

## MISSOULA PARKING COMMISSION

### Minutes

July 6, 2017

A Board of Directors' meeting was held in the Jack Reidy Conference Room, 140 W Pine Street at noon. Those in attendance were Board members John Roemer, Heidi Kendall and Matt Ellis. From the Parking Commission office were Rod Austin, Director, and Jodi Pilgrim, Administrative Assistant II. Also in attendance were, from Missoula Ravalli Transportation Management Associations (MRTMA), Lyn Hellegaard, Executive Director, and from Mountain Line, Corey Aldridge, General Manager.

#### I. Call to Order - John Roemer

#### II. Introduction and Welcome to those in attendance

#### III. Public Comments and Announcements

No public comments or announcements.

#### IV. Approval of Agenda:

There were no suggested changes to the agenda.

#### V. Approval of Minutes:

Heidi Kendall moved to approve the June 1, 2017 meeting minutes with no changes. Matt Ellis seconded her motion and the **Minutes of the Board Meeting held on June 1, 2017, were unanimously approved.**

#### VI. Communication and Presentations:

##### A. Corey Aldridge presenting on behalf of Mountain Line:

Corey explained that Zero Fare is made possible through contributions from partners. The original program goal was to put more butts in the seats, reduce congestion, and increase freedom of movement throughout the community. During Phase 2, which started January 2015, Mountain Line added Route 2 and extended evening service to 10pm. Ridership increased from 900,000 to 1.5 million. The increase in ridership has led to request for 10% increase in financial contributions. The goal for the next 3 years is to increase number of partners by 25. Corey Aldridge Requests MPC's continued support as a partner, and an increase in funds of 10% totaling \$35,200.00 per year for 3 years.

Questions: Rod Austin clarified that the increase would amount to \$3,200.00 increase annually. John Roemer requested clarification on \$17,600.00 amount listed on the agenda and proposal. Corey explained MPC pays semi-annually and that is the semi-annual payment

amount. Heidi Kendall wants to know how each partner's contribution is calculated. Corey stated that partners contribute what they elect to contribute. Heidi also asked if there are ads that talk about who partners are. Corey noted there are ads on the busses, in the transfer center, and on social media – one partner is highlighted per month. John Roemer stated that year 1 and 2 increases had been explained, and asked what happened between year 2 and 3. Corey stated that the huge increase has tapered off. They are still seeing a slight increase, around 3%. Ridership fluctuates with fuel prices. John followed up with what is the collective thought of continuance of this project ongoing – if cancelled, would ridership go down? Corey stated that it absolutely would go down – a fare makes a huge difference. Matt Ellis asked for clarification - what is the commitment today? Corey stated the commitment is 3 years. Rod stated this program is one of the biggest programs that contribute to not having to park people. Zero Fare is an alternative to driving to and from Downtown and parking.

Matt Ellis moved to approve request as presented. Heidi Kendall seconded. **Continued partnership with Mountain Line and to increase financial contribution by 10% was unanimously approved by the Board.**

B. Lyn Hellegaard presenting on behalf of MRTMA:

Lyn highlighted the history of MRTMA and their current programs. She noted MPC's ongoing support for almost 20 years. Lyn detailed how MRTMA provides transportation to populations unserved by Mountain Line routes, and outside of Mountain Line service hours. They provide transportation services for hospitals, veterans, low-income populations, students, and the general population of commuters into Missoula. Approximately 1/3 of riders served come to the downtown area this is about 50 riders. They have voucher programs for hospitals and job services. Lyn Hellengaard requests funds in the amount of \$6,000.00 from MPC for MRTMA.

Questions: Rod Austin clarified that support of MRTMA is in the budget. Lyn handed out a grid of how vanpool compares to other programs. Rod pointed out that Vanpool is obviously a piece of the downtown parking puzzle.

Matt Ellis moved to approve funding. Heidi Kendall seconded. **Funding of \$6,000.00 for MRTMA was unanimously approved by the Board.**

## VII. Director's Report:

Item 1 - Rod Austin presented a walk through the projection spreadsheet and fielded questions.

Questions: Matt Ellis asked if we built more levels on Park Place garage, would we be able to lease them out? Rod responded yes, the demand is there. Heidi Kendall mentioned a gentleman that is running for City Council has concerns about our budget. Rod clarified his concern – City Finance puts abbreviated budget on website. He is concerned that the lump sums are money completely unaccounted for. MPC staff broke down the lump sums and Rod has sent him a complete audited balance sheet.

Heidi asked what budget line Promotions includes - TDM? Rod explained that promotions are primarily marketing with MDA, \$30,000.00. Matt Ellis asked why it is so much lower than before. Rod noted that we have moved items that were once included in the total to more individual areas. John Roemer stated that we need to start focusing promotions on PassportParking. Rod stated we are planning a big PassportParking push at the end of the summer when students come in. Heidi asked if we will reduce the amount to MDA since we are separately promoting Passport? Rod answered, no, we are prepared to spend additional funds on Passport marketing. Matt asked if we are planning to have a person standing at meters to show people how to or walkthrough Passport? An intern? Rod stated he hadn't considered an intern yet.

Item 2 – library parking. Rod Austin attended a design review meeting. Library will add 60 spaces. The new building will have a need for 300 spaces. Rod is suggesting they plan for diagonal spots around the library instead of parallel to give an additional 13-17 spaces.

Matt Ellis asked for some feedback on reactions to the lease rate increase? Rod stated that not even 5 people complained.

### **VIII. Financial Statement:**

Year end financials are not done yet. The next report will include May and June. Matt Ellis asked if there are any projections for year-end? Rod Austin stated we are in good shape. Meter revenue is significantly higher.

### **IX. Action Items:**

#### **A. Choral Festival funding request:**

John Roemer reviewed - \$3,000 a year for 3 years for a total of \$9,000. The Choral Festival request was missing any parking or transportation component. Rod created a letter explaining that the Choral Festival does not involve anything to do with our mission at this time. It needs to fit our mission in order to be approved. He would like us to establish a criteria for asks of this type that do not fit in our mission, but are important to our community. Staff recommendation is not to approve these funds.

Questions: Matt Ellis asked if there is a way we can help with some parking element even if we do not approve requested funds. Rod answered yes. For example, we could do what we do with first night, where we contribute to busses and people transport. Rod recommends not to approve the request at this time, but if they come up with a need that fits with our mission, we could revisit. Matt Ellis supports Rod's recommendation, but requests that we offer some staff effort to support it in some way. Heidi Kendall believes it's important to support downtown institutions. We support MDA and Downtown Arts. MPC needs to be a good neighbor consistent with what we can do in our budget. She believes we could trim some items from the budget to allow us to support things like this. She will vote against Rod's and staff's recommendation. John Roemer

stated he supports choral festival. His concern with their request as presented is he would like a request that fits our mission – TDM, Parking. If they came back with a request that fits our mission, we could reconsider. Rod is concerned with us setting a precedent, and is committed to get us to a place, financially, where we can support these projects. It's not about the program or the money, it's about a clear connection between our mission and the request. **Heidi moved to table. Matt seconded. Motion to table unanimously approved.**

**X. Non-Action Items:**

A. New Business:

1. Board members to sit on PARCS/LPR RFP committee - Rod Austin requested a board member or two sit in on the committee. Heidi Kendall asked about time frame. Rod said RFP will be out by end of month. Heidi and John Roemer would be happy to participate.

B. Old Business:

1. Strategic Plan update. MPC added structural analysis, and would like to get Board more engaged in the budgeting process. Rod would like to give our next draft budget to the Board. Matt Ellis would like to see our reserves get bigger, citing a need for future growth.

New: Rod trying to persue CMAC funding for a sweeper. MPC may partner with Parks and Recreation. The sweeper is a \$65,000.00 unit. It could cost us less than \$10,000.00.

**XI. Setting of next meeting date and adjournment:**

Next Meeting is scheduled for Thursday, August 3, 2017 (Jack Reidy Conference Room).

Respectfully submitted,

Jodi Pilgrim  
Administrative Assistant II