

MEMORANDUM

PROJECT 17-021 COHO POINT
SUBJECT Transportation Demand Management Program
DATE AUGUST 25, 2021
RECIPIENTS Brett Kelper, City of Milwaukee

BlackRock Development & Real Estate, LLC commits to actively implement a more comprehensive parking management plan for the Coho Point site upon project completion. This would provide a much higher level of control and management of the parking supply and support the staffs concerns about the limited provided parking spaces available on site for tenant use.

Parking Management Plan

The following strategies will be implemented within the context of a site-oriented parking management plan. These strategies are both common and successfully deployed in similar residential formats.

1. Property management will target lease marketing to emphasize car-free/low auto use living to long-term tenant units at the Coho Point site.
2. All tenants will sign within their tenant lease agreements that they accept and will adhere to on-site parking rules of use as a condition of residency. Include in the rental agreement that there is no guarantee of on-street parking or neighborhood parking. Violations of the parking agreement is grounds for penalty or termination.
3. All tenants will register their vehicle license plate number(s) with property management, creating a database from which management can identify authorized vehicles parking on-site, as well as respond to any complaints of site vehicles parking off-site. Residents and Employees of the ground story retail will participate in an annual transportation survey to monitor transportation and driving habits.
4. Property management will routinely monitor parking stall usage in the garage by license plate. This assures compliance and will also result in issuing notice to vehicles not properly identified (e.g., abandoned vehicles, commercial vehicles using the lot during the day, etc.). Unauthorized vehicles will be (a) notified and (b) towed if abuse of site reoccurs.
5. Appropriately placed signs located on site to communicate the site is available only to authorized users.
6. Placing a sign on the building, and in communications materials that directs any questions or issues related to parking to a phone number that rings directly to property management. This will ensure timely response to issues and concerns.

7. Number all stalls on the lot to support allocation strategy.
8. Allocate no more than one parking space to any unit.
9. *Financial incentives to be provided for one annual TriMet pass per dwelling unit that does not have a designated parking space.
10. *Car share/Ride share incentives and pickup/dropoff areas will be given. Property Management will coordinate with Zipcar, GetAround, Uber, Lyft or other car sharing/Ride Sharing companies to provide or *incentivize tenants to utilize car-sharing.
11. The project is providing secure and ample amount of bike parking spaces and can *subsidize bicycle maintenance for tenants.
12. *Rent reduction incentives to be given to tenants that do not have a car.
13. *Bike Share/E-Scooter memberships or ride credits can be provided to tenants that do not have a vehicle.
14. Unbundle Parking from units and charge market-rate price to residents for parking spaces.
15. Since the project is located within close proximity to multiple bus lines as well as the Max Line, information will be distributed on site regarding transportation information and options for residents. Transit Tracker monitor can be installed in the residential lobby with information about upcoming buses, trains, etc.
16. Improvements will be made to the surrounding public Right-of-way including new sidewalks and a pedestrian path will make the area more accessible and walkable.

These are simple strategies and easy to enforce and monitor; and they are in use in many other venues. The fact that parking becomes a legally binding condition of residency is a strong and compelling lever to influence compliance.

**Financial Incentives and/or subsidies can not be combined, only one per authorized tenant can be used.*