Date: June 15, 2022

To: Public Works Commission

From: Jeff Padgett, Division Director
Parking and Traffic

C.C.: Chapin Spencer, DPW Director
Matt Fitzpatrick, Garage Facilities Manager
Leonard Ducharme, Parking Operations Manager

Subject: Notice
Special Summer Rates at the Downtown Garage

Notice
In accordance with Appendix C of the Burlington Code of Ordinance, Section 19(d)2 – Special Events, the Director of Public Works is providing two weeks notice for 2 Special Rate Events/Promotions at the Downtown Garage (formerly Lakeview and College Street Garage Complex):

| Half off Saturdays: | July 3, 10, 17, 24, 31, 9, 16, 23, 30 |
| Half off Saturdays: | August 6, 13, 20, 27 |

Background:
As staff has presented many times over the years, the Lakeview and College Street Garage Complex continues to be underutilized, especially by transient parkers (parking by the hour). There have been multiple approaches taken over the years to address this, including promo-codes or other discounts tied to a fairly discrete time period. These
approaches had limited success in driving traffic to the Lakeview and College Street Garage Complex due to several challenges including:

1) the distribution of the promo code and the complexity for the customer to use the code, and
2) explaining that the Lakeview and College Street Garage Complex is a single facility.

The event/promotion rates described in this notice intend to address these two issues by simply changing the rate to $0.50/hr vs $1.00 on Saturdays, no codes needed; just park and pay like normal. This significantly reduces the friction of parking and is easily communicated. Also, extending the rate over a two month provides a longer period of time for the public to learn about the promotion.

In conjunction with this promotion, the garage is in the “soft launch” phase of re-branding from the Lakeview and College Street Garage Complex to the Downtown Garage. One name, one place to park. We’ll be working over the summer on a rollout campaign to announce the name change concurrent with these promotions.

Simplifying the name and the process is expected help to improve the parking message and encourage visitors to go directly to the Downtown Garage, minimizing “cycling” to look for a parking space; improving the customer experience and minimizing traffic and its associated impacts.

Beyond the branding and messaging goals central to the operation of the garage, this promotion is also designed specifically to support the recovery of the Downtown retail economy from the impacts of the Covid-19 Pandemic. We’ve coordinated this effort with the Church Street Marketplace and are co-branding with them in marketing and advertising material for this special rate.