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To: Vito Tolone, Director of Transportation Services

From: Robert Steven, Chair
Burlington Downtown Parking Advisory Committee

Date: September 18, 2020

Re: December Free Parking

After long and careful deliberation, informed by extensive and extended consultation, the Burlington Downtown Parking Advisory Committee (DPC) resolved at its March 3, 2020 meeting “to pause the Free P Parking Program in December.”

The Committee has annually reviewed the December Free P parking program, with the primary indicators of the program’s performance being survey results, comments, and complaints compiled by the Burlington Downtown Business Association (BDDBA), as well as feedback received from residents and visitors by City Councillors and Staff.

The original purpose of the Free P Parking program was to eliminate the perceived barrier to competitiveness with other commercial areas in Burlington that paid parking downtown created for downtown businesses during the critical holiday trade season.

During and after the 2019 Free P Program period, consensus emerged among the BDDBA membership that the program is no longer achieving the original goal, and additionally, that the reduced turnover in parking spaces observed during the Free P period has in fact become detrimental to business activity.

As a result of this response, the DPC held a special meeting on March 3rd of this year dedicated to review and deliberation on the Free P Program. Additionally, at the July 21st DPC meeting, the impact of COVID-19 on the decision was considered and the committee determined that no change was required.

While options for modifications to the program were considered at length, consensus was reached that given the current occupancy level in downtown parking, both visitors and businesses would benefit more from the turnover of parking spaces that paid parking would encourage than they currently do from the free parking program.

Therefore, I transmit to you this recommendation from the DPC that the Free P Parking Program not be offered in 2020.