

# Parking Commission Advisory Committee (PCAC) Notes for 8/31/2010

I. Call to Order – Rod Austin.

The meeting was called to order by Rod Austin, Business Improvement District (BID).

II. Introductions and Welcome to those in attendance

Introductions were made. The following PCAC members were in attendance:

**BID:** Rod Austin

**J. Elaine's:** ~~Kim Johns~~

**MPC:** Anne Guest

**DTMP Implem. Comm:** ~~Matt Ellis~~

**MPC:** Kathy Lathrop

**City Council:** Jason Weiner

**MPC:** Cyndie Winchell

**Property Owner:** John Roemer

**MDA:** Julie Weaver

**FIB:** Suzanne Loewen

**MRA:** Ellen Buchanan

**Business Owner:** Todd Frank

**TDM:** Phil Smith

**Heart of Missoula:** ~~John Bacino~~

Others in attendance:

**CC:** Dave Strohmaeir

**Hide & Sole:** Scott Sproull

**MRA:** Ellen Buchanan

III. Fine structure

A lengthy discussion was held regarding the fine structure. Anne began by discussing Bob Jaffe's analysis of parking fines. Anne stated that she replied to Bob concerning her issues with his analysis but she has not heard back from him. Bob's analysis was initially approached to look at an oops ticket and the numbers per behavior changes. Anne questioned Bob regarding various items on his data. For example, was the data determined by a calendar year or fiscal year? How do you determine behavior changes? His numbers were incorrect per the fines issued for the fiscal year. Misleading assumptions were used and it appeared that there was a misunderstanding on how the parking commission operates. Ellen suggested and Jason agreed that the analysis not be used in discussion until there is reanalysis of the data.

Randy Hensley from Fort Collins, CO was contacted by Scott Sproull and later by Rod Austin to obtain his opinion of the oops ticket since Fort Collins had used this approach in their fine structure. Randy stated that relative to the oops ticket they do not have meters. Fort Collins used the oops ticket to educate the public about their four hour parking rule. He stated that the meters are self explanatory.

John mentioned that the main goals of the parking commission should be controlling employee parking, stop the behavior of musical cars and to encourage alternative transportation. Dave added that the fines should be structured to change parking behavior as well and enhance the retail environment. Rod brought up the idea of creating a parking SID to subsidize employee parking. He felt that it had worked previously and could be looked at again. The SID would be a possible solution to make up the potential revenue loss due to the oops ticket.

John said that the parking authority is challenged to get the City Council to accept the fine structure proposal and it is difficult to take back a bad decision. We could try the oops ticket but if it does not work it would be difficult to change. The oops ticket could have a significant effect on MPC revenue. Fiscal year 2009, MPC showed a decrease in fines and short term parking.

John pointed out that the value associated with a parking spaces correlates to its location. Short term parking in front of a store is the most valuable spaces. He said that we need to think twice to give away the most valuable inventory. Remember once you start to give something away it makes it difficult to change.

MPC perspective is that they already give away free parking twice a year, once on the day after Thanksgiving and Christmas. At that time, the leases park on the street for free in front of the place of business taking up valuable customer parking instead of using their paid lease spot. The current \$2.00 meter violation fine is not a deterrent. People often tell parking enforcements officers to go ahead and give them a ticket because they are not going to plug the meter.

Anne stated that MPC is recognized and respected on the national level and that we should be trusted with the discussion that we make. She said that fines are a punitive fee for not respecting the law. Fines are a choose and a consequence of disrespect of a City ordinances. Fines and fees should not be discussed together. The fees are already customer friendly at their current low rates.

Rod said that he will take the fine structure issue to the next Board of Director's meeting and request that they move on with the issue. However, PCAC requested that the fine structure comes back on their agenda.

- IV. N. Higgins Project – meter technology  
Due to time constraints the subject was not discussed.
- V. Next meeting date – **Tuesday, September 28<sup>th</sup> at 4:00 pm in the Jack Reidy Conference Room**  
(Last Tuesday of every month at 4:00 pm in the Jack Reidy Conference Room)
- VI. Other Business  
No other business.
- VII. Adjournment