

**CHITTENDEN COUNTY REGIONAL  
PLANNING COMMISSION & CITY OF  
BURLINGTON**

**PARKING MANAGEMENT  
PLAN – PHASE B**

**DRAFT Scope of Work | July 19, 2021**



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**PREPARED FOR:**  
CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION & CITY  
OF BURLINGTON

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**IN CONJUNCTION WITH:**  
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## 1.0 INTRODUCTION

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This proposal outlines the goals and objectives for the second phase of work on the Parking Management Plan (PMP) for the Winooski Avenue Corridor between Pearl Street and Riverside Avenue in Burlington, Vermont. Phase A was approved by the City Council-Stakeholder Advisory Committee in March 2021.

As directed by City Council, the final PMP will identify practical strategies for balancing parking supply and demand north of Pearl Street, with the goal of meeting essential parking needs while freeing up space for dedicated bike lanes. The City Council – Stakeholder Committee will approve the scope of work, methodology, and public engagement plan; receive periodic updates from the project team; review recommendations of the PMP; and approve the final PMP after its presentation to the Ward 2/3 Neighborhood Planning Assembly (NPA).

This PMP will provide a transparent and technically focused analysis on the demand for vehicle parking and how that demand may be managed through on-street and off-street parking spaces. RSG's Jonathan Slason will be the primary point of contact and project manager. RSG has engaged Desman Design Management (DESMAN), a firm devoted to parking issues, to advise on the development of the PMP. Andy Hill from Desman will be the primary point of contact from Desman. Andy will assist in facilitation, review analysis, and inform on management approaches. Both firms will be supported by additional technical staff.

## 2.0 PROJECT APPROACH – PHASE B

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### 2.1 PHASE B INITIATION MEETING

The City Council-Stakeholder Committee (hereafter referred to simply as the “Committee”) will meet with the City and project team to review and approve the Phase B scope of work before proceeding.

The Committee meeting will also include a presentation of the Phase A Parking Model.

### 2.2 PUBLIC ENGAGEMENT

The PMP relies on evaluating impacts in a clear and transparent way. Understanding what is important to study and evaluate is best obtained through a public process to listen to the issues, concerns, and challenges as well as the opportunities that users of the corridor experience.

The methods of engagement will be a mix of focused engagement with targeted audiences (North Winooski Ave businesses, including non-profits), open web surveys, and a public meeting at the Ward 2/3 NPA.

## Survey

A web-based survey will be developed; formatted for offline use as well. When compared to public meetings, participation rates for surveys are typically significantly higher.

### Goal of the survey:

- Understand travel behaviors including the parking needs and problems for residents, landlords, businesses owners and employees, and visitors – on a typical weekday and weekend basis.
- Understand willingness to park and walk or use other modes of transportation.
- Identify importance of criteria to be used in evaluation.

Invitation postcards to take the online survey (or request a paper copy or translated copy / translation assistance) will be mailed to all addresses and property owners within the project area. Area Councilors and City staff will advise on languages to include on the postcard. Postcards with the website address and phone number to take the survey will also be available at the businesses along the corridor for staff and visitors. Lawn signs may be used to inform people traveling along the corridor.

The team will also distribute the survey to other stakeholders and the community at large who may visit North Winooski Avenue. This may include area City Councilors, the Burlington Business Association, Old North End Arts and Business Network, the Vermont Landlords Association, Burlington Walk Bike Council, citywide Front Porch Forum, and social media.

The project team will ensure translation and interpretation services are available and easily identifiable. The project team is prepared to solicit more direct feedback to maximize the representativeness of the survey by targeted engagement with specific agencies and organizations on North Winooski Avenue.

**Committee Task:** select 2 members to draft the survey with the project team.

### Proposed Schedule:

- July 26<sup>th</sup> – August 6<sup>th</sup>. Develop survey
- August 9<sup>th</sup> – 27<sup>th</sup>. Mail postcards and launch survey

## 2.3 PROPOSE EVALUATION CRITERIA

This task will distill the feedback from the earlier Corridor Study and the parking survey to determine the evaluation criteria for scoring and evaluating the potential parking management strategies.

The project team will propose specific evaluation criteria with draft metrics that can be evaluated using the data collected during the corridor study, the parking model, and the public survey.

Ideas such as the curb productivity index (optimizing the numbers of persons per hour), benefit to cost analyses, racial and social equity measures, and health and safety measures could be considered. The Committee will review and provide input on the draft criteria.

## 2.4 ANALYSIS & EVALUATION

The project team will compile the array of options that have been developed within the Corridor plan as well as through the course of the PMP, specifically with input gleaned from survey. Each of the options will be analyzed across the various performance measures and evaluation criteria.

The evaluation process will present the array of options in a 'cross-walk' format with evaluation criteria provided for each of the options. The evaluation criteria will be assessed for each of options with input from the committee. The criteria will be normalized and weighted to reinforce the priorities established in the Corridor study and from input collected in the survey.

### **Proposed schedule:**

- Week of August 30<sup>th</sup> – Preliminary results from the survey, draft evaluation criteria, and develop preliminary parking management options.

## 2.5 DRAFT MANAGEMENT PLAN

A draft parking management plan will be created including a summary of the Phase A parking analysis of demand and assessment of various physical configuration options. The plan will include a summary of the public involvement aspects, the survey, and information provided by citywide stakeholders as well as those along the corridor.

The plan will consist of non-physical investments as well. Project team member, DESMAN, has significant experience guiding communities in developing practical parking management plans and policies to improve the utilization of public parking resources, reduce overall parking demand, and how pricing, permits, and other regulatory aspects can be incorporated.

The plan will include an implementation plan that will organize the sequence of events necessary to achieve the outcomes stated for the plan. It is expected that investments can be organized into time horizons, such as immediate, short, and long term. The timeframes may allow for other interfacing policies and investments to coincide to achieve mutual objectives at a point in the future.

The draft plan will be presented to the Committee, the Ward 2/3 NPA, and the City Council.

### **Proposed schedule:**

- September 9<sup>th</sup> – Committee to review survey results, evaluation criteria, and preliminary parking management plan.
- September 23<sup>rd</sup> – Committee meeting to review and approve draft parking management plan.

- September or October (pending above schedule) - NPA meeting

## 2.6 FINALIZE MANAGEMENT PLAN

The final parking management plan will reflect the input received on the draft plan and will be approved by the Committee before a presentation to City Council and approval by the Public Works Commission.

## 3.0 SCHEDULE

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The schedule for Phase B of the Parking Management Plan is as follows:

- 22<sup>nd</sup> July. Phase B initiation meeting.
- July 26<sup>th</sup> – August 6<sup>th</sup>. Project team meeting to develop Survey with two Committee members.
- August 9<sup>th</sup> – 27<sup>th</sup>. Mail postcards, launch survey, and focused engagement with corridor stakeholders.
- Week of August 30<sup>th</sup> – Preliminary results from the survey, draft evaluation criteria, and develop preliminary parking management options.
- September 9<sup>th</sup> – Committee meeting to review survey results, evaluation criteria, and preliminary parking management plan.
- Week of September 13<sup>th</sup> – Respond to comments and prepare draft parking management plan.
- September 23<sup>rd</sup> – Committee meeting to review and approve draft parking management plan.
- September / October – NPA meeting
- October / November – Presentation to City Council and approval by Public Works Commission.





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