Burlington Downtown Parking Advisory Committee Meeting
Agenda

Date: January 25, 2018
Time: 8:30 am
Location: 414 Locust Street (2nd floor boardroom)

Pages

1. **Members present:**

   Councillor Marianne Meed Ward, Councillor John Taylor, Pam Belgrade, Brian Dean, Gil Garbus, Joe Gaetan, Kim Johnny, Barry Glazier, Robert Steven (AGB), Glen Copeland, Andrew Pawlowsky, Susan Morrissey

2. **Others present:**

   Vito Tolone, Paul Yager, Jamie Tellier, Kaylan Edgcumbe, Bryan Letourneau, Tracy O'Neil and Jeff Cooling (Jeff's Guy Shop)

3. **Members regrets:**

4. **Declarations of Interest:**

5. **Approval of Minutes:**

   5.1 Approve minutes from meeting held November 30, 2017 — 1 - 3

6. **Delegation(s):**

7. **Consent items:**

   7.1 2017 Current Budget/Monthly Permit/Space Utilization Summary — 4 - 5

   7.2 Lot #3 Expansion update

8. **Regular Items:**

   8.1 Welcome/Introduction of new citizen representatives (B.Dean)

   8.2 Elgin Promenade update (standing) (B.Letourneau)

8.3	Downtown Planning updates (J.Tellier)	
8.4	Wayfinding Signage (update) (P.Yager/B.Letourneau)	6 - 6
8.5	Measuring December Free P! 2017 Campaign (B.Dean/Councillor Marianne Meed Ward)	7 - 49
8.6	Workplan - 2017 and 2018 (B.Dean)	50 - 50

9. Other Business:

10. Adjournment:

Next meeting
April 26, 2018
830 AM-10:30 AM
414 Locust Street, Boardroom

Burlington Downtown Parking Advisory Committee Meeting

Minutes

Date:	November 30, 2017
Time:	8:30 am
Location:	414 Locust Street (2nd floor boardroom)

1. Members present:

Brian Dean (Chair), Pam Belgrade, Jeff Cooling, Kim Johnny, Barry Glazier, Glen Copeland, Joe Gaetan, Robert Steven (AGB) and Ann Stoner

2. Others present:

Vito Tolone, Kaylan Edgcumbe, Paul Byrne, Todd Evershed, Bryan Letrouneau, Marian Rabeau, Roz Minaji and Tracy O'Neil

3. Members regrets:

Councillor Taylor, Councillor Meed Ward, Paul Yager and Gil Garbus

4. Declarations of Interest:

none

5. Approval of Minutes:

5.1 Approve minutes from meeting held September 28, 2017

On Motion, the minutes of the meeting held September 28, 2017 were approved as presented.

6. Delegation(s):

none

7. Consent items:

7.1 Current Budget/Monthly Permit/Space Utilization Summary

8. Regular Items:

8.1 Elgin Promenade update (standing) (M. Rabeau)

- M. Rabeau provided an update on the Elgin Promenade. Lot 5 will be open tomorrow for Free P Program. The pathway construction is ongoing. There is a concern with the new commercial loading zones that have been added in the condo area parking lot. Off-line discussions are required with staff and condo board.

- Staff to provide a map at the next meeting that identifies the changes made to parking in the Elgin Promenade area (on-street and lot).

- Project information can be found on the web at: https://www.burlington.ca/en/services-for-you/Elgin-Street-Promenade.asp

8.2 2017 City Wide Parking Study Results (K. Edgcumbe/R.Minaji)

- R.Minaji and K.Edgcumbe presented the 2017 City Wide Parking Study Results.

Information can be found on www.burlington.ca/parkingreview

8.3 Downtown Planning Updates (T.Evershed)

- T. Evershed presented a map of development applications received for the downtown.

8.4 Parking Utilization Puck update (P. Byrne)

The DPC discussed how the data should be reported at each meeting. As there is a lot of information available and, staff can create additional reports at anytime, members agreed that the utilization reports should have the following information:

- Sorted - street by street (this would identify area shortages)

- Times grouped as 9 am - 6 pm (paid period), 6 pm -10 pm (unpaid period)

- Garage as a stand-alone report

8.5 Guiding principles for developing a City owned Parking Lot (P.Byrne)

- A draft version of the guiding principles was circulated. Members are to review and provide comments to P. Byrne.

- Final guiding principles to be completed by Q2-2018.

8.6 2018 meeting dates (Chair)

The 2018 DPC meeting dates have been scheduled as follows:

2

- January 25
- April 26
- June 21
- September 27
- November 29
- February 7, 2019

9. Other Business:

10. Adjournment:

Chair adjourned the meeting at 10:10 am

Next meeting January 25, 2018

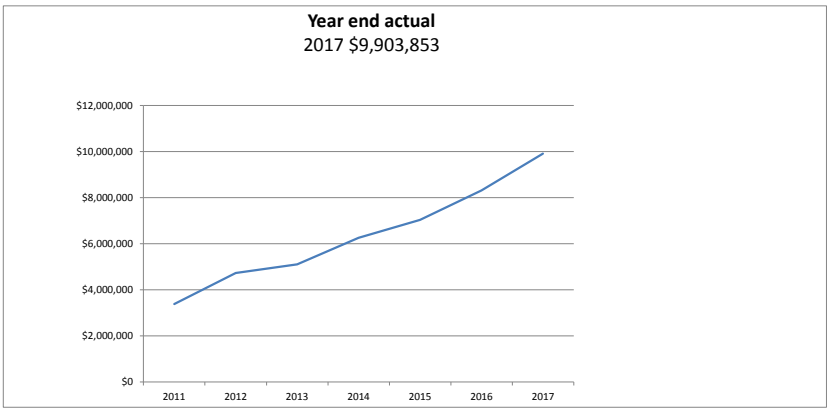
3

2017 Approved Operating Budget - Parking District
To YEAR END 2017

Revenue	2016 Actuals	2017 Budget	2017 YEP*	2017 Budget YTD**	2017 Actuals
Monthly Permits	$ 698,822	$ 710,000	$ 775,000	$ 710,000	$ 699,711
Daily Fees	$ 968,249	$ 800,000	$ 900,000	$ 800,000	$ 1,108,028
Fines	$ 327,140	$ 235,000	$ 400,000	$ 235,000	$ 522,526
Levies	$ 304,200	$ 304,200	$ 304,200	$ 304,200	$ 304,200
Internal Recoveries	$ 44,518	$ 48,384	$ 48,384	$ 48,348	$ 49,656
Total Revenues	$ 2,342,929	$ 2,097,584	$ 2,427,584	$ 2,097,548	$ 2,684,121

Expenses	2016 Actuals	2017 Budget	2017 YEP*	2017 Budget YTD**	2017 Actuals
Human Resources	$ 161,820	$ 180,750	$ 181,000	$ 180,750	$ 149,586
Materials and Supplies	$ 92,001	$ 90,350	$ 90,350	$ 90,350	$ 85,469
Purchased Services	$ 196,762	$ 282,948	$ 282,948	$ 282,948	$ 272,774
Debt Payment	$ 184,232	$ 192,318	$ 192,318	$ 192,318	$ 192,318
Internal Charges	$ 436,065	$ 431,427	$ 431,427	$ 431,427	$ 464,159
Total Expenses	$ 1,070,880	$ 1,177,793	$ 1,178,043	$ 1,177,793	$ 1,164,306
Total Provision to reserve fund	$ 1,272,049	$ 919,791	$ 978,541	$ 919,791	$ 1,519,815

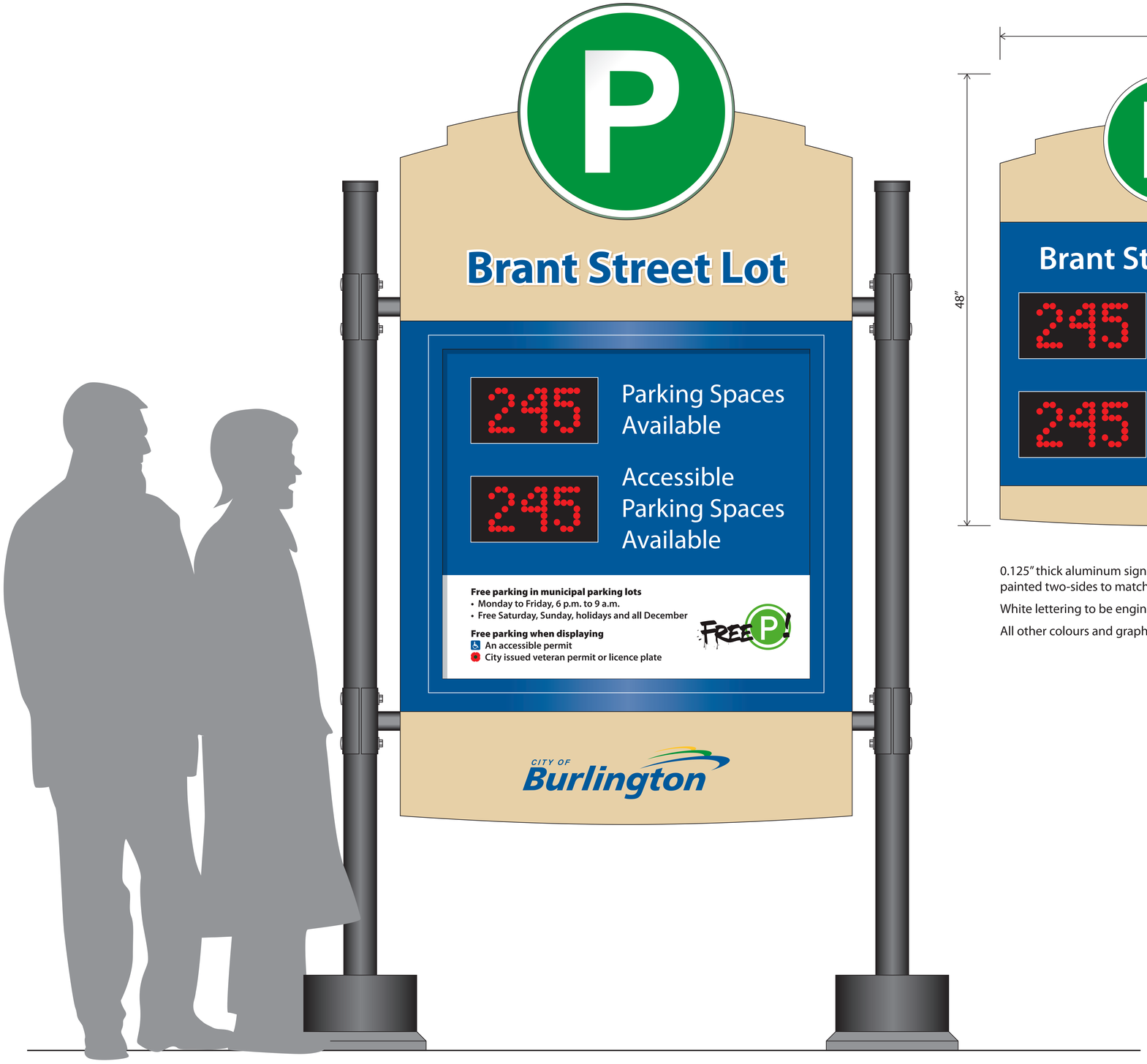
Key Statistics	2016 Actuals	2017 Budget	2017 YEP*	2017 Budget YTD**	2017 Actuals
Downtown Only					
# of spaces available	1519	1519	1519	1519	1519
# monthly passes sold @ $83	2295	2300	2300	1916	2307
# monthly passes sold @ $132	4102	4100	4100	3417	3969
# of tickets issued	5520	5000	5000	4166	10666

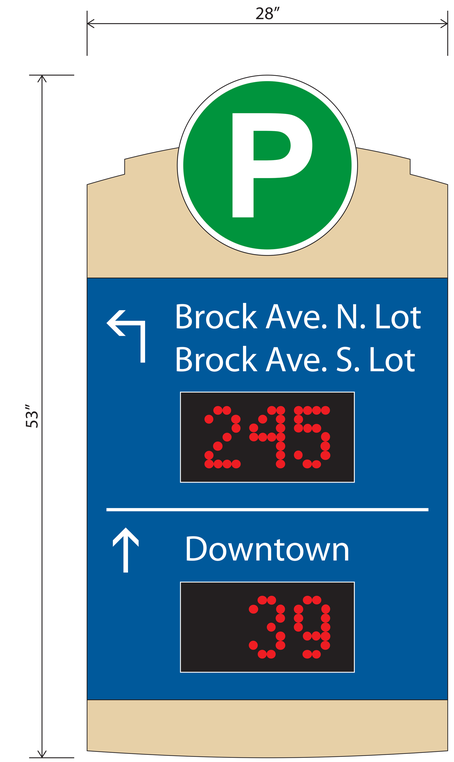


Reserve Fund Allocation	Stabilization Funds	15% of recurring expenses	$208,107	2.10%
	Life Cycle Renewal of existing assets	3 yrs of annual renewal	$2,021,610	20.40%
	Growth in Parking supply		$7,680,136	77.50%

Parking Lots in Downtown -Summary of Spaces

Lot #	Name	Regular Spaces	Accessible spaces	Public Daily	Public Permits	Public Reserved	Staff Permits	Permits Proportion of Spaces
1	Pearl Street	39	2	11	28			72%
2	Burlington Avenue	44	1				47	100%
3	John Street North	109	4	11	58	11	29	90%
4	Elizabeth Street	109	3	62	47			43%
5	Brant Street	60	2	60				0%
6	Brock Avenue South	71	3	20	22		29	72%
7	Locust Street	86	2	24	48		14	72%
8	Caroline Street	38	1	9	25	4		76%
10	Elgin Street	40	1				40	100%
11	Marth Street	11	1		11			100%
13	City Hall	12	4	6			6	0%
15	Brock Avenue North	77	3	5	22		50	100%
414	Waterfront Garage	339	10	65	192		82	81%
	St Mary's Church	30					30	100%
	Spencer Smith East	47	2	47				0%
	Spencer Smith West	47	4	47				0%
	Totals	**1159**	**43**	**367**	**453**	**15**	**327**	Ave 63%





0.125″ thick aluminum sign panel cut to shape and painted two-sides to match Pantone 7500C.

White lettering to be engineer grade reflective sheeting.

All other colours and graphics to be opaque cast vinyl graphics.

How do we measure the success rate of the
December Free P! program 2017?

Questions from the Chair:

The Chair would like to return to the April meeting of the DPC with a review of the December 2017's program: success/not/ Actions moving forward. I am seeking from the Committee direction on how best to measure the program-what variables are important?

1) **Downtown business survey review**: what do we keep/what do we stop asking?

2) **Business/resident survey 2017**: review

3) **Parking services**:
   - occupancy data from pucks
   - number of tickets issued (tiered)
   - complaints

4) **Other: _____**

5) How often should the DPC review December FREE P? What is the policy in between reviews?

Chair Brian Dean

SURVEY RESULTS
and
NEXT STEPS
(October 2017)

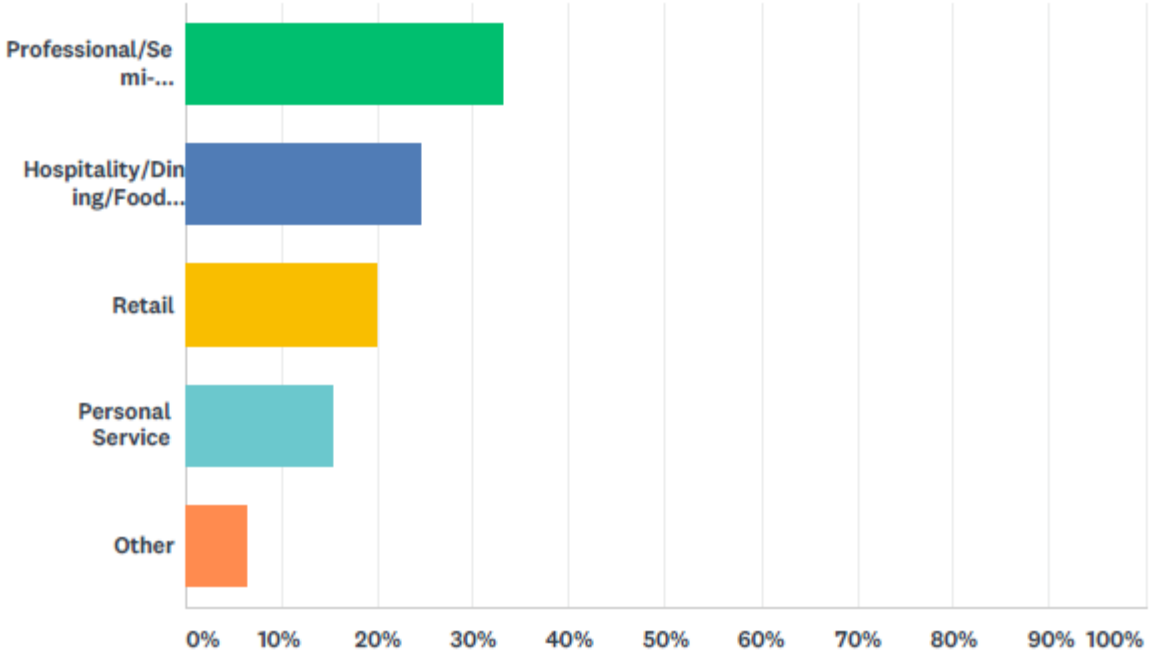
SURVEY RESULTS

- The BDBA received 154 responses (35.4%)
- Most well-responded survey in 6 years
- The BDBA received 97 comments
- 4 Question survey:

  Q1: Your name and business (100% response rate)

Q2 My business type is best described as:

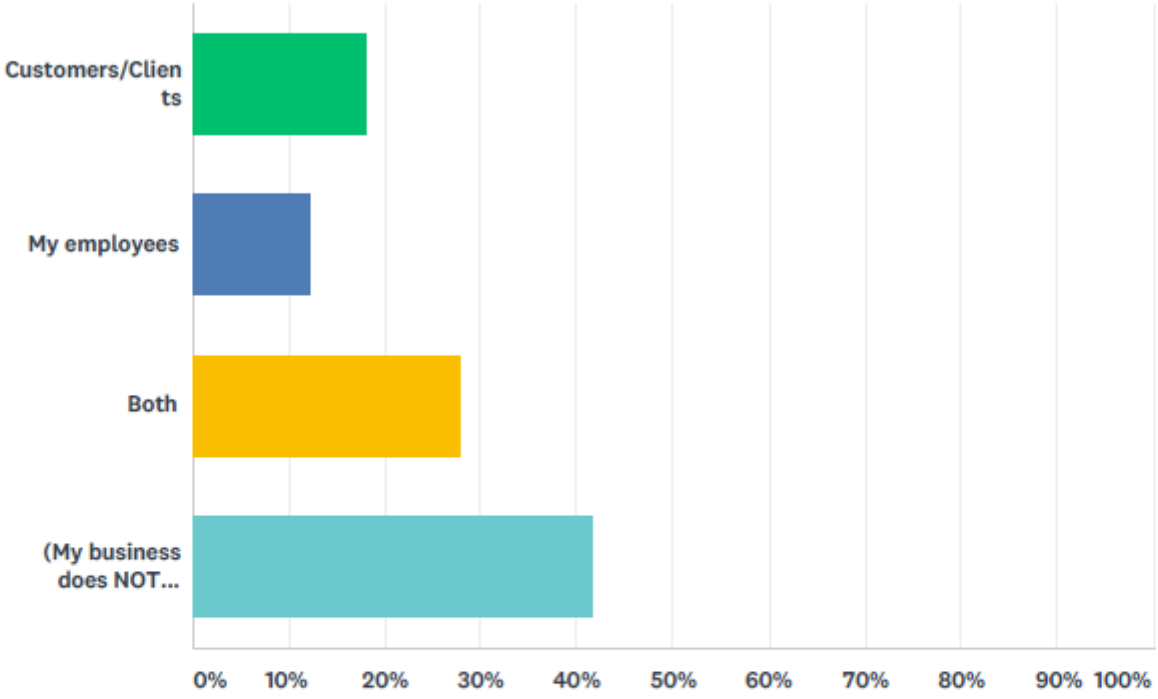
Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES	
Professional/Semi- Professional	33.12%	51
Hospitality/Dining/Food Service	24.68%	38
Retail	20.13%	31
Personal Service	15.58%	24
Other	6.49%	10
TOTAL		154

Q3 My business provides on-site parking for the following:

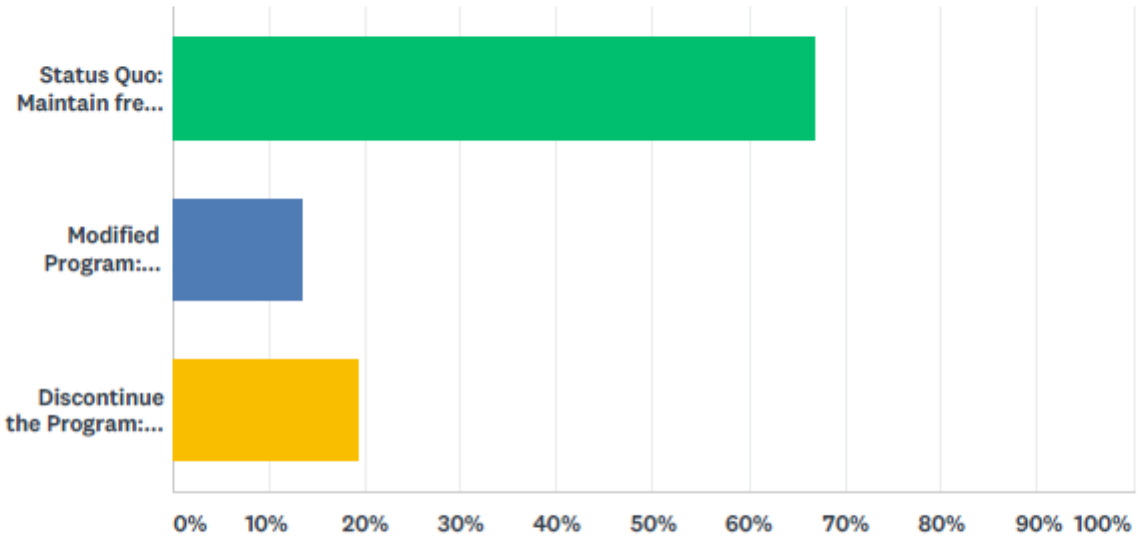
Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES	
Customers/Clients	18.18%	28
My employees	12.34%	19
Both	27.92%	43
(My business does NOT provide on-site parking)	41.56%	64
TOTAL		154

Q4 My business supports the following approach to the Free P! December 2017 campaign (choose one only):

Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES	
Status Quo: Maintain free parking in municipally-owned spaces. December 1-31. At all on-street parking spaces AND off-street parking in surface lots and 414 Locust Street garage.	66.88%	103
Modified Program: Maintain free parking in municipally-owned spaces. December 1-31. At all off-street parking in surface lots and 414 Locust Street garage. Paid parking on-street.	13.64%	21
Discontinue the Program: Stand down on the Free P! December 2017 campaign.	19.48%	30
TOTAL		154

Comments: main themes

- The program has issues but the public has come to **depend on it** after four years

- The modified option is **too confusing** for the public: keep it simple!

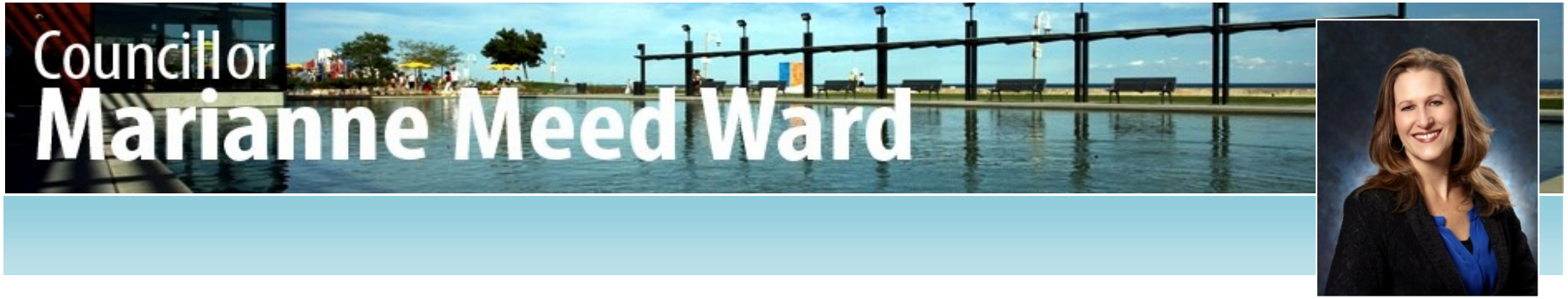
- If we **lose it** we'll never get it back

- **More needs to be done to curb abuses** (real/perceived) by permit holders, residents and employees

Free P!

Survey

General Public



Burlington Downtown Business Association

Stakeholder Parking Engagement

Oct. 5, 2017

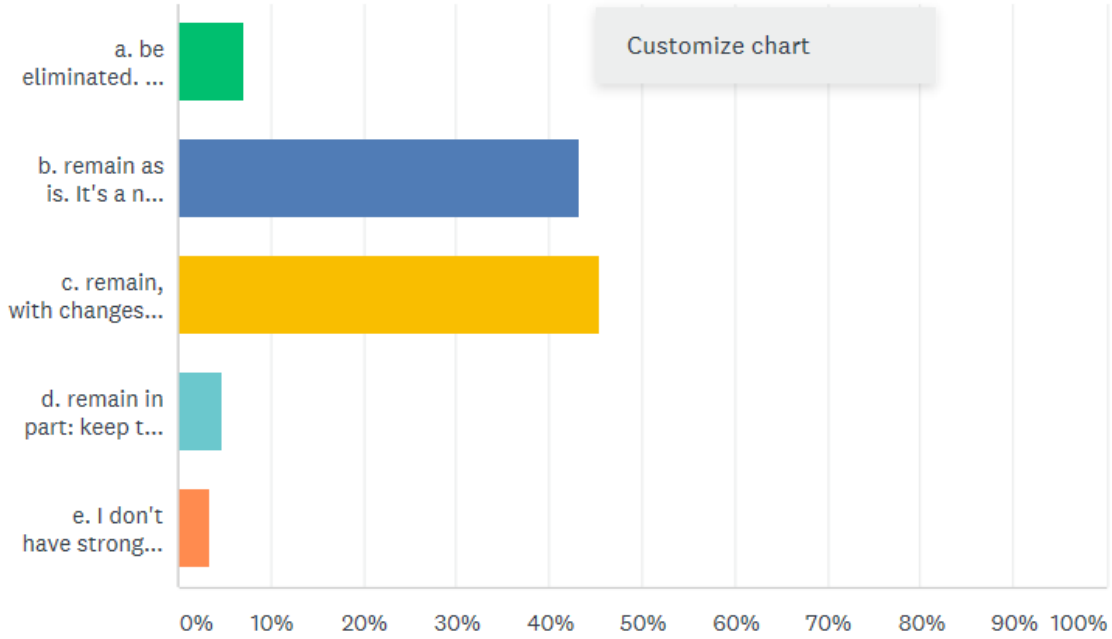
Marianne Meed Ward
City/Regional Councillor
www.ward2news.ca

Q1

Customize Export

The Free P program weekdays in December should: (check one)

Answered: 598 Skipped: 3



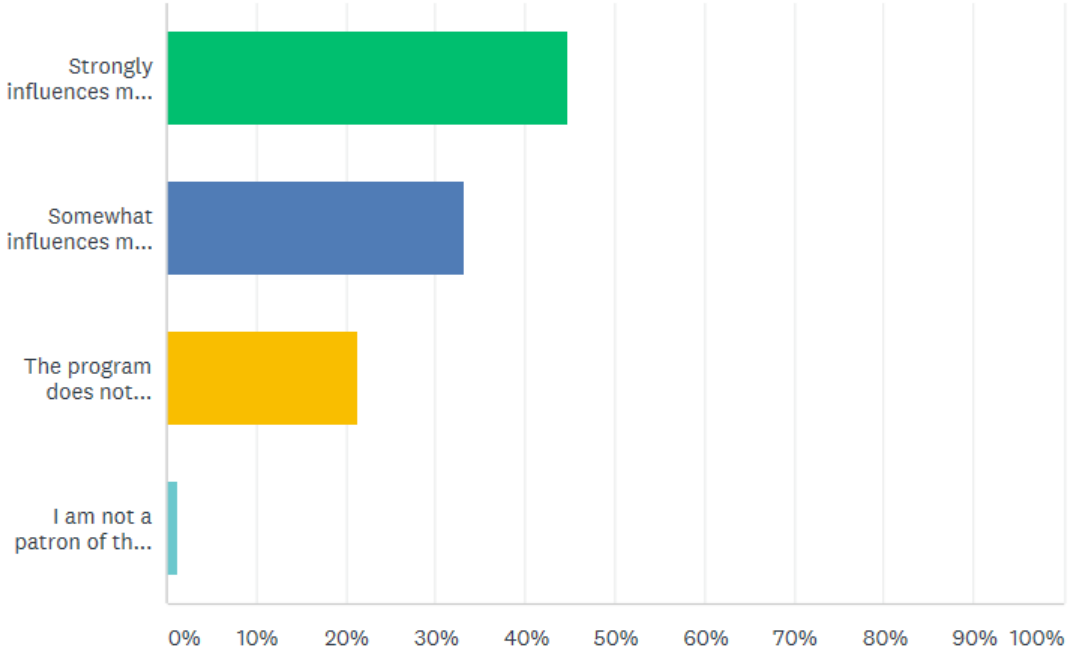
ANSWER CHOICES	RESPONSES	
a. be eliminated. It is being abused and makes it harder to find parking.	7.19%	43
b. remain as is. It's a nice incentive to shop downtown in the winter.	43.31%	259
c. remain, with changes to eliminate abuse by permit holders.	45.48%	272
d. remain in part: keep the parking garage free, to increase use, but paid everywhere else.	4.85%	29
e. I don't have strong feelings either way.	3.34%	20
Total Respondents: 598		

Q2

Customize Export

How does the December Free P! program influence your decision to shop/dine Downtown in December?

Answered: 595 Skipped: 6



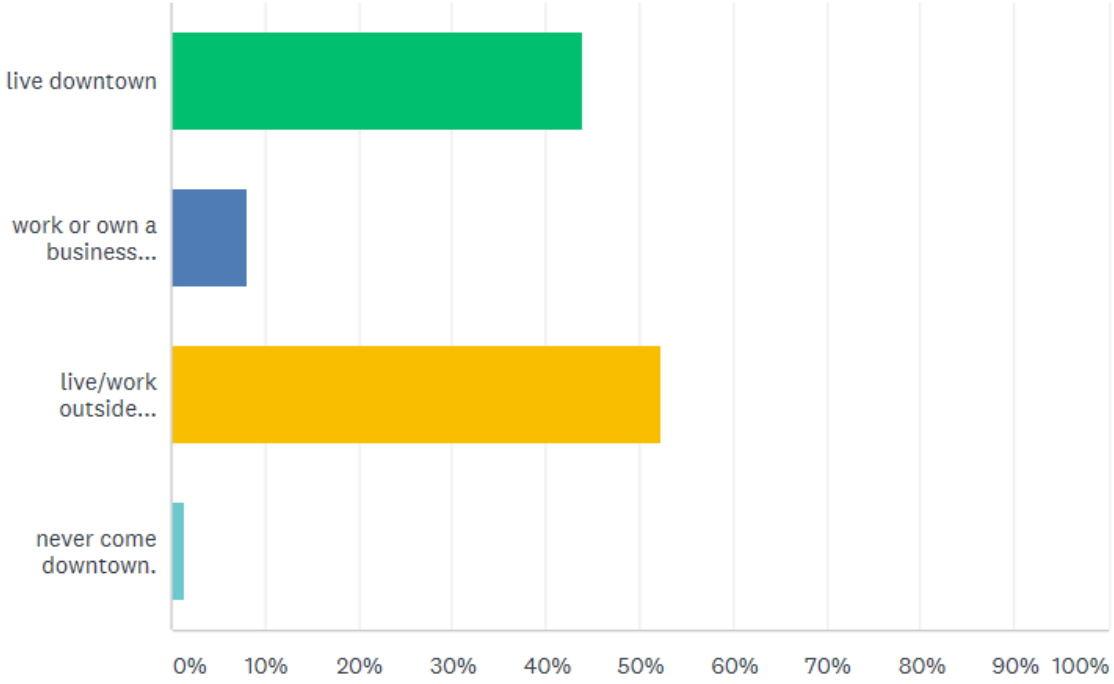
ANSWER CHOICES	RESPONSES	
Strongly influences my decision	44.87%	267
Somewhat influences my decision	33.28%	198
The program does not influence my decision	21.34%	127
I am not a patron of the downtown business community	1.18%	7
Total Respondents: 595		

Q3

Customize Export

Tell us a bit about yourself: (check all that apply)

Answered: 591 Skipped: 10



ANSWER CHOICES	RESPONSES	
live downtown	43.99%	260
work or own a business downtown	8.12%	48
live/work outside downtown but visit regularly	52.28%	309
never come downtown.	1.52%	9
Total Respondents: 591		

Strategies Moving Forward…..

BURLINGTON DOWNTOWN

① Communicate directly with **major employers** downtown to encourage permit holders to stay in prescribed lots

② **Market** program to general public/provide business members with employer/employee handbook on parking/Free P! posters

③ Negotiate with private property owners for **parking relief**:

- Waterfront Hotel (15 x $100)
- Art Gallery of Burlington (20 x $70)

* one-time monthly pass for businesses (additional employees)

① Communicate directly with **residential community** downtown to encourage residents and visitors to remain in prescribed lots

② **Market** program to general public/ Ward 2

Transportation Services-
City of Burlington

① Wrap all parking machines with Free P! branding and **3hour on-street** limit notice

② **Collect data** on parking utilization for December (parking utilization pucks)

③ **Delay opening:** Brant & Elizabeth lots – December 1-8 (weekdays) from 7:00-9:00 a.m.

④ **Advanced enforcement:** Permit Holders (a) Education (b) Warning (c) Revoke permits 2018

Downtown Business Community

① **Co-market** December Free P! to customers, clients, restaurant patrons

② **Self-police** parking habits of employees, seasonal staff

December 2016 Free Parking Program

Monday, April 10, 2017

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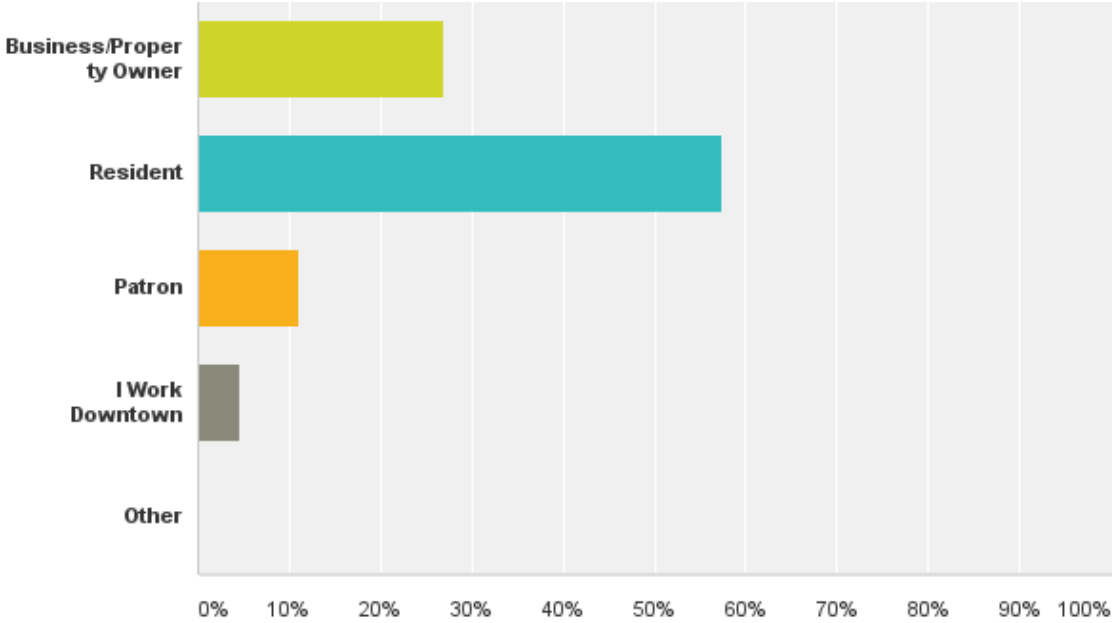
Q1: Which one of the following best describes you?

Answered: 108 Skipped: 0



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Q1: Which one of the following best describes you?

Answered: 108 Skipped: 0

Answer Choices	Responses	
Business/Property Owner	**26.85%**	29
Resident	**57.41%**	62
Patron	**11.11%**	12
I Work Downtown	**4.63%**	5
Other	**0.00%**	0
Total		**108**

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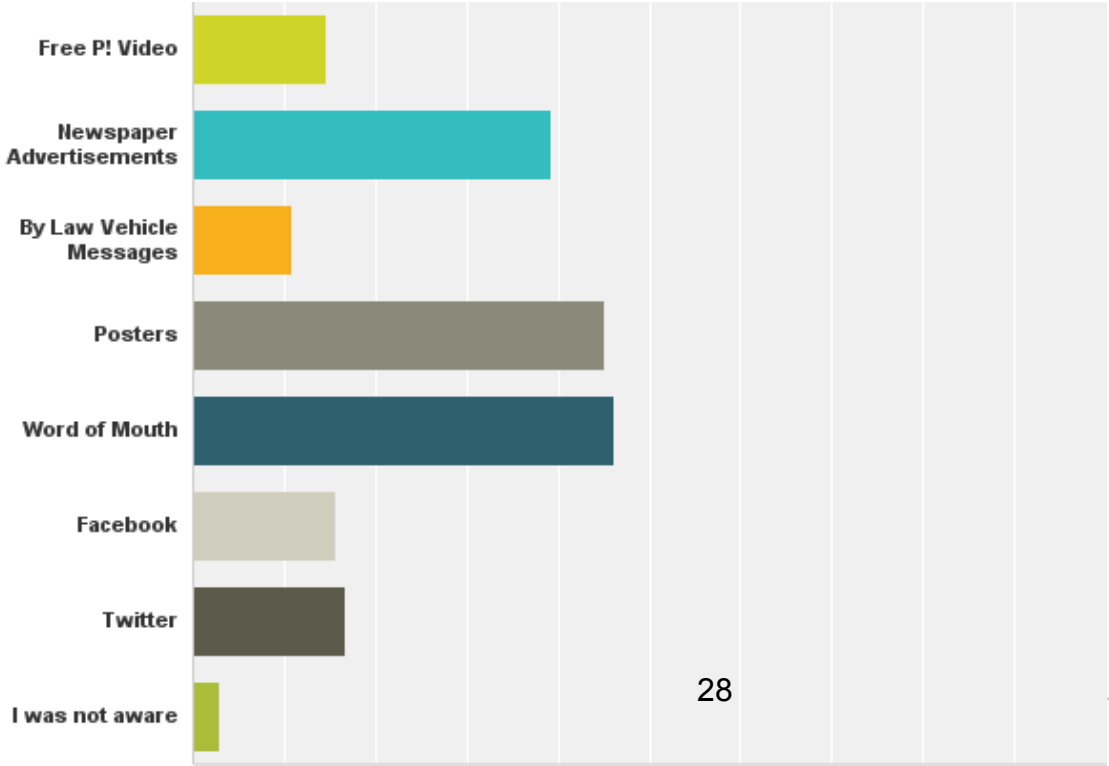
Q2: How did you hear about the Free P! campaign? (select all answers that apply)

Answered: 102 Skipped: 6



Q2: How did you hear about the Free P! campaign? (select all answers that apply)

Answered: 102 Skipped: 6

Answer Choices	Responses	
Free P! Video	**14.71%**	15
Newspaper Advertisements	**39.22%**	40
By Law Vehicle Messages	**10.78%**	11
Posters	**45.10%**	46
Word of Mouth	**46.08%**	47
Facebook	**15.69%**	16
Twitter	**16.67%**	17
I was not aware	**2.94%**	3
Total Respondents: 102		

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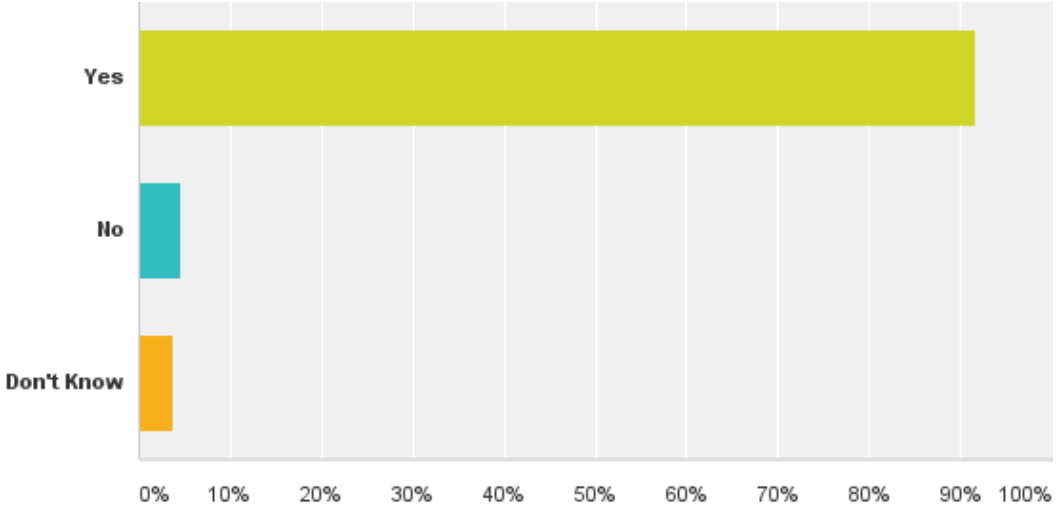
Q3: Was the Free P! messaging clear and understandable?

Answered: 108 Skipped: 0



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Q3: Was the Free P! messaging clear and understandable?

Answered: 108 Skipped: 0

Answer Choices	Responses	
Yes	**91.67%**	99
No	**4.63%**	5
Don't Know	**3.70%**	4
Total		**108**

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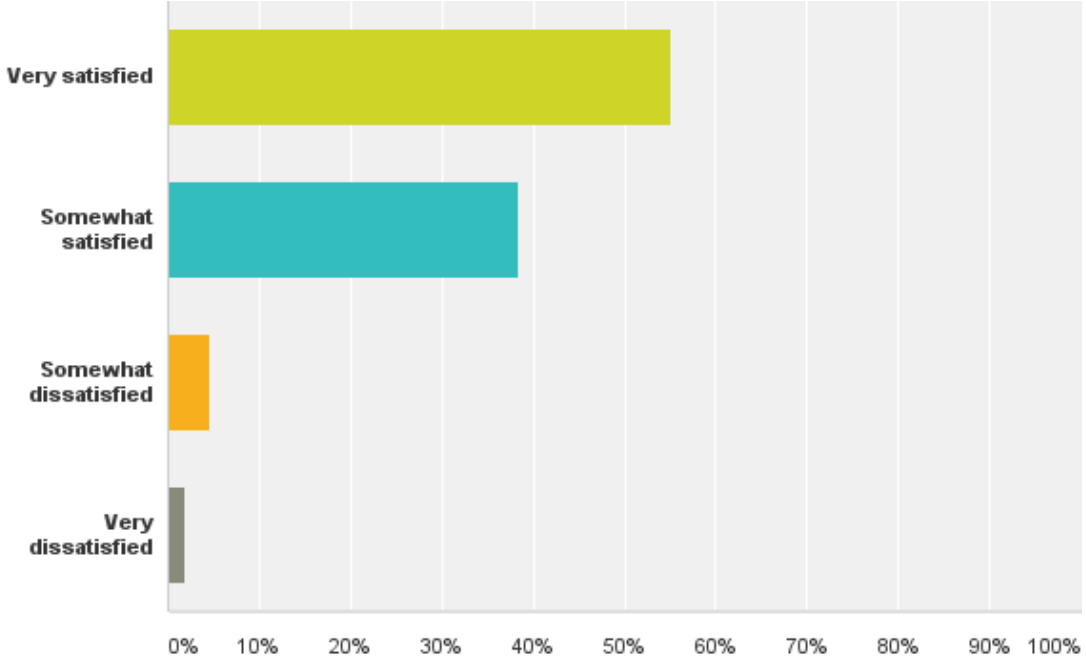
Q4: How satisfied are you with the communication plan for the Free P! parking campaign?

Answered: 107 Skipped: 1



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Q4: How satisfied are you with the communication plan for the Free P! parking campaign?

Answered: 107 Skipped: 1

Answer Choices	Responses	
Very satisfied	**55.14%**	59
Somewhat satisfied	**38.32%**	41
Somewhat dissatisfied	**4.67%**	5
Very dissatisfied	**1.87%**	2
Total		**107**

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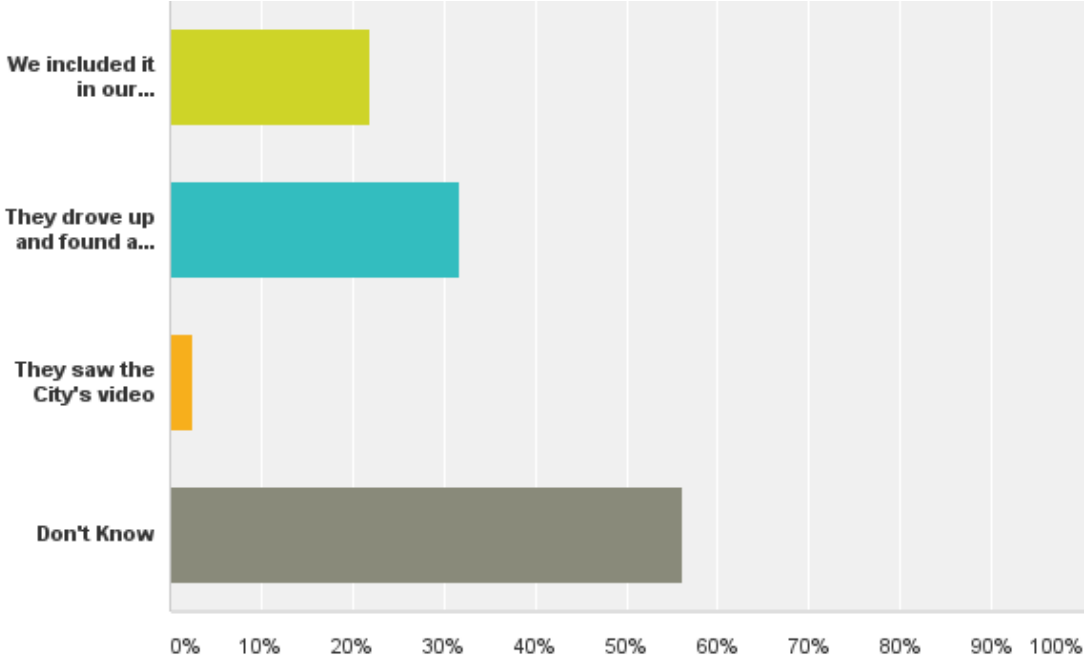
Q5: Downtown businesses: based on your customer feedback, how did your customers become aware of the Free P! program (not a Downtown Business - skip to Question 11)

Answered: 41 Skipped: 67



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Q5: Downtown businesses: based on your customer feedback, how did your customers become aware of the Free P! program (not a Downtown Business - skip to Question 11)

Answered: 41 Skipped: 67

Answer Choices	Responses	
We included it in our advertising	21.95%	9
They drove up and found a spot	31.71%	13
They saw the City's video	2.44%	1
Don't Know	56.10%	23
Total Respondents: 41		

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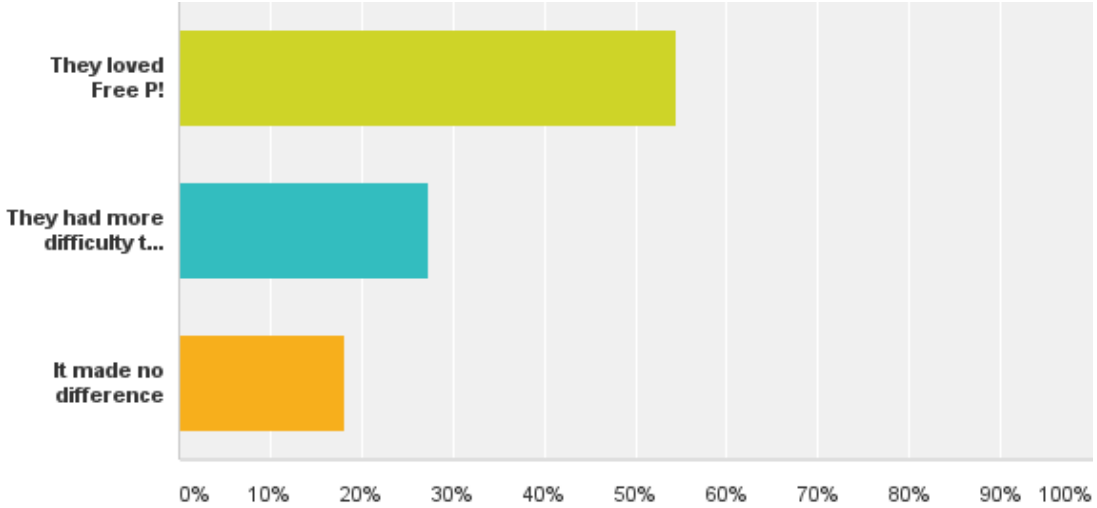
Q6: What kind of overall feedback did you get from your customers?

Answered: 33 Skipped: 75



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Q6: What kind of overall feedback did you get from your customers?

Answered: 33 Skipped: 75

Answer Choices	Responses	
They loved Free P!	54.55%	18
They had more difficulty than usual finding a spot	27.27%	9
It made no difference	18.18%	6
Total		**33**

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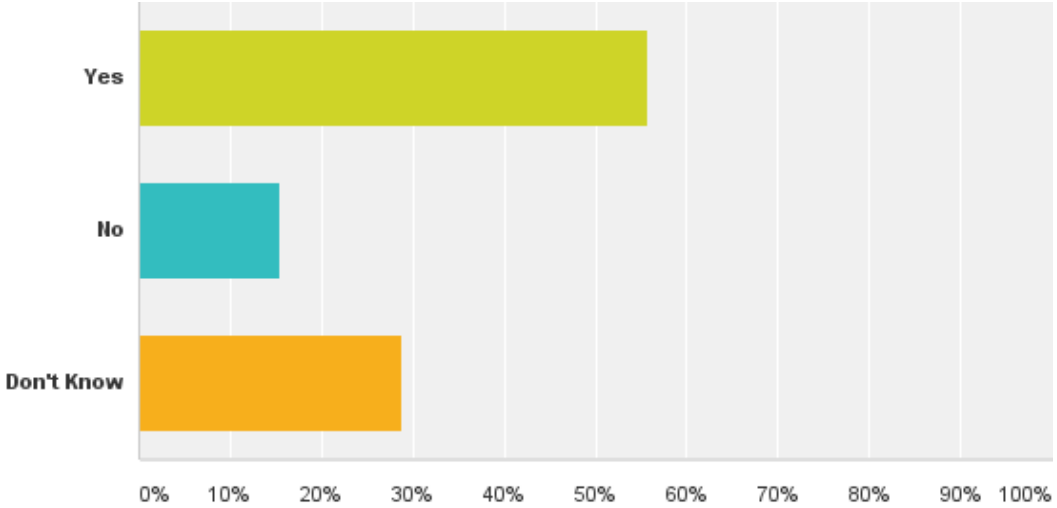
Q7: One of the Free P! December's goals was to assist in driving more people/business to the Downtown. Do you feel the program achieved that goal?

Answered: 52 Skipped: 56



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Q7: One of the Free P! December's goals was to assist in driving more people/business to the Downtown. Do you feel the program achieved that goal?

Answered: 52 Skipped: 56

Answer Choices	Responses	
Yes	55.77%	29
No	15.38%	8
Don't Know	28.85%	15
Total		**52**

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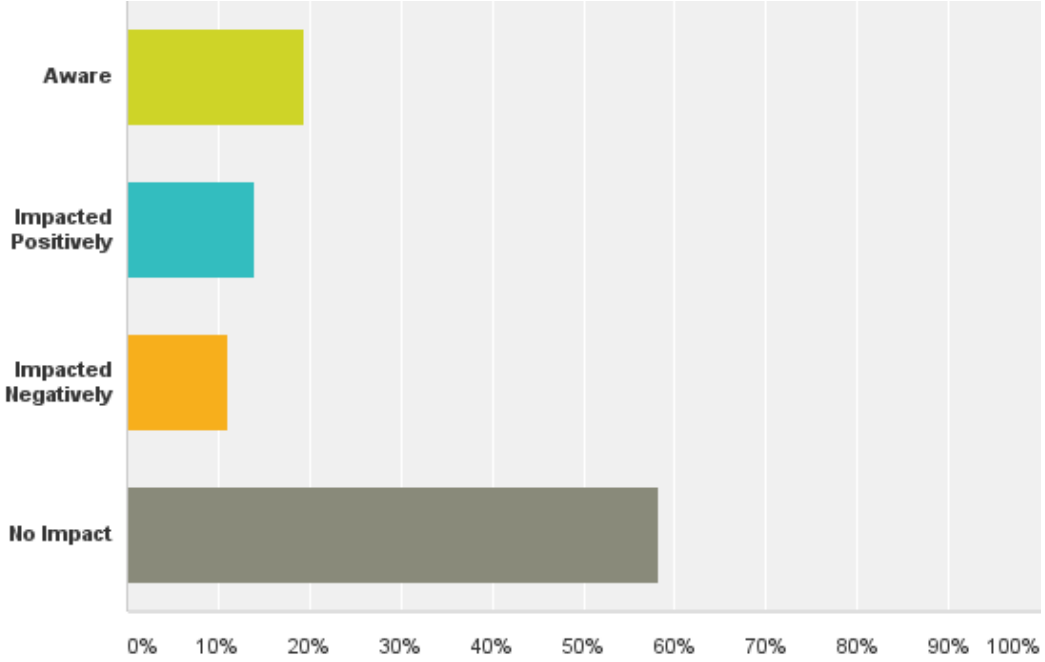
Q8: For the first two weeks of December 2016 the Brant Street (#5) and Elizabeth Street (#4) lots were closed by a uniformed officer from 7:00 - 9:00 a.m. (This was intended to send a clear message that filling up these lots before 9 a.m. was not acceptable). Regarding this change, was your business:

Answered: 36 Skipped: 72



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Q8: For the first two weeks of December 2015 the Brant Street (#5) and Elizabeth Street (#4) lots were closed by a uniformed officer from 7:00 - 9:00 a.m. (This was intended to send a clear message that filling up these lots before 9 a.m. was not acceptable). Regarding this change, was your business:

Answered: 36 Skipped: 72

Answer Choices	Responses	
Aware	19.44%	7
Impacted Positively	13.89%	5
Impacted Negatively	11.11%	4
No Impact	58.33%	21
Total Respondents: 36		

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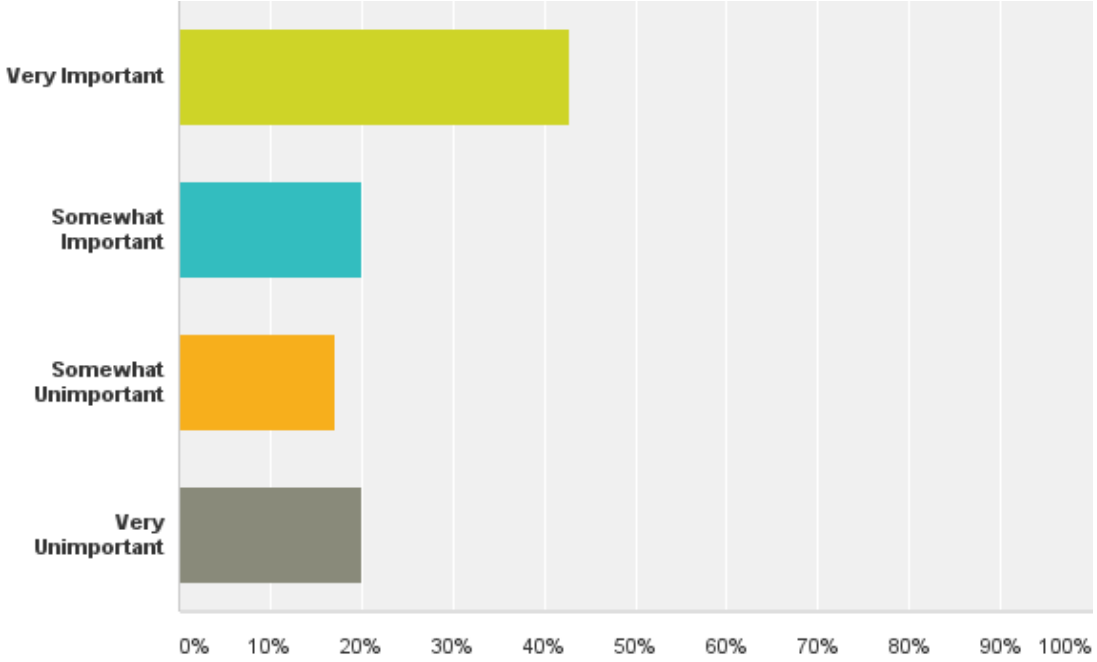
Q9: How important was the Free P! campaign to your business' overall performance in December?

Answered: 35 Skipped: 73



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Q9: How important was the Free P! campaign to your business' overall performance in December?

Answered: 35 Skipped: 73

Answer Choices	Responses	
Very Important	42.86%	15
Somewhat Important	20.00%	7
Somewhat Unimportant	17.14%	6
Very Unimportant	20.00%	7
Total		**35**

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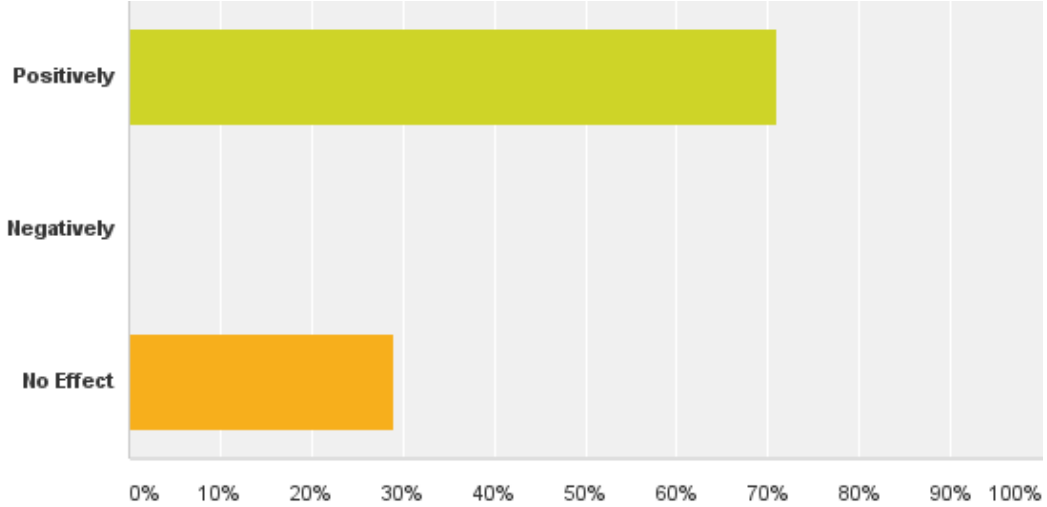
Q10: With Free Saturday parking now in place we can effectively market that there is "free parking downtown all weekend." How has this program affected your business?

Answered: 38 Skipped: 70



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Q10: With Free Saturday parking now in place we can effectively market that there is "free parking downtown all weekend." How has this program affected your business?

Answered: 38 Skipped: 70

Answer Choices	Responses	
Positively	**71.05%**	27
Negatively	**0.00%**	0
No Effect	**28.95%**	11
Total		**38**

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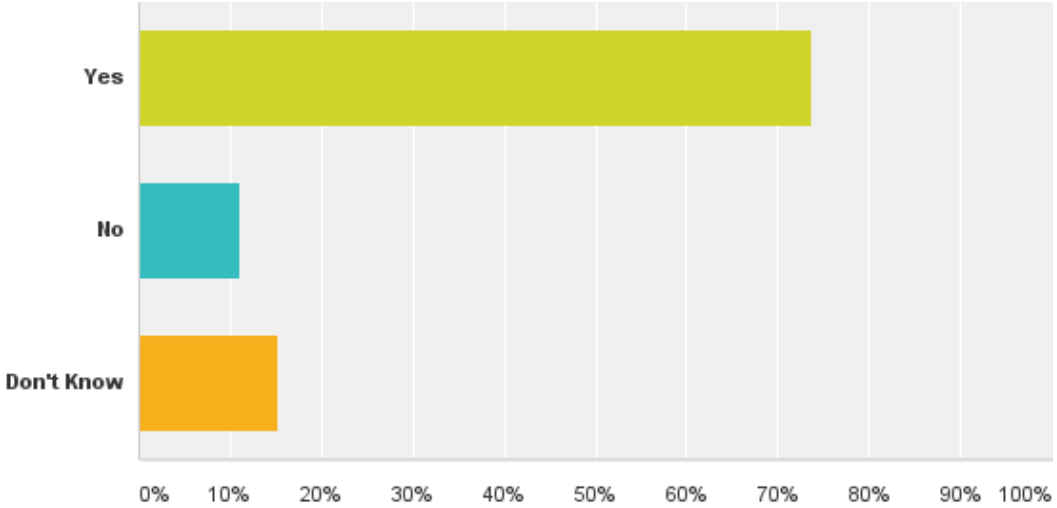
Q11: Overall do you feel that the Free P! campaign was successful?

Answered: 99 Skipped: 9



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Q11: Overall do you feel that the Free P! campaign was successful?

Answered: 99 Skipped: 9

Answer Choices	Responses	
Yes	**73.74%**	73
No	**11.11%**	11
Don't Know	**15.15%**	15
Total		**99**

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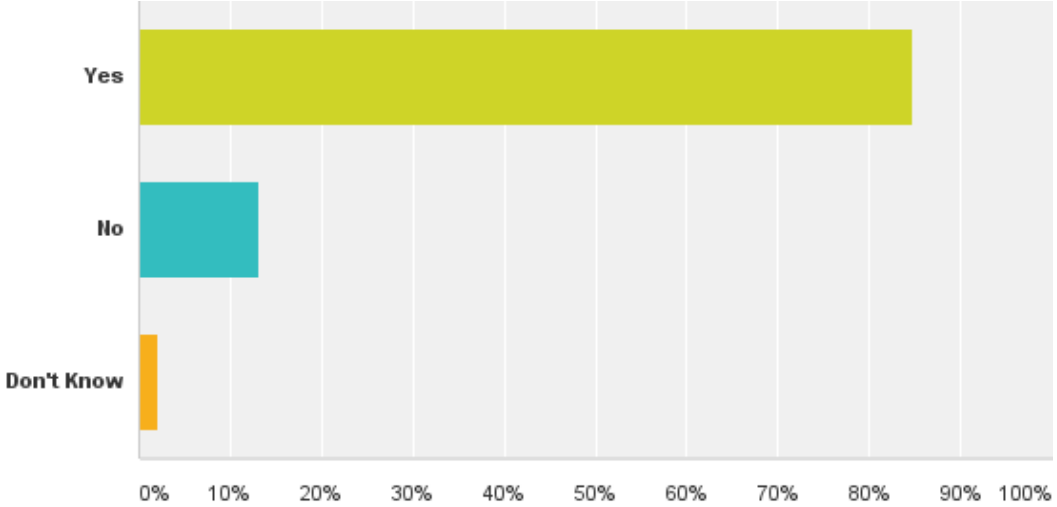
Q12: The Downtown Parking Committee has budgeted for Free P! in December 2016. Would you support this program in future years?

Answered: 99 Skipped: 9



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Q12: The Downtown Parking Committee has budgeted for Free P! in December 2016. Would you support this program in future years?

Answered: 99 Skipped: 9

Answer Choices	Responses	
Yes	**84.85%**	84
No	**13.13%**	13
Don't Know	**2.02%**	2
Total		**99**

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Downtown Parking Committee

Workplan - 2018

No	Item	Description (work to be done)	Status Update	Assigned to / Resources Required	Completion Date (estimate by quarter)
1.	Elgin Promenade	•	Ongoing		Q1 – Q4 2018
2.	Parking Education Campaign	•	Ongoing		Q1 – Q4 2018
3.	2015-16, 16-17 Annual Report	•	Underway	V. Tolone/B. Dean	Q2 2018
4.	Committee Members' Terms and Positions	• Review of members dates • Review positions	Ongoing		Q2 2018
5.	Monitor and Develop Parking App	• In Progress		P. Yager/P. Byrne	Q2 2018
6.	Adequacy of Reserve Fund/Variable Rates Review	• Review of Fee structure			Q3 2018
7.	Assessment of Parking Resources (Data Review)	• Participate in the City-Wide Parking needs Study	Ongoing	B. Dean	Q3 2018
8.	Consultant Review of Parking needs/Supply assessment/ MPAC Assessment	•			Q4 2018