



## **Burlington Downtown Parking Advisory Committee Meeting**

### **Minutes**

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

**1. Members present:**

Brian Dean (Chair), Pam Belgrade, Joe Henning, Kim Johnny, Barry Glazier, Glen Copeland and Councillor Marianne Meed Ward

**2. Support Staff:**

Vito Tolone, Paul Byrne, Paul Yager, Todd Evershed, Kaylan Edgcumbe, Rita Hardy and Tracy O'Neil

**3. Regrets:**

Joe Gaetan, Gil Garbus, Jasmina Garbus and Councillor John Taylor

**4. Guests:**

Jeff Cooling (Jeff's Guy Shop), Robert Steven (AGB), Bob Mills (Pier 8) and Shelly McQuade (Cypress Strategies)

**5. Declarations of Interest:**

None.

**6. Approval of Minutes:**

6.1 Approve minutes from meeting held December 6, 2016

**On motion, the minutes of the meeting held December 6, 2016 were approved as presented.**

**7. Delegation(s):**

None.

**8. Regular Items:**

## 8.1 Agenda review

- The Chair reviewed the agenda and welcomed guests.

## 8.2 Parking education plan update

- Brian Dean provided a recap on the history of the parking education plan. In Q4-2016 - an RFP was issued and Pier 8 was the successful candidate hired to address the issues relating to branding and communication of parking.
- Pier 8's goal is to improve overall marketing and communication and create a 3 year marketing plan. (make parking in the downtown a user friendly experience).  
They will review Free P Parking, pay by plate, free 20 minutes parking programs, current websites, partner websites, BPAC, Tourism, social media, signage, pamphlets, parking maps and investigate the ability to have a parking application that shows next available parking areas.
- 1:1 meetings will be arranged with key stakeholders to discuss parking issues.
- In the downtown there are over 1500 parking spaces and there is perception among Burlington residents is that there is not enough parking.
- DPC members shared with Pier 8 the following comments received from the public/customers:
  - New parking machine screens are difficult to read and there is a glare.
  - Customers prefer close parking and do not want to use the garage.
  - Requests for an "App" that shows the next available parking lot/spaces.
  - Better signage that indicates when a lot is full or where the next available lot is.
  - Too much reading - must make things simpler.
  - Lot names are confusing.
  - A need to review signage and ensure that there is not visual clutter.
  - A review of consumer behavior. Where are people coming from and where are they going?
  - Demographics: some people are not as computer/mobile literate – a need to make it easier for everyone. make it easier for everyone.
  - Review of payment approaches. Can there be a pre-paid parking card?

- Why is it necessary to display a receipt (printed on ticket) – too much confusion.

### **Conclusions:**

- Pier one will continue to gather information, set up 1:1 meeting with stakeholders/city staff and will meet with the subcommittee to discuss priorities. DPC will review all proposed strategies prior to implementation.

### 8.3 Free P! December: survey feedback and next steps

- Review of BDBA survey results (attachment).
- There is a need to review the free parking program with the local businesses. Free P was started to compete with the mall at Christmas time. Is this still the goal?
- Some businesses are suggesting that people are coming to the downtown in December regardless of free parking. Should free parking be changed from December to January the shoulder period?
- Is there a better way to utilize the “free parking month”.
- The parking revenue is approximately \$80,000 a month. The rate increase for lots and permits offset the loss of revenue for the one month of free parking.

### **Conclusions:**

- A project team to be compiled to arrange a workshop in April.
- This workshop will include DPC members, BDBA members, city staff and will be facilitated by an independent facilitator. Items that will be discussed:
  - The December Free P program – is this working?
  - Parking in the Downtown
  - Review zones
  - Provide the draft recommendation from Pier 8 re: communication on parking in the downtown.

**Action:** Contact Brian Dean should you wish to participate on the workshop sub-committee.

### 8.4 New parking machines update

- There have been a few communication and programming issues. Staff are working with vendor regarding the server and improving the

processing time.

**Action:** Paul Byrne to send updated parking machines issues list to DPC members.

8.5 Elgin promenade update

- No update at this time.

**Action:** Todd Evershed to forward any new information to DPC/BDBA.

8.6 Subcommittee: Guiding Principles for developing a City owned parking lot

- No update at this time.

**Conclusions:**

- Contact Paul Byrne should you wish to participate on this subcommittee.

**Action:** Paul Byrne to provide update at the next meeting.

8.7 Parking utilization (Pucks) update

- A vendor has been appointed and the pucks will be installed in springtime – weather permitting.
- On-street spaces may increase.

**Conclusions:**

- Vendor to attend the April meeting to show how the pucks work and what data can be gathered.

**Action:** Paul Byrne to schedule vendor presentation at next meeting.

8.8 Parking permits

- A review of parking permit summary.
- Does the monthly parking percentage need to be adjusted? What is the utilization of the lots?
- The committee should be reviewing lot utilization and monthly permits at each meeting.
- The request that all permit holders should park on the upper floors in the garage.

**Conclusions:**

- Staff to discuss offline.

**Action:** Tracy O'Neil to add lot utilization/monthly permits as a standing item on the agenda.

#### 8.9 2016 year end budget & 2017 Current Budget/Permit/Space Summary

- A review of the 2016 actual budget information.
  - The reserve is at \$8.3 million balance.
  - There was an increase in fine revenue. The members asked if the increase in fine revenue was due to any blitz in the loading zones. Signage at loading zones is confusing. Fines should be consistent vs. increase. Members would like to see what type of fines were issued over the year.

#### **Conclusions:**

- Staff to provide members with additional information on purchased services and fine revenue in 2016.

**Action:** Paul Byrne to provide further detail of 2016 purchased services and fine revenue at next meeting.

#### 8.10 Waterfront east/west lots - lot continuity and Art Gallery

- Transportation staff met with Parks & Recreation to discuss the East and West Waterfront lots. Parks & Recreation are open to discuss lot continuity.
- Funding and revenue will need to be reviewed as the monies generated from parking at the waterfront lots goes towards the maintenance of the discovery centre. Note: West lot is under contractual obligations (15 year).
- The Art Gallery of Burlington (AGB) would like to review the possibility of entering into an agreement with the city to transfer their parking lot to the city inventory. An agreement will need to be discussed with regards to revenue, special events and ensure that their business will not be impacted.

#### **Conclusions:**

- Further discussions are required with Park & Recreation.
- Further discussions are required with AGB.

#### **Action:**

- Vito Tolone to have off line meeting with AGB.
- Vito Tolone and Councillor Meed Ward to have an off line meeting with Parks & Recreation.

## **9. Other Business:**

### **9.1 Canada 150/Communication**

- BPAC has just been notified that the Sound of Music and City of Burlington will be having a joint 150 celebration.
- On June 11th – a client of BPAC will be greatly impacted by parking.
- As mentioned previously, better communications is required from the City of Burlington special events group. Special events need to inform other user groups of the submitted parking plans.
- Off-line meeting is necessary to discuss with client, City of Burlington and Councillor Meed Ward.

#### **Conclusions:**

- This item was moved off-line.

**Action:** Rita Hardy to provide update at next meeting.

### **9.2 Overnight On-Street Parking**

- Staff have reviewed on-street parking and will be relining certain areas. Additional on-street parking will be created.

**Action:** Rita Hardy to provide update at next meeting.

### **9.3 Ukranian Church Update**

- Lot # 1 is being redeveloped with the Elgin Promenade.
- When construction is complete Lot #1 will no longer have monthly permit parking.
- Staff are in discussions with Ukrainian Church to allow the city to administer/allow monthly permit parking. Staff that currently park in the Church lot will be relocated to another city parking facility.

#### **Conclusions:**

- Parking Services is in the process contacting monthly permit holders to advise of the upcoming change.

**Action:** Rita Hardy to provide update at next meeting.

**10. Adjournment: 10:40 a.m.**

Next Meeting - April 20, 2017, 8:30 a.m.to 10:30 a.m., Room 247, City Hall