



## COMMUNITY & ECONOMIC DEVELOPMENT OFFICE

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**To:** Mayor Miro Weinberger  
Bob Rusten, CAO *Approved by Blet 11/20/13*

**From:** Jennifer Green, Sustainability Coordinator, CEDO

**Re:** Acceptance of Funding from High Meadows Fund

**Date:** November 14, 2013

**Cc:** Peter Owens, CEOD, Director  
Darlene Kehoe, CEDO Finance Director

**Purpose:** The purpose of this memo is to request acceptance of \$15,000.00 from the High Meadows Fund to conduct an analysis of current parking and transportation trends among City staff including suggestions on how to possibly reallocate existing parking-related expenses to reduce vehicle miles traveled while improving the commute experience. This money requires no local match. It is budget neutral.

**Introduction:** The City of Burlington, often touted as one of America's great small cities, has long worked to make the downtown economically vibrant and pedestrian-friendly, transit-supportive, and clean and green. To that end, the City has long supported the creation of a transportation demand management system to help address congestion, issues around parking, public health, green house gas reduction, and economic development objectives. Businesses in the City are being encouraged, if not required, to develop comprehensive parking management strategies in order to address these goals; therefore it's only appropriate that the City lead by example and serve as a catalyst to encouraging this positive change.

**Outcome:** This money will allow the City to hire a transportation and parking specialist to study how the City can most effectively design and launch a financial and sustainable employee Transportation Demand Management (TDM) program that will free-up parking for area businesses, reduce traffic and air pollution, and help the City

reduction of vehicle miles traveled as outlined in the climate action plan (<http://www.burlingtonvt.gov/CAP/>). This work will also allow the City to serve as a leader among its business colleagues and private sector peers, and provide important lessons learned and information for other cities looking to launch employee commute programs as part of their sustainability and economic development initiatives.

**Budget:** This \$15,000.00 will cover the cost of hiring a consultant to conduct the above mentioned study, including recommendations and next steps, and depending on the RFP process, possibly provide some monies to cover staff time to oversee project related management.