if the "Oops" ticket is implemented.
- MPC fine and short term revenue was down \$90K for fiscal year 2010. The Parking Commission is not in a financial position to take a huge risk.
- A \$5 fine will change behavior. But to what extent is unknown. The fine is still customer friendly.
- It is difficult to collect higher fines which will result in a lower collection rate.
- "Fine" is just that, a fine. You do not need to be concerned about being customer friendly. Most offenders are repeat offenders and not customers.
- The first hour free in Central Park will be offered.
- The cost to write a violation is \$5. An oops ticket or remaining at a \$2 violation would result in a net loss.
- Other similar cities issue higher fines. i.e. Spokane, WA fines are higher and the downtown maintains to be vibrant.

Carol moved for the Board to approve option # 2 based on the fine structure handout. Option #2 is the following:

1. Parking Meter Violations and Overtime Violations:
  - Five dollars (\$5.00) for the first violation; and
  - Ten dollars (\$10.00) for the second violation; and
  - Fifteen dollars (\$15.00) for the third violation; and
  - Twenty dollars (\$20.00) for the four or subsequent violation incurred in the same year from the date of the first violation.
2. Improper Parking Violations:
  - Twenty dollars (\$20.00)

Jinny proposed a friendly amendment to the motion that would make the Board's action contingent on development of a PR and implementation plan for the new fine structure and our review of draft ordinance. This was agreed upon by the Board. Anne will work with Jim Nugent to write a draft ordinance to be review by the Board at the next meeting. She will also work on a marketing plan with the assistance of a marketing specialist. **The Board unanimously approved the motion to accept Option #2 for a new fine structure with the amendment to develop a public relations and implementation plan for both the fine structure and new ordinance language.**

## **2. N. Higgins Project – Rod Austin**

The N. Higgins project is moving along nicely. The lights will be installed early as next week. The plans for landscape are to use a zero-scape design that will be easily maintained. The bike lanes will have a textured green street print. The meters will be placed outside the bike lane.

## **3. Front Street Parking Structure Update – Ellen Buchanan**

Various individuals in the negotiations have been on vacation. The negotiations are resuming and crunching the numbers.

## **4. Parking Commission Advisory Committee (PCAC) – Rod Austin**

Discussion of PCAC was included with the fine structure agenda item.

## **5. Downtown Master Plan Update – Rod Austin**

The DTMP committee is continuing to meet. Nothing major has come up. They are creating buckets and space inventory.

# **VIII. Director's Report**

## **A. Financial Statements – July 2010**

Jim Galipeau stated that the July 2010 financial statements are in draft form. He has not received investment income from the City. He noted that lease parking is down from last year most likely due to payment timing. The two major lots with decreases are Caras Park and Central Park Structure. Fine revenue increased approximately \$1,700 and meter revenue is down about \$6,000.

**B. Next Meeting Date – October 7, 2010 (Jack Reidy Conference room)**

**IX. Other Business**

MPC has been recognized on the national level hence been invited by Duluth, MN to join a panel to develop a parking plan. The cities involved in the panel are Boise, ID; Missoula, MT; and Fort Collins, CO. Anne will be representing MPC in the panel.

**X. Adjournment**

Respectfully submitted,

Anne P. Guest  
Director