

## Heart of Missoula Neighborhood Council Leadership Team Meeting Minutes

April 1, 2025; 5pm

Ryman Street Conference Room (416 Ryman St) or via Microsoft Teams

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1. Introduction and Roll Call
  - Present: Naomi Lichtenberg, Kalina Pritchard, Melissa Glueckert, Jodi Pilgram, Chris Kennedy, Tom Winter, T-Bone Pleasant
2. Approve Minutes – [February 4, 2025](#) and [March 4, 2025](#)
  - Moved by Chris, 2<sup>nd</sup> by Naomi- Approved on a voice vote.
3. Presentations: Parking Updates- Jodi, Missoula Parking Services Director
  - Because the Heart of Missoula neighborhood did not have a leadership team last year when I went to all the neighborhoods to talk about the Parking Plan I wanted to start off by going over that. You can find the Missoula Parking Commission Expansion And Optimization Implementation And Action Plan here:  
<https://www.ci.missoula.mt.us/DocumentCenter/View/74700/Missoula-Parking-Commission-Expansion-and-Optimization-Implementation-and-Action-Plan>
    - Naomi- I saw that the legislature was making some changes to parking mandates, will that effect your office?
    - Jodi- No, we manage parking that already exists. The changes they are taking about the parking requirements for future development.
  - Project Objectives:
    - Build a framework for where and how to manage parking throughout the city
    - Create metrics that help inform how we are doing and show us when to change our approach
    - Expand and refine our menu of options for different kinds of parkers- residents, employers/commuters, visitors and more
    - Develop a clear resource plan for near-term, mid-term, and long-term objectives.
  - Plan started because of the growth happening in Missoula, the first step was community outreach where the following was learned:
    - People wanted to preserve: Sence of place, understanding that parking is more than just parking, the Multimodal environment, the choices, options for payment (easy), parking options for employees, parking support for residents, financial sustainability of the parking program.
    - People want to change: the communication (needs to be more frequent and proactive), the technology (easier to use), busy streets, the focus areas (to expand beyond the University district and downtown).
  - 5 Key Ideas for the parking plan.
    - System/Jurisdiction Expansion

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- Develop and initiate a proactive response program to enable thoughtful, intentional, and adaptive expansion of MPC's jurisdiction and deployment of resources.
- Neighborhood Parking Management
  - Modernize approach so that it can serve the needs of a more robust and diverse group of Missoula community members, while recovering costs and eventually supporting even more benefits to the community.
- Short-Term Paid Parking
  - Optimize pricing and technology to improve user experience and prepare for paid parking expansion when intervention is sorely needed.
- Parking Violation Fines
  - Use higher fines as a tool to shift the enforcement focus to habitual violators and build a safer, friendlier environment for everyone
- Commercial/Employee Permits
  - Leverage smart technology and data analysis to improve the permit system's ability to serve more people in different ways.
- This FY Implications
  - **Proactive Response Program:** A recommendation of the system/justification expansion section of the plan includes creation of a proactive response program and an initial recommended expansion map. A proactive response program requires good data, so the first part of the expansion recommendation that we wanted to tackle was the data collection piece. The plan recommendation annual collection of data. However, when discussing the plan in public meetings, it becomes clear that utilization and other indicators that we care about are too varied throughout the year to get meaningful data by just collecting once each year. Continuous collection is a better approach. The parking division worked with the LPR vendor to map the initial recommended area for expansion so that we could start collecting usage data. Once the area was mapped, our officers were able to start driving through the area in their scooters and the scooters automatically counted the cards. The data collection, in conjunction with public outreach, will be used to determine what type of management is indicated in the area and can be used to communicate the need for expansion to neighbors and city council.
  - **Potential Expansion:** The plan outlined a recommendation for Jurisdictional expansion into the Hip Strip which connects the Downtown and University parking jurisdictions. Data has been being collected in this area since October. There is heavy utilization, particularly during school hours in Gerald, Eddy, and Connell South of 6<sup>th</sup> Street and on 6<sup>th</sup> between Gerald and Ronald, as well as Roosevelt St. right off Higgins. Other areas that are consistently full include: 3<sup>rd</sup> street and 4<sup>th</sup> street between Myrtle and Higgins, and Myrtle st between 4<sup>th</sup> and 5<sup>th</sup>. Heavy utilization meaning that 80% or more of the time. There is

not a high turn over of cars in this area, meaning that cars are parking there and not movin for most of the day.

- **Naomi-** If Parking is enforced in this area where will students park?  
What about employees?
- **Jodi-** This is a hard question to answer, business owners want to be able to have turnover for customers. Many people who work downtown (DT) park on the hip strip and walk over the bridge. Because of this, parking is not utilized by customers. Right now we will present this to council and see if they will approve an expansion.
- **Tom-** Is there enough data to know if the high schoolers are taking up the street parking?
- **Jodi-** We do not have that specific data.
- **Tom-** If parking is taken away from this area will High Schoolers be able to go to school?
- **Jodi-** This program will not look like University District parking program. There are plans to study this area with a student intern and Missoula in Motion to better understand how students get to school. If anything, meter parking will likely only be on Higgins in front of the businesses.
- **Adaptable Expansion**
  - Amend City Ordinance to facilitate expansion of MPC's jurisdiction and establishment of managed parking areas based on established key performance indicators.
    - Plans to propose an amendment of 10.22.240 to city council this month.
      - a. **Chris:** How does the NH these changes effect feel about this?
      - b. **Jodi-** I met with Riverfront last week and they were excited.
- **Neighborhood Parking Permits**
  - Parking plan recommendations related to the neighborhood parking management gave direction on adjustments to make in the existing RPP area that could also be used in other neighborhoods in the future if it makes sense. Three big goals include:
    - **Amend Permit Prices:** The RPP program covered only around 27% of the cost to run it. Amending permit prices allows MPC to reach cost recovery in the RPP area, meaning that the program would no longer be subsidized by downtown parking revenues. The recommendation in the plan is to increase the permit price by \$20 per year until cost neutrality is achieved.
    - **Broaden the Permit Program:** To allow those who commute to the residential area to purchase the annual permit for their vehicles. Commuters include: Nannies, house cleaners, dog walkers, hospice workers, and other. These do not include students or people who work on campus. This will also be considered at the next Parking Board meeting.



## Missoula Neighborhoods

- **Allow for short term parking:** Recommendation of opening short term parking the permit required zone to people who need to park for a couple of hours at a time. Originally the recommendation was 2 hour free parking, but after concerns from neighbors were raised about not being able to find parking and the goal for the area to support itself on revenue generated by people who benefit the goal recommendation was changes to allow hourly paid parking with a limit of 2hrs per day. This 3 month pilot program is still being designed and will not roll out until at least August.
- Rate Review
  - The Parking board reviews all parking rates annually in April. This year the board will be considering: 20\$ increase to the RPP program permits, 10% increase rate to leased spots, and fine increases.
    - Fines have not been increased since 2012 and should function as a tool that changes parking behavior, current fines do not do that.
- 4. Items to be Discussed:
  - General Meeting Planning
    - Discussion pushed to next meeting.
- 5. Community Forum Report
  - No report
- 6. Neighborhood Budget
  - No report.
- 7. Missoula Neighborhoods Report- Melissa/Kalina
  - City Council Report to be done on April 7<sup>th</sup>. Will be done by Chris and T-Bone. Topics to include: The neighborhood council has restarted after years of inactivity, the team is planning to hold a general meeting sometime in June, and the team would like to work on a beautification grant for the next Energize Your Neighborhood Grant cycle.
- 8. Public Comment on Non-Agenda Items
  - None.
- 9. Announcements
- 10. Adjournment
  - Adjourned at 6:37pm