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2                   **Resolution Relating to**

**RESOLUTION**  
Sponsor(s): ~~Councilors Tracy,~~  
Ayres, Mason: Transportation, Energy & Utilities Com.

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6   LAUNCHING THE DOWNTOWN  
7   PARKING IMPROVEMENT INITIATIVE

Introduced: \_\_\_\_\_  
Referred to: \_\_\_\_\_  
\_\_\_\_\_  
Action: \_\_\_\_\_  
Date: \_\_\_\_\_  
Signed by Mayor: \_\_\_\_\_

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12   **CITY OF BURLINGTON**

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14   In the year Two Thousand Thirteen.....  
15   Resolved by the City Council of the City of Burlington, as follows:

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17   That   WHEREAS, Plan BTV reported that Burlington's parking system, including both public and  
18   private parking, is not fully utilized; and

19           WHEREAS, the Department of Public Works reports its Traffic Fund lacks sufficient funds to  
20   adequately maintain its downtown garages and the facilities have therefore suffered from years of delayed  
21   capital investment; and

22           WHEREAS, downtown/waterfront business owners, visitors, customers, and employees  
23   periodically report mediocre to negative experiences when using Burlington's downtown parking system;  
24   and

25           WHEREAS, the future vitality of Burlington’s downtown/waterfront area depends on a parking  
26   system that is managed and operated to improve efficiency, to enhance the customer experience and to  
27   better maintain our diverse parking infrastructure; and

28           WHEREAS, a highly-efficient parking management system may minimize the needed parking  
29   footprint and maximize space for other uses in our dense, vibrant core; and

30           WHEREAS, PlanBTV calls for “a comprehensive approach to parking management” and further  
31   says “building more parking is extremely costly and can take many years to see results. Therefore,  
32   managing the parking resources that we already have more efficiently must be our immediate priority to  
33   mitigate and/or reduce demand as much as possible;” and

34           WHEREAS, PlanBTV further suggests that there “is a real and immediate opportunity for a  
35   public/private partnership possibly working in partnership with the expanded Business Improvement  
36   District who could play a key role in the overall management of downtown parking facilities;” and

37           WHEREAS, representatives from the Department of Public Works, the Burlington Business  
38   Association and the Community & Economic Development Office have been meeting to explore both  
39   short-term and long-term strategies to improve the downtown/waterfront parking system over the past six  
40   months; and

41           WHEREAS, the outreach to over 50 downtown business leaders and stakeholders has

**Resolution Relating to****LAUNCHING THE DOWNTOWN  
PARKING IMPROVEMENT INITIATIVE**

demonstrated significant support for a focused effort on enhancing the downtown/waterfront parking system; and

WHEREAS, this resolution has been reviewed by and received support from the City Council Transportation, Energy & Utilities Committee, the Public Works Commission, the Planning Commission, and the Church Street Marketplace; and

WHEREAS, the recent Downtown Parking Summit, hosted in partnership with the BBA, brought together over a hundred stakeholders to explore ways we can improve the system;

NOW, THEREFORE, BE IT RESOLVED that the City Council establishes a collaborative public/private Downtown Parking Improvement Initiative with a vision of a managed parking system that delivers a positive experience for customers and reinforces the downtown's and waterfront's vitality well into the future; and

BE IT FURTHER RESOLVED that the mission of the Downtown Parking Improvement Initiative is to listen, learn, and experiment so that stakeholders can identify and propose new and improved ways to manage, operate and maintain Burlington's public and private parking assets in the city's core; and

BE IT FURTHER RESOLVED that the Downtown Parking Improvement Initiative will fulfill its mission by achieving these outcomes:

- Facilitate a public dialog about the downtown/waterfront parking system and inform stakeholders in the larger community about improvements to the parking system
- Complete an assessment of the City's downtown parking infrastructure including maintenance needs, expected lifespan, and capital improvement needs
- Recommend, implement and evaluate a series of pilot projects to test the impact of changes to the downtown public/private parking system that are in line with the Initiative's mission and collecting data from those pilots to inform future efforts
- Create a Parking Management Plan based on input from the public, area businesses and national parking experts; and

BE IT FURTHER RESOLVED that this Downtown Parking Improvement Initiative will focus on the downtown and waterfront area as defined by PlanBTV although attention will also be given to the upcoming study of the City's residential parking program so that stakeholders can better understand and manage the dynamics between both parking systems; and

BE IT FURTHER RESOLVED that representatives from the Downtown Parking Improvement Initiative shall meet with and update the Neighborhood Planning Assemblies that include or border the downtown/waterfront area to ensure adjacent neighborhoods are engaged in this initiative; and

LAUNCHING THE DOWNTOWN  
PARKING IMPROVEMENT INITIATIVE

**Resolution Relating to**

BE IT FURTHER RESOLVED that there shall be a Working Group that will closely manage the initiative and shall have at least one representative from the following entities:

- Burlington Business Association
- Department of Public Works
- Community & Economic Development Office
- Police Department; and

BE IT FUTHER RESOLVED that an Advisory Committee shall be established to provide strategic direction and include the following representatives:

- Two business owners, managers or officials from the Church Street Marketplace selected by the Church Street Marketplace Commission
- Two business owners or managers from the downtown / waterfront area outside of the Church Street Marketplace selected by the Burlington Business Association
- Two downtown residents selected by the Mayor
- Two stakeholders representing cultural, educational or non-profit entities with a presence in the downtown / waterfront area selected by the Mayor
- A City Councilor selected by the City Council
- A Public Works Commissioner selected by the Public Works Commission
- A Regional Planning Commission official selected by the CCRPC; and

BE IT FURTHER RESOLVED that the Advisory Committee shall vote to elect a Chair and Vice Chair at their first meeting; and

BE IT FURTHER RESOLVED that the Advisory Committee shall meet at least quarterly and undertake the following tasks:

- Provide input on proposed short-term pilot projects and review after-implementation results
- Finalize the consultant selection for the Parking Management Plan by a vote of the majority of the Advisory Committee members
- Provide policy guidance on key issues in the development of the Parking Management Plan
- Have members serve as liaisons in outreach and communication efforts
- Send the Parking Management Plan forward to the City Council once a majority of the Advisory Committee members vote affirmatively that the plan is ready for adoption; and

BE IT FURTHER RESOLVED that the Downtown Parking Improvement Initiative will complete the downtown parking facilities assessment no later than the end of 2014; and

BE IT FURTHER RESOLVED that the Downtown Parking Management Plan will be presented to the City Council for adoption no later than March, 2015.