# DOWNTOWN

PARKING AND TRANSPORTATION
MANAGEMENT PLAN

FINAL DRAFT

JUNE 29, 2015

# 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

# PARKING PEAKS WITHIN CORE
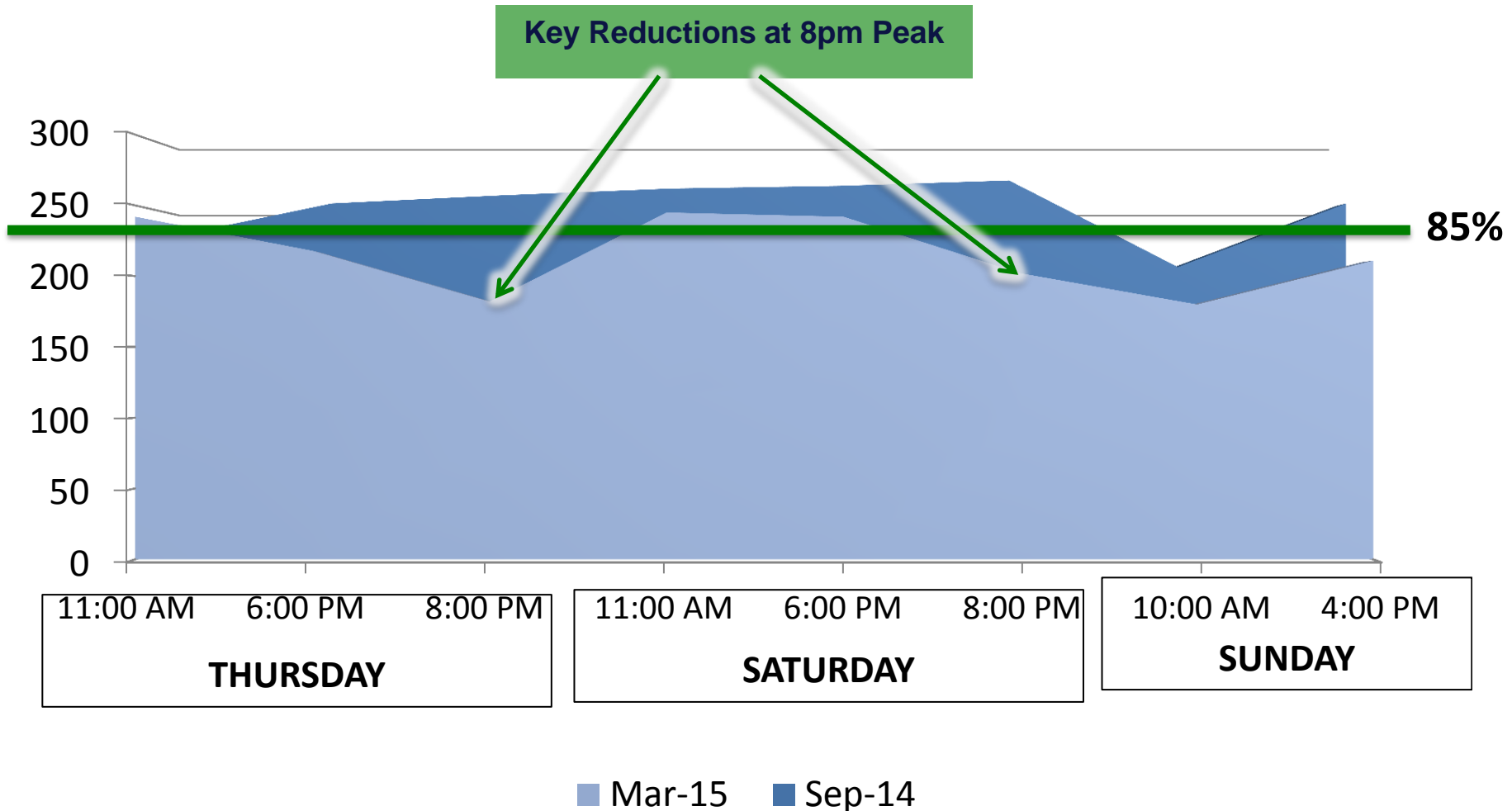
# PLAN GOALS

- **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.

- 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
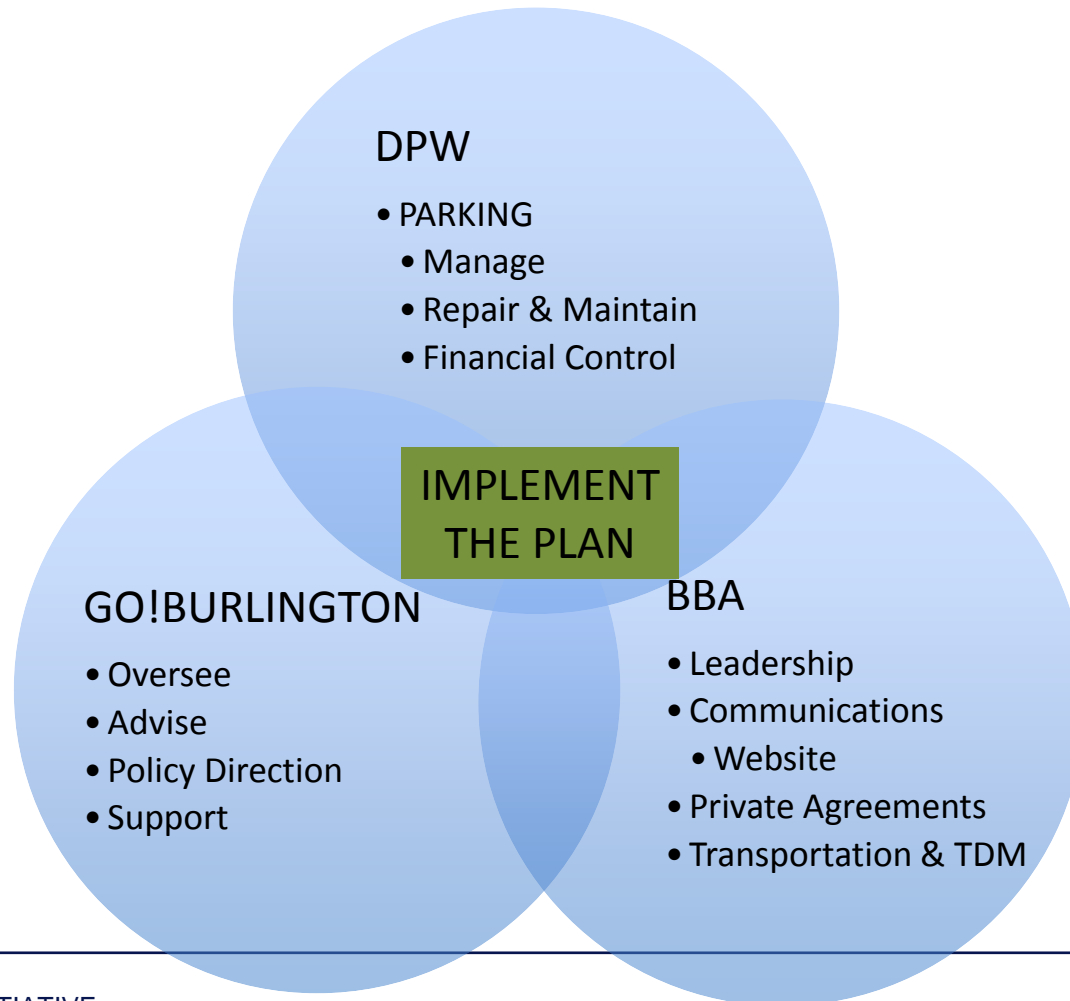
# WHAT DESMAN RECOMMENDS

- ## 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
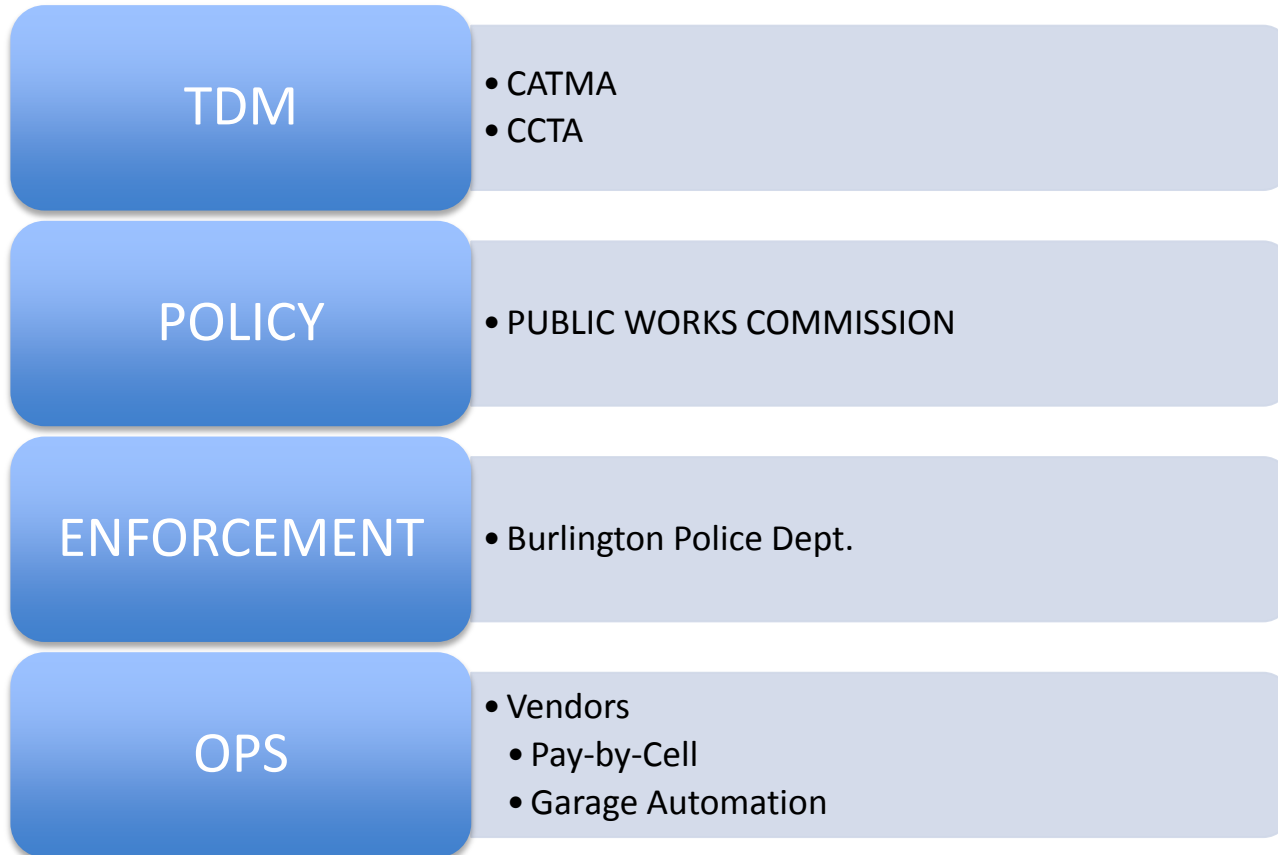    - Measure Results
    - Report Out

# WHAT DESMAN RECOMMENDS

## A TEAM OF THREE TO IMPLEMENT PLAN

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

**IMPLEMENT THE PLAN**

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

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

# 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

**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