



**City of Traverse City**



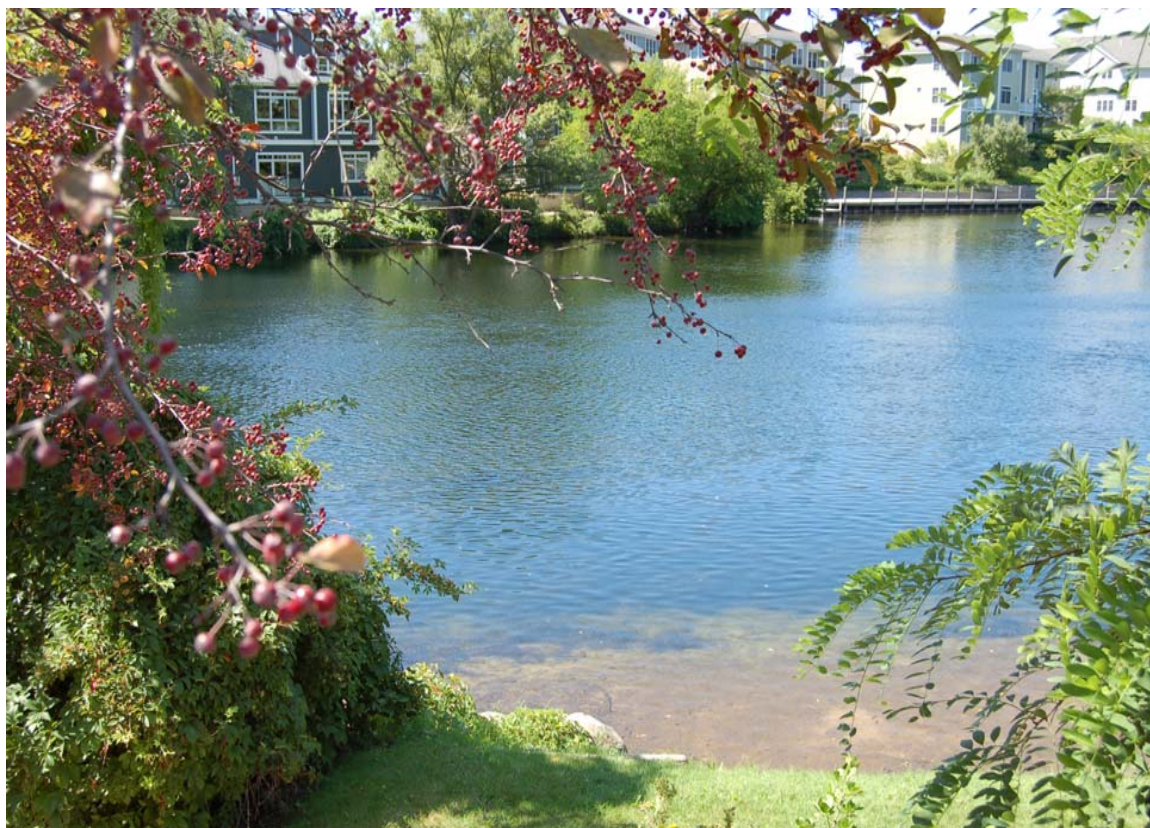
**2011**



**The Performance**

# TABLE OF CONTENTS

Message from City Manager R. Ben Bifoss	Page 2
Increased Amenities / Community Enhancements	Page 3
Operations	Pages 4 & 5
Governance	Page 6
Infrastructure Investments	Page 7
Securing Our Future	Pages 7 & 8
Accolades / Raising the Bar	Page 9
Directory of Officials	Page 10



**The Boardman River**

---

The City of Traverse City

GOVERNMENTAL CENTER  
400 Boardman Avenue  
Traverse City, MI 49684  
(231) 922-4440



Office of the City Manager

---

**Happy Holidays!**

On behalf of the City of Traverse City's staff, I want to take this opportunity to present you with a list of achievements that have occurred in the City over the past year, 2011. This is not intended to be a comprehensive review, but allows us to focus on the big picture - to show our citizens and taxpayers the accomplishments that can be achieved by working together.

While there are times when government seems to go at a "snail's pace," we are continually looking for ways to use your tax dollars wisely and would like you to be aware of how much was completed during 2011.

Although the economy has a ways to go, we know that great things are happening in Traverse City. These successes are the result of the efforts of many; including the City Commission, City employees, members of the volunteer Boards and Commissions, and the residents and businesses that call Traverse City home. To all who have helped in creating a better Traverse City, we say thank you.

It is an honor and a privilege to work for you - the citizens of Traverse City - and we thank you for your confidence in us.

Best wishes for the Holidays and New Year! We look forward to the challenges and opportunities in 2012.

A handwritten signature in blue ink, appearing to read "R. Ben Bifoss".

**R. Ben Bifoss**  
Traverse City Manager



## Increased Amenities / Community Enhancements:

**Received a grant from Hagerty in the amount of \$50,000** for boat launch facilities at Clinch Park.

**Awarded \$240,000 “Great Lakes Restoration Initiative” grants** to reduce bacterial contamination from stormwater at Bryant Park.

**Awarded \$745,000 “EPA Nonpoint Source Pollution” grants** to reduce bacterial contamination from stormwater at East Bay Park.

**Secured funding of \$420,000 for the Boardman Lake Trail extension** on the west side of Boardman Lake and a new park; \$210,000 coming from the Michigan Natural Resources Trust Fund and \$210,000 coming from the Grand Traverse County Brownfield Redevelopment Authority.

**Secured a Northwest Michigan Council of Governments \$40,000 grant** to support energy efficiency planning and implementation for the Senior Center and City Garage Facilities.

**Raised \$452,500 from local funders and foundations in support of the Traverse City Bayfront Plan-Clinch Park project.**

**Approved a single solid waste hauler system for residential customers to reduce traffic in residential neighborhoods;** reducing noise and impact on the City’s infrastructure and obtaining lower prices for residential services.



**Received a \$100,000 grant for the Neighborhood Corridor Revitalization Plan Study,** specifically 8th Street Master Plan Demonstration Project.

**Completed Phase I of the Silver Drive Reconstruction Project (\$405,000). (Picture on Left)**

**Traverse City Light & Power installed over 700 new LED street lights,** partially funded by the American Recovery and Reinvestment Act grant of

\$250,000.

The Traverse City Police Department received a \$9,600 grant from the Michigan Office of Highway and Safety Planning, to **target underage drinking throughout the City.**

## Operations:

**Traverse City Fire and Rescue Department responded to 2,867 emergency calls, saving \$8.85M in property.**

**To support efficiency and improve accuracy the tax and assessing system software was updated to “.Net” software.**

**The Traverse Bay Area Intermediate School District and the Traverse City Police Department partnered to support a Public Safety Curriculum.**

**Secured four 2011 Ford Crown Victoria vehicles to be used as police cruisers at a discounted price with a projected savings of \$30,000 for the City. (Photo on Left)**



**Televised over 100 City Commission and other Commission/Board meetings live to promote public awareness and involvement within the community.**

**Completed bi-annual inspections for seven bridges over the Boardman River owned by the City.**

**Through a partnership with The Watershed Center Grand Traverse Bay, water quality testing was tested two times a week during the summer for City beaches.**

**Issued 380 right-of-way permits, 32 soil erosion permits, 37 storm water runoff control permits and 175 land use permits.**

**Properly released over 10,000 papers in public documents through official Freedom of Information Act Requests, promoting public participation in, and awareness of, City government.**

**Audited and approved over \$300 million in insurance coverage from outside entities to protect the City's financial operations.**

**Approved an agreement for North Flight to reimburse the City for medical transport costs.**

## Operations cont:

**Streamlined the management of millions of dollars for Boardman River Dam Removal project by designating one financial manager.**

**Facilitated 56 meetings of the City Commission in 2011;** administering a significant number of business matters.

**Traverse City Fire Fighters hosted an annual Fire Prevention Week Open House at Station 1** to promote life safety for citizens; nearly 750 citizens attended the four hour event.

**The Department of Public Services placed nearly 800 tons of Asphalt while repairing the streets of Traverse City.**

**Approved and facilitated city support for over 30 special events in the City,** promoting a vibrant community.

**Over \$200,000 in incentives were given back to residential and commercial customers for making energy efficiency upgrades** through Traverse City Light & Power's energy efficiency program, which saved over 2.4 million kilowatt hours of electricity.

**DDA in cooperation with the DTCA launched the very successful Traverse City Restaurant Week in February 2011.**

The Traverse City Fire Department **completed 540 Fire Code Inspections of businesses** located in the area.

The Traverse City Department of Public Services **removed over 19,000 yards of snow from the downtown area.** (Photo to Right)



**On Earth day the Department of Public Services provided 170 yards of compost to the residents of Traverse City.**

**Codified twenty-six ordinance amendments,** making various changes to City laws in compliance with regulations for enacting new laws.

**The Police Department K-9's and their handlers received certification** from the International Police Working Dog Association.

**The 13<sup>th</sup> annual Citizens' Law Enforcement Academy was held** by the TCPD to show fellow citizens the operations of the department first hand.

## Governance:

**Increased the flexibility of land use while protecting the City's character**, by enacting an ordinance for "conditional rezoning."

**\$3.2 million was secured from a variety of agencies** for the Brown Bridge dam removal process.

**Administrated the election process for the office of Mayor and three City Commissioners.**

**Adopted the Grand Vision Guiding Principles**, supporting the in-depth regional visioning process.

**Approved 4 Sub Plans of the Master Plan:** Economic Element, Natural Resources Element, Parks and Recreation Element and Transportation Element.

**Reduced the motor vehicle parking requirements** for businesses within 500 feet of a public parking deck, promoting the use of the public parking decks.

**Adopted a moratorium on licensing sexually-oriented businesses.**

**Designated the Grand Traverse Commons as eligible for special incentive liquor licenses**, promoting business investment.

**Traverse City Light & Power capped the Power Cost Recovery charge on the utility bill**, saving money for both residential and commercial customers.

The Downtown Recycling Program was **extended to the Farmers Market space.**

**Authorized an agreement with the Northwest Michigan Council of Governments** to provide community housing choices.

**Approved combination of twenty-seven new, transfer and redevelopment Liquor Licenses**, expanding economic activity in the City.

**Adopted a Street Use Policy for major events**, to provide consistent protocol in considering requests for events where street use and/or street closure are desired.

**Began implementation of document imaging in the City Clerk's Office**, securing records, expanding document retrieval and management capacity.



## Securing Our Future:

Refinanced the Wastewater Treatment Plant Upgrade Bonds resulting in over a **\$1 million dollars savings to the City.**

Approved tax abatements for National Vacuum, Century Inc., Clark Manufacturing and Cone Drive, **retaining and creating a significant number of jobs and businesses in the City.**

**Implemented a renewable net metering agreement to produce renewable energy,** partially offsetting electricity costs at the Old Town Parking Deck.

The City's bond rating was affirmed by Standard & Poors, **providing stability to financial operations.**

Passed a Complete Street Policy on October 3, 2011, to **ensure that streets are designed to support all modes of transportation.**

Extended METRO Act/Right of Way Agreements with Michigan Bell (ATT) and TCAPS, to **provide stability to telecommunications services in the City and protect the City's infrastructure.**

Hamilton Anderson was hired to **provide final design and engineering for the redevelopment of Clinch Park Phase One.**

**A Traffic Calming Program was established to promote safe and livable neighborhoods.** It is designed to be a joint effort between the residents and the City to: identify traffic issues, create and implement a plan to address those issues, and evaluate the effectiveness of the various solutions.

**Replaced more than 5,800 feet of sanitary sewers. (Photo to Right)**

**Four years ahead of schedule, Traverse City Light & Power has transformed 10% of their energy into renewable generation energy.**

**Authorized a development agreement for Hotel Indigo,** protecting the City's interests and promoting the construction of a new hotel.





## Securing Our Future cont:

**Secured approval from the State of Michigan to be one of five regions to form a “Next Michigan Corporation”** which streamlines approvals across jurisdictional boundaries for certain business incentives with grant funds.

**Launched the Better Buildings of Michigan Program** which provides energy efficiency assessments and energy improvement for target neighborhoods such as Traverse Heights and Oak Park.

**Authorized a development agreement for the development of Front and Cass Streets**, protecting the City’s interests and promoting the construction of a new development.

**Developed an extensive request for proposals for management of the City’s complex Wastewater Treatment Plant**, to ensure financial and operational efficiency.

Houseal Lavigne and Associates was hired to **conduct the Corridor Improvement Project for certain City corridors**, to promote activity throughout the City and spur economic growth. **(Photo Below)**

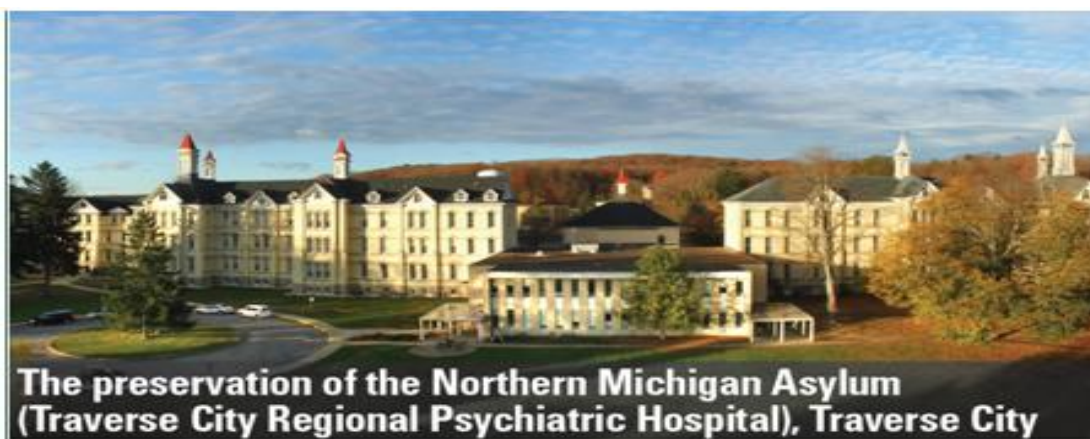


## Accolades / Raising the Bar:

The Urban Land Institute, an organization which supports high quality development, recognized the Village at Grand Traverse Commons as one of the top **Ten Projects to adapt old structures for new uses.**

***Affordable Housing Finance* magazine featured** Traverse City as a *Historic Rehab to Serve Workforce*, recognizing tools in place to establishing workforce housing at the Village of Grand Traverse Commons.

**Received the 2011 Governor's Award for Historic Preservation** in recognition of the Northern Michigan Asylum (Traverse City Regional Psychiatric Hospital) known as the Village at Grand Traverse Commons. **(Photo Below)**



*Popular Mechanics* segment on the "Great Outdoors" included **Traverse City as an outdoor playground destination.**

*Chicago Tribune* Travel highlighted Traverse City as **#2 of the Top 10 small towns in America.**

BootsnAll, One-Stop Travel Guide named **Traverse City as one of the top eight Best American Small Town dining destinations.**

US News named Traverse City as one of the **Top Ten Best Places to Retire.**

*Coastal Living Magazine* featured Traverse City as a **summer prime time waterfront town. (Photo on Right)**

The Urban Survival Guide, Live the Active Life Outside named Traverse City as one of **the most perfect places to live.**

**National Geographic** named **Traverse City, Michigan as an Adventure Town.**



# DIRECTORY OF OFFICIALS - 2011

## City Commission

Mayor Michael Estes  
Mayor Pro Tem Jody Bergman  
Commissioner Barbara D. Budros  
Commissioner James Carruthers  
Commissioner Jeanine Easterday  
Commissioner Michael J. Gillman  
Commissioner MaryAnn Moore

Mayor Christopher Bzdok—term ending November, 2011  
Mayor Pro Tem Ralph Soffredine—term ending November, 2011

## City Officials

City Manager  
City Attorney  
City Assessor  
City Clerk  
City Engineer  
City Treasurer  
Fire Chief  
Police Chief  
Planning Director  
Public Services Director  
DDA Executive Director  
Light and Power Executive Director

R. Ben Bifoss  
Lauren Tribble-Laucht  
Debra L. Chavez  
Benjamin C. Marentette  
Timothy J. Lodge  
William E. Twietmeyer  
James Tuller  
Michael Warren  
Russell A. Soyring  
Robert Cole  
Bryan Crough  
Ed Rice





**City of Traverse City  
400 Boardman Avenue  
Traverse City, MI 49684  
(231) 922-4480 (General Information)  
(231) 922-4476 (Fax)  
[www.ci.traverse-city.mi.us](http://www.ci.traverse-city.mi.us)**