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
PARKING PEAKS WITHIN CORE

Key Reductions at 8pm Peak

85%

Mar-15  Sep-14

THURSDAY  SATURDAY  SUNDAY
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.
• Creating an entity to manage parking.
• 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

DPW
- PARKING
  - Manage
  - Repair & Maintain
  - Financial Control

GO!BURLINGTON
- Oversee
- Advise
- Policy Direction
- Support

BBA
- Leadership
- Communications
  - Website
- Private Agreements
- Transportation & TDM

IMPLEMENT THE PLAN
WHAT DESMAN RECOMMENDS

IMPLEMENT BY USING KEY PARTNERS

- **TDM**
  - CATMA
  - CCTA

- **POLICY**
  - PUBLIC WORKS COMMISSION

- **ENFORCEMENT**
  - Burlington Police Dept.

- **OPS**
  - Vendors
    - Pay-by-Cell
    - Garage Automation
## WHAT DESMAN RECOMMENDS

### PHASED APPROACH OVER 3 – 5 YEARS

<table>
<thead>
<tr>
<th>Category</th>
<th>Recommendations</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td>• Updated&lt;br&gt;• Repaired&lt;br&gt;• Maintenance and care standards adopted</td>
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<td><strong>POLICY</strong></td>
<td>• Parking changes phased in&lt;br&gt;• DID formed&lt;br&gt;• Charter language evaluated</td>
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<td><strong>EQUIPMENT</strong></td>
<td>• More Technology&lt;br&gt;• Replace Meters &amp; PARCS</td>
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<tr>
<td><strong>MANAGEMENT</strong></td>
<td>• Go!Burlington moves to stand-alone entity under DID&lt;br&gt;• BBA phased-out&lt;br&gt;• Parking management re-evaluated for best-practice</td>
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<td>NEXT STEPS</td>
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<tr>
<td><strong>STAKEHOLDER FEEDBACK</strong></td>
<td></td>
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<tr>
<td>• Meet with key stakeholder groups</td>
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<tr>
<td>• Gather feedback</td>
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<td><strong>FINALIZE PLAN</strong></td>
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<tr>
<td>• Publish final plan</td>
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<tr>
<td><strong>CITY COUNCIL</strong></td>
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<tr>
<td>• Present plan to City Council per resolution</td>
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<tr>
<td><strong>GO!BURLINGTON</strong></td>
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<tr>
<td>• Work with City Council &amp; PWC to create Go!Burlington Phase 1</td>
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<td><strong>IMPLEMENT</strong></td>
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<tr>
<td>• Begin implementing</td>
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<td>• PWC votes on policy changes</td>
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