



BURLINGTON

DOWNTOWN

PARKING AND TRANSPORTATION
MANAGEMENT PLAN

FINAL DRAFT

JUNE 29, 2015





BURLINGTON

Transportation,
Energy &
Utilities
Committee

PRESENTATION

AUGUST 4, 2015



AGENDA

- **WHAT WE'VE LEARNED**

- How We Park
- The Convenience Factor
- The Price Factor
- Partnerships Work
- Other Cities Do Parking Well

- **WHAT WE RECOMMEND**

- Operations & Maintenance
- Capital Improvement
- Education & Communication
- Governance & Structure

- **NEXT STEPS**

- 5 Yr. Plan
- Phased Approach



WHAT WE'VE LEARNED

- **PARKING UTILIZATION IS STRONG**
 - Approaching or at 85% in several locations
 - 60% or higher in some locations
- **MOST OPEN PARKING IS IN PRIVATE LOTS**
 - Many below 40% at peak times
- **PARKERS VALUE CONVENIENCE**
 - Credit/Debit card use rates ~70%+
 - Downtown Core Parking Strong
- **PERCEPTIONS REMAIN AND RULE**
 - Lakeview is too far & not safe
 - Parking is a challenge
- **BURLINGTON WANTS A RANGE OF OPTIONS**
 - Multiple Modes, TDM Programs
 - Range of Parking Options, Prices, and Services
 - More than 2 ways to pay
- **PUBLIC/PRIVATE COLLABORATION WORKS**

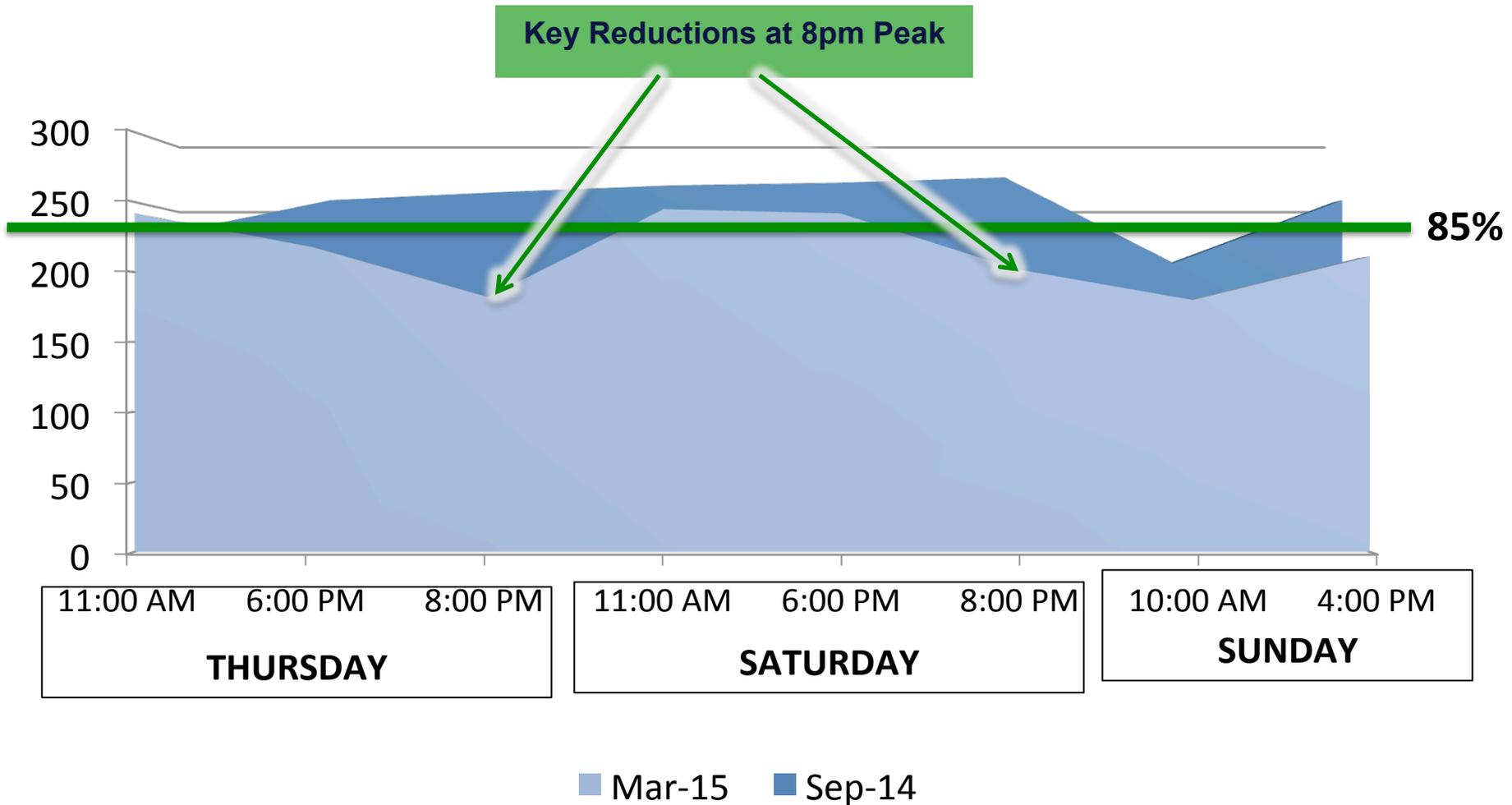
WHAT WE LEARNED

- WHEN WE RAISED PRICES
 - Parking in the Core Stayed Strong
 - PEAKS = NO PARKING Shifted
 - Parking System Stayed Strong
 - Customer Satisfaction Went Up
- WHEN WE GOT RID OF TIME LIMITS
 - Parkers DID NOT Stay Longer
 - Customer Satisfaction Went Up
- WHEN WE INCREASE ENFORCEMENT HOURS
 - PEAKS = NO PARKING Shifted
 - Business Complained
 - Customers Complained

MARCH 2015 OCCUPANCY

Street	Starting	Ending	Pole Numbers	Meter Inventory	Weekday Occupancy			Weekend Occupancy			Sunday Occupancy	
	X-Street	X-Street			11:00 AM	6:00 PM	8:00 PM	11:00 AM	6:00 PM	8:00 PM	10:00 AM	4:00 PM
Bank Street	Pine	S. Winooski	Q001-Q045	45	32	33	23	36	33	28	34	24
<i>Utilization Rate:</i>					71%	73%	51%	80%	73%	62%	76%	53%
Center Street	College	Bank	H001-H013	13	11	11	10	13	13	9	10	10
<i>Utilization Rate:</i>					85%	85%	77%	100%	100%	69%	77%	77%
Cherry Street	Pine	S. Winooski	O001-O87A	38	36	35	26	38	33	29	28	35
<i>Utilization Rate:</i>					95%	92%	68%	100%	87%	76%	74%	92%
College Street	Pine	S. Winooski	R043-R126	44	41	29	31	41	40	37	33	37
<i>Utilization Rate:</i>					93%	66%	70%	93%	91%	84%	75%	84%
Main Street	Pine	S. Winooski	S047-S167	55	39	38	30	41	43	31	33	43
<i>Utilization Rate:</i>					71%	69%	55%	75%	78%	56%	60%	78%
Pine Street	Bank	Main	K013-K059	37	31	29	29	33	33	27	18	27
<i>Utilization Rate:</i>					84%	78%	78%	89%	89%	73%	49%	73%
St. Paul Street	Bank	Main	J008-J109	52	52	43	33	43	47	41	24	35
<i>Utilization Rate:</i>					100%	83%	63%	83%	90%	79%	46%	67%
TOTAL				284	242	218	182	245	242	202	180	211
<i>Utilization Rate:</i>					85%	77%	64%	86%	85%	71%	63%	74%

PARKING PEAKS WITHIN CORE



PLAN GOALS

- **A Vibrant Downtown** -- The downtown parking and transportation system resources must be maximized to ensure the continued vitality of downtown Burlington.
- **Great Customer Service** -- The parking system is often the first and last impression for people driving downtown. These experiences should consistently be positive and dependable.
- **A Sustainable System** -- The parking system must minimally generate sufficient revenues to meet its operational and maintenance needs while aiming to also support downtown infrastructure and marketing

PLAN OBJECTIVES

- Provide high quality parking services at a fair market price.
- Promote the use of other transportation modes.
- Support new development in downtown Burlington.
- Collect data on system usage and use that data to inform policy decisions.
- Respond to constituents' changing needs and concerns.
- Maintain a strong balance sheet and fiscal self-sufficiency.
- Sponsor non-core programs and events.
- Operate facilities, services and programs, which are environmentally responsible.
- Improve management of downtown parking assets while implementing strategies to preserve the quality of life in transition zone areas.

PLAN APPROACH

- Employing technology to improve the system.
- Create an efficient system to manage parking & transportation.
- Working with providers of alternative transportation modes.
- Improving wayfinding and signage.
- Collaborating with private parking owners.
- Remaining flexible.

WHAT'S WE RECOMMEND

- More Efficient Operations
 - Employ Technology
- Ongoing Maintenance & Repair
- Complete Capital Improvements
- Robust Education & Communication
 - Promote All Modes
- Continued Public/Private Partnership
 - Governance & Structure
 - Bring in Private Parking

QUESTIONS WE ASKED

- What is the unified strategy or vision?
- Who owns/pays for the parking assets?
- Who manages the parking assets?
- Who manages and promotes the information?
- How do we include the business community?
- How do we include transit and transportation options?
- How do we know it's working?

WHAT DESMAN RECOMMENDS

- What is the unified strategy or vision?
 - Create a system with great customer service which is fiscally stable, and supports the needs of downtown and the community
 - **STRATEGY SPECIFICS**
 - Improved system automation
 - Use of technology throughout system
 - Comprehensive wayfinding system
 - Access to private parking capacity
 - Better identification of assets and information on options
 - Capital for major repair and replacement
 - Single source point for communications
 - Improved messaging
 - Promotion of alternatives
 - Adjust pricing over time based on data and user feedback
 - Develop standards for operations and maintenance

WHAT DESMAN RECOMMENDS

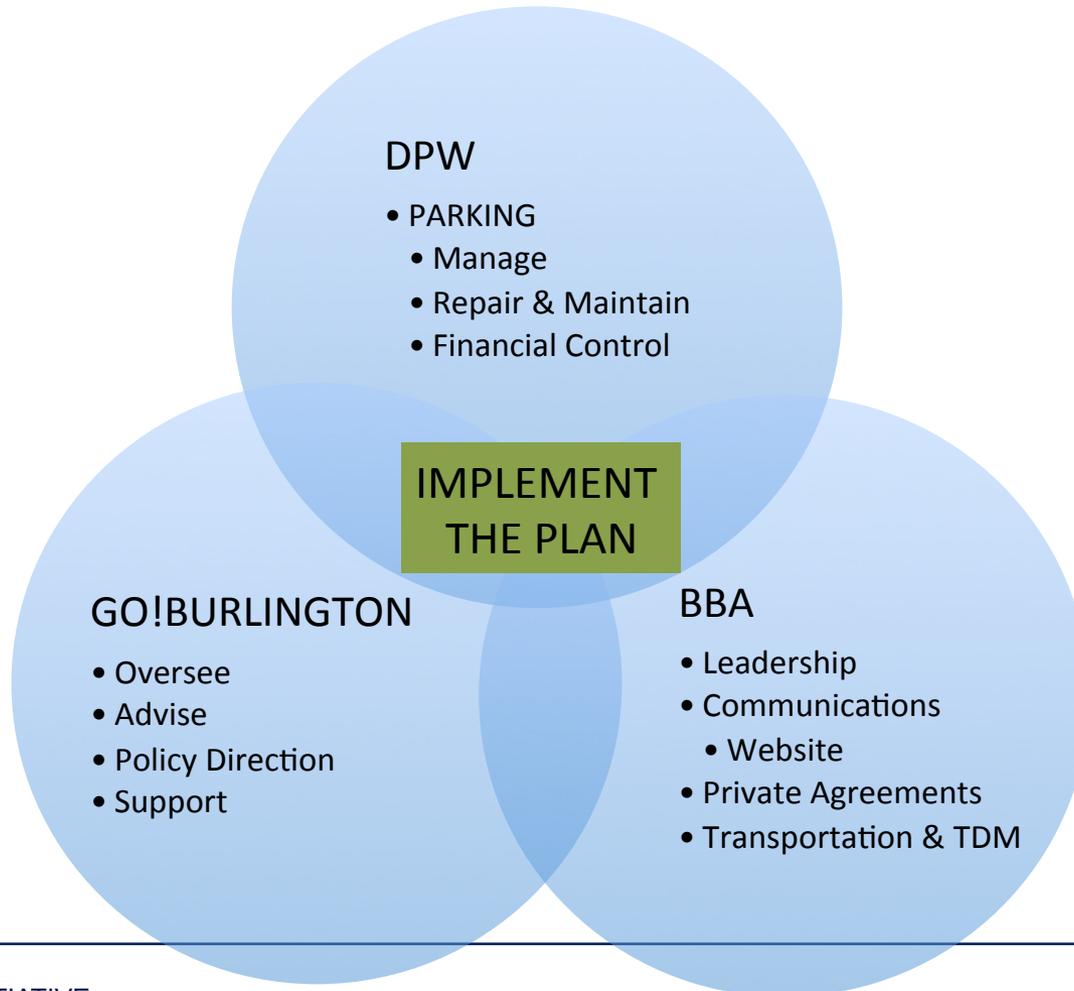
- Who owns/pays for the parking assets
 - PUBLIC = The City of Burlington, DPW, The Traffic Fund
 - PRIVATE = Private owners
- Who manages the parking assets?
 - DPW manages public parking
 - Go!Burlington manages private parking
 - BBA creates agreements with private parking facilities
- Who manages and promotes the information?
 - BBA
- How do we include the business community?
 - Create Go!Burlington
 - Continue Public/Private Collaboration

WHAT DESMAN RECOMMENDS

- How do we include transit and transportation options?
 - Transportation
 - Serve as in information resource for all modes
 - Promote all modes as options for “Getting Downtown”
 - Secure bicycle parking
 - Create it in public facilities
 - Craft agreements to create it in private facilities
 - Support initiatives identified in PlanBTV Walk Bike
 - Strengthen TDM Services
 - Be lead by TDM Plan
 - Work with CATMA
- How do we know it’s working?
 - Set benchmarks
 - Collect Data
 - Measure Results
 - Report Out

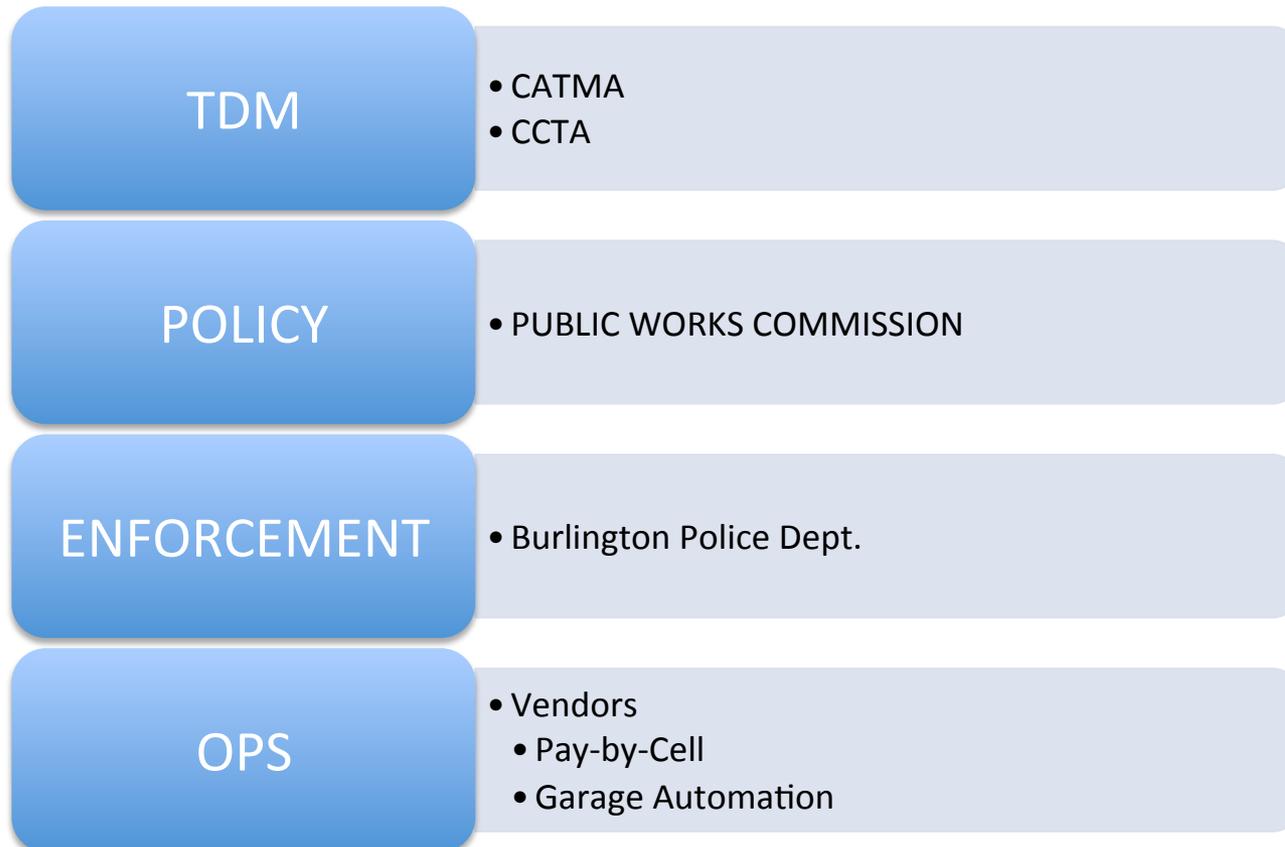
WHAT DESMAN RECOMMENDS

A TEAM OF THREE TO IMPLEMENT PLAN



WHAT DESMAN RECOMMENDS

IMPLEMENT BY USING KEY PARTNERS



WHAT DESMAN RECOMMENDS

PHASED APPROACH OVER 3 – 5 YEARS

ASSETS

- Updated
- Repaired
- Maintenance and care standards adopted

POLICY

- Parking changes phased in
- DID formed
- Charter language evaluated

EQUIPMENT

- More Technology
- Replace Meters & PARCS

MANAGEMENT

- Go!Burlington moves to stand-alone entity under DID
- BBA phased-out
- Parking management re-evaluated for best-practice



NEXT STEPS

STAKEHOLDER FEEDBACK

- Meet with key stakeholder groups
- Gather feedback

FINALIZE PLAN

- Publish final plan

CITY COUNCIL

- Present plan to City Council per resolution

GO! BURLINGTON

- Work with City Council & PWC to create Go!Burlington Phase 1

IMPLEMENT

- Begin implementing
- PWC votes on policy changes

