

What we heard

Downtown Parking Plan

Appendix B to PWS-05-26

Engagement Report

Engagement

The City of Burlington invited residents to take part on the engagement of the Downtown Parking Plan. The Burlington Downtown Parking Plan will help determine future parking needs that support growth and land use in the downtown area. Having a strategic downtown parking plan will result in better parking options and financial sustainability.

Number of Community Members Engaged

<i>Date</i>	<i>Activity</i>	<i>Details</i>
Sept. 14, 2024	Food For Feedback Event	Hosted a booth at event. Approx 2000+ in attendance
Oct. 2024	Survey #1- Gathering feedback	1099 surveys completed
Nov. 19, 2024	Public Information Session	
July 2025	Survey #2- Early recommendations input	527 surveys completed
Oct. 2025	Public Information Session- virtual	

Communication

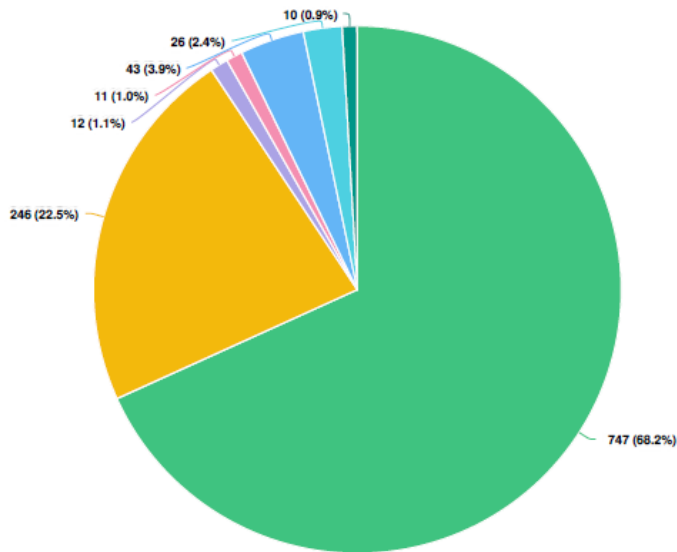
Community engagement opportunities were promoted using the following methods:

- Get Involved Burlington Project Page – 5.2K page visits
- Get involved Burlington e-newsletters – 6800+ subscribers
- Social Media posts - Campaign timeline - Sept. – Nov. 2024
 - Impressions - 72,298
 - Engagements – 3,964
 - Post link clicks – 463
 - # of posts- 28

- Social Media posts – Campaign timeline – July 1 – 31, 2025
 - Impressions -14,394
 - Engagements – 467
 - Post link clicks – 112
 - # of posts – 11
- Social Media posts – Campaign timeline – Oct 8 – 31, 2025
 - Impressions -7,102
 - Engagements – 160
 - Post link clicks – 23
 - # of posts – 5

Key Findings – Survey # 1 Sept – Oct. 2024

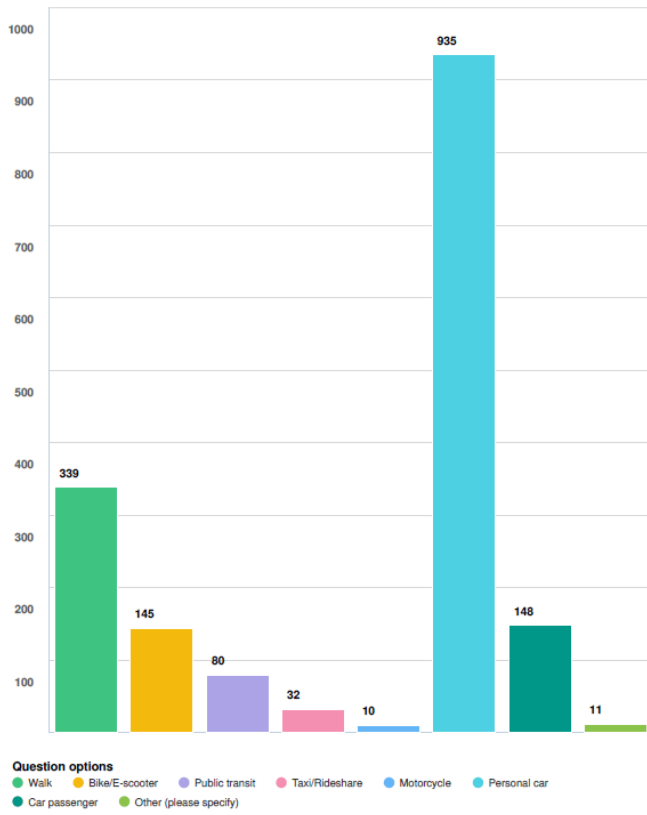
Which of these options best describes you?



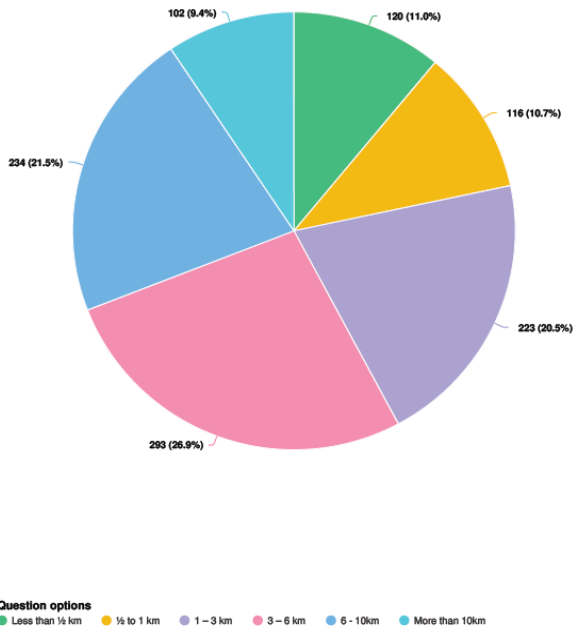
Question options

- Live in Burlington
- Live in Downtown Burlington
- Both a downtown resident and business owner
- Downtown business owner
- Work downtown but live elsewhere
- Visitor
- Other (please specify)

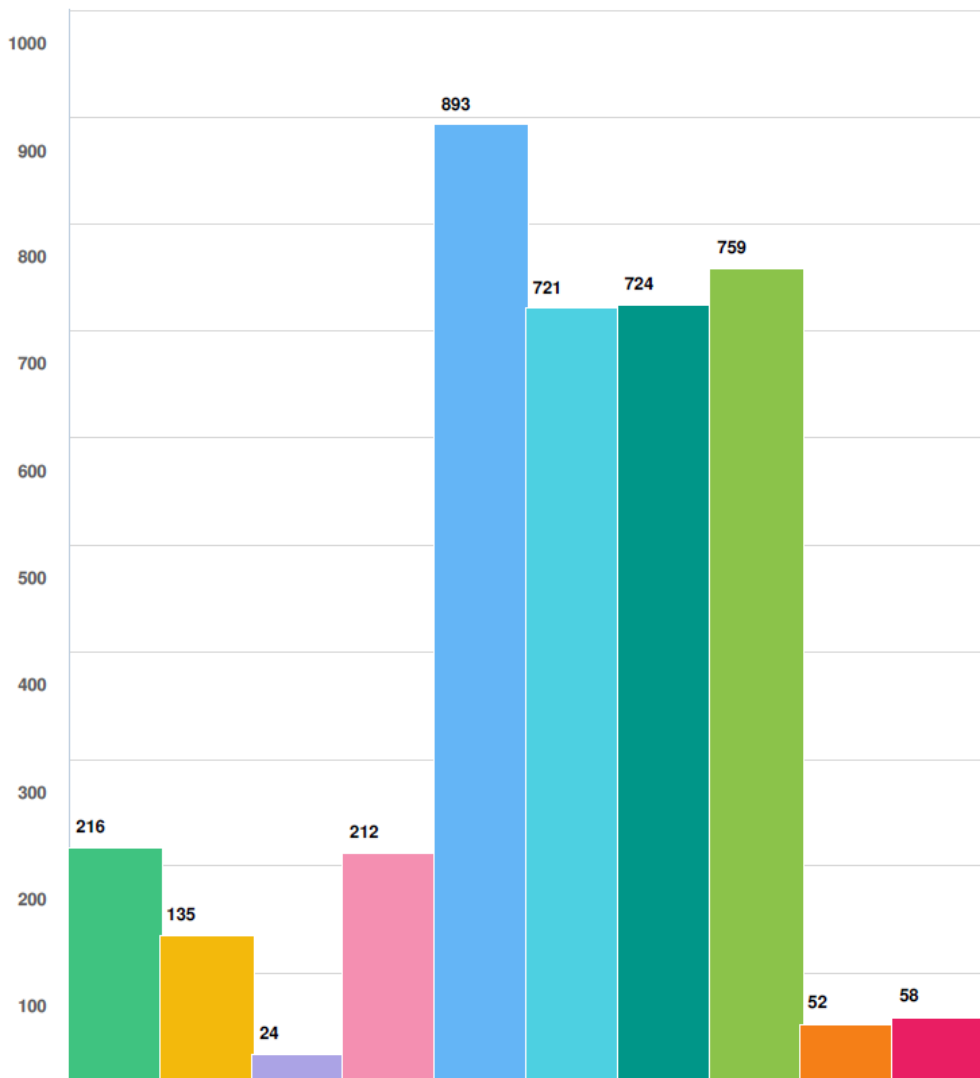
How do you usually travel to Downtown Burlington? (Select all that apply)



How far do you travel to get to Downtown Burlington?



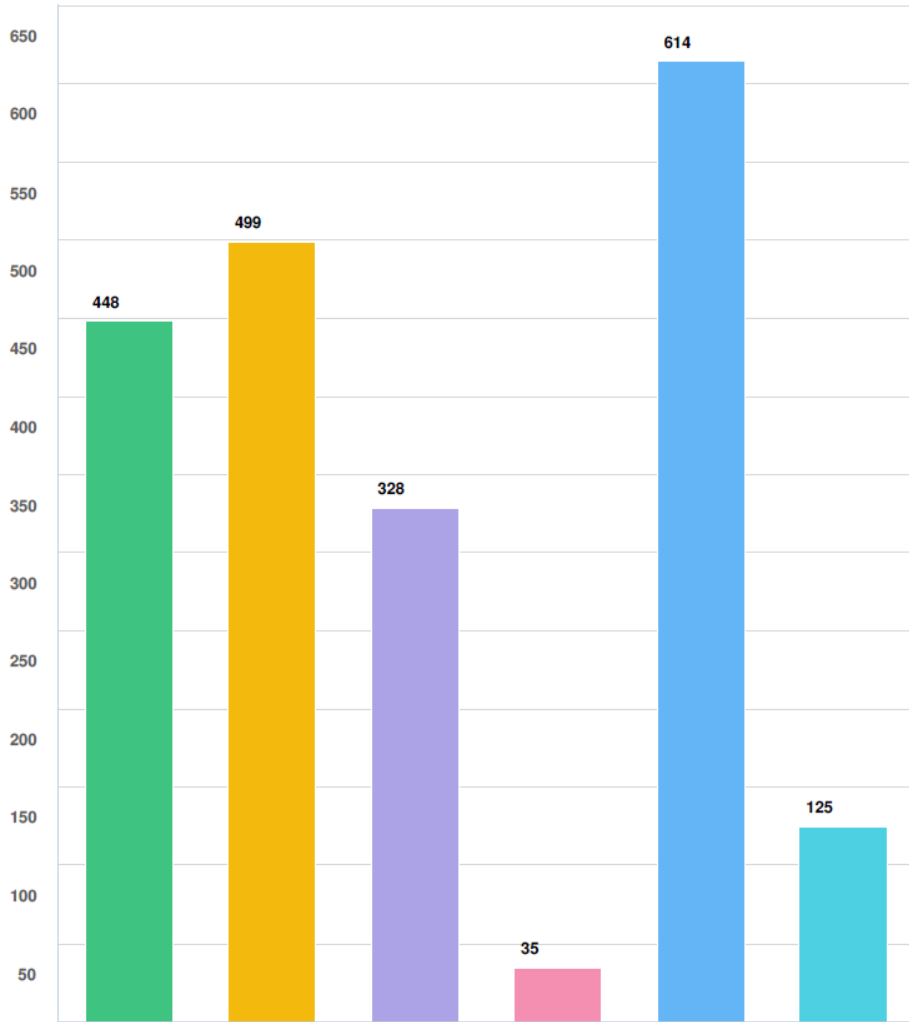
Why do you travel to Downtown Burlington? (select all that apply).



Question options

- Live
- Work
- Own a business
- Visit family/friends
- Visit restaurants/bars
- Shopping/errands/appointments
- Recreational/leisure/beach
- Attend festivals or events
- Worship
- Other (please specify)

Where do you usually park in Downtown Burlington? (select all that apply)



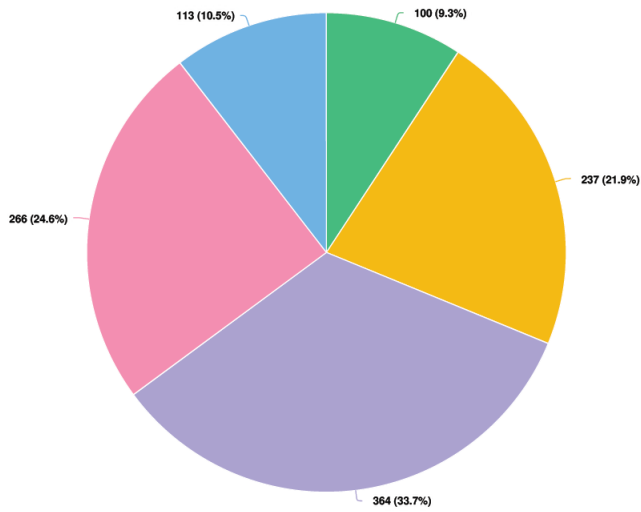
Question options

- A space that I don't pay for
- On-street paid space
- On-street unpaid space
- A parking lot/garage that is paid for monthly
- A parking lot/garage that is paid for hourly or daily
- Other (please specify)

When parking in Downtown Burlington, what are your most important considerations?



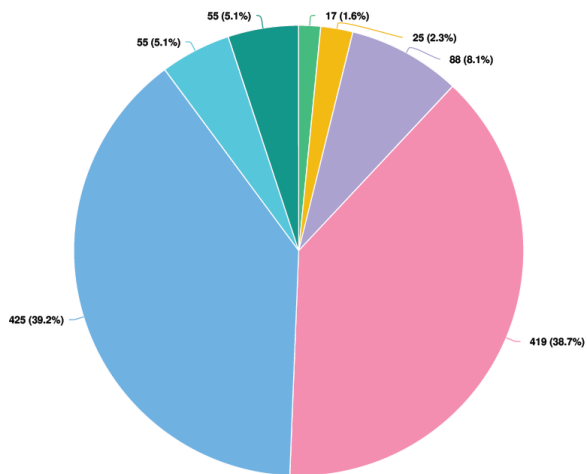
How long does it usually take you to find a parking spot?



Question options

More than 10 minutes 5 - 10 minutes 3 - 5 minutes 1 - 3 minutes less than a minute

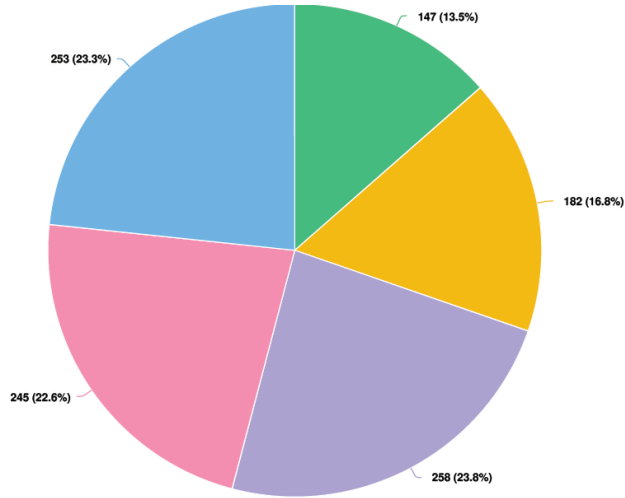
How long do you usually park?



Question options

More than 8 hours 5 - 8 hours 2 - 5 hours 1 - 2 hours 30 minutes to 1 hour 15 - 30 minutes Less than 15 minutes

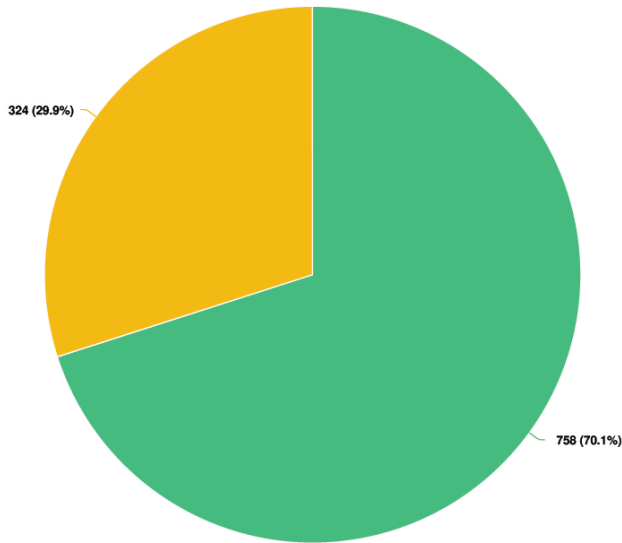
How far from your destination did you park the last time you parked in Downtown Burlington?



Question options

- 3 or more blocks away
- 2 blocks away
- 1 block away
- The same block
- At my destination's parking lot

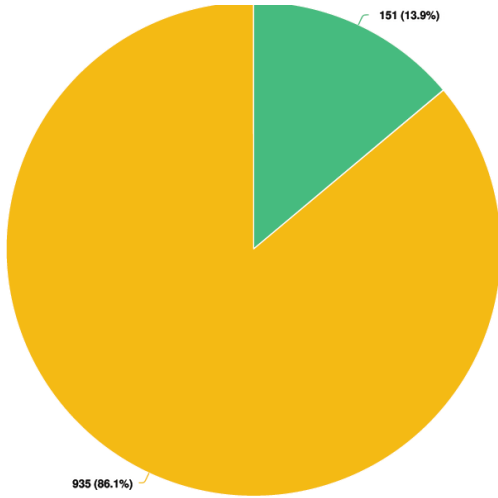
Do you ever avoid traveling to the downtown because you think you might not be able to find a spot?



Question options

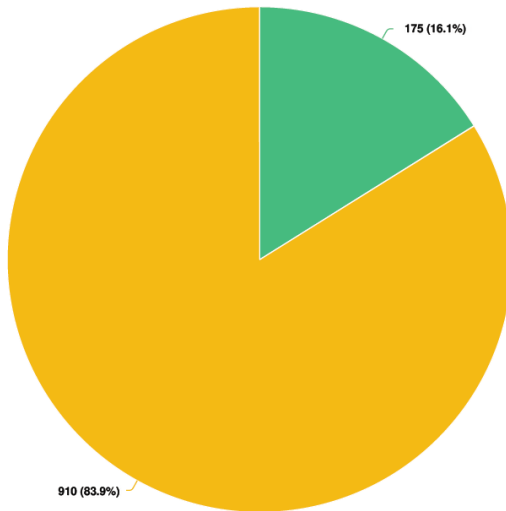
- No
- Yes

Do you ever avoid certain parking lots because of safety?



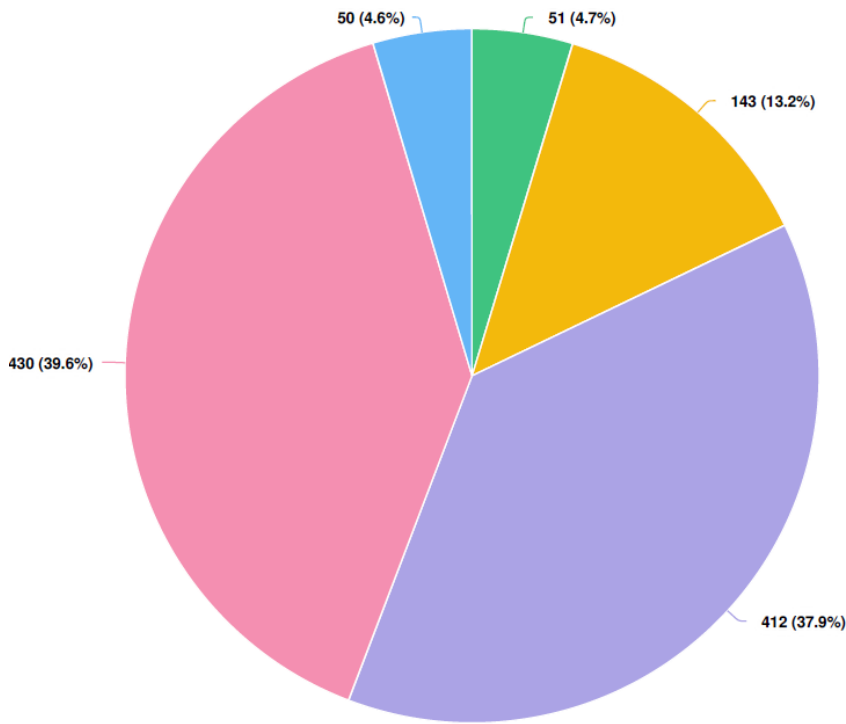
Question options
● No ● Yes

Do you ever avoid walking to your destination because of safety?



Question options
● No ● Yes

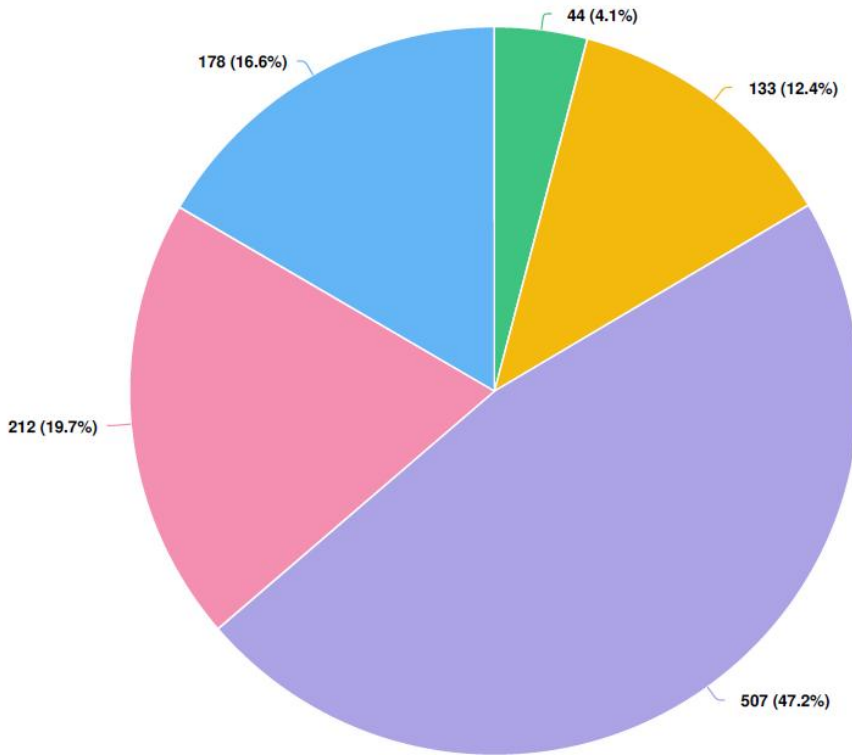
I consider parking signage and markings in Downtown Burlington to be:



Question options

- Extremely clear
- Clear
- Somewhat clear
- Unclear
- Extremely unclear

Parking enforcement in Downtown Burlington is:



Question options

- Too strict
- Strong
- Just right
- Lacking
- Nonexistent

***Do you have any other comments about parking in Downtown Burlington?
Top 10 themes***

1. Not Enough Parking (Especially During Events & Summer)	<ul style="list-style-type: none"> • A dominant theme is that parking supply feels insufficient, particularly near Spencer Smith Park, the waterfront, festivals, and during construction. • Many respondents say they avoid downtown because parking is too difficult to find.
2. High Demand for More Parking Garages	<p>Hundreds of comments call for additional multi-level garages, especially:</p> <ul style="list-style-type: none"> • near Village Square • Elizabeth / Martha / John Street • close to the waterfront • using existing surface lots to “build up”
3. Strong Desire for More Free or Affordable Parking	<p>A major theme:</p> <ul style="list-style-type: none"> • Bring back free Saturdays • Free December holiday parking • Free evenings & weekends • Reduced rates for short stays. • Cheaper rates overall
4. Employee Parking Challenges	<p>Downtown workers consistently report:</p> <ul style="list-style-type: none"> • Parking costs are a financial burden • No long-term options for >3-hour shifts • Safety concerns when walking far early/late • Desire for employee discount passes or designated lots
5. Frustration with Condo Development & Insufficient Parking Minimums	<p>Residents frequently cite:</p> <ul style="list-style-type: none"> • New condos built with 1 or fewer spots per unit • No visitor parking in many buildings • Overflow into public lots and on-street spaces <p>Many feel the city is approving density “without infrastructure.”</p>
6. Concerns About Traffic Congestion	<p>Traffic is mentioned almost as often as parking:</p> <ul style="list-style-type: none"> • Overcrowded roads near Lakeshore, Brant, Maple • Festivals worsen congestion • Highway backups push cars downtown
7. Parking Technology Problems (Meters, HONK, Visibility)	<p>A number of complaints are about technology:</p> <ul style="list-style-type: none"> • Meter screens unreadable in the sun • Credit cards not working • HONK app frustrations or distrust of phone-based payment • Seniors unable or unwilling to use smartphones • Confusing or hard-to-find Zone Numbers
8. Mixed Views on Street Patios (Seen as Taking Away Parking)	<p>Many respondents say temporary patios:</p> <ul style="list-style-type: none"> • Remove street parking • Narrow lanes • Reduce accessibility • Others like patios but feel they need better placement.

*Do you have any other comments about parking in Downtown Burlington?
Top 10 themes*

9. Demand for Improved Accessibility Parking

Strong concerns from:

- Seniors
- People with mobility issues

Caregivers Themes include:

- Not enough accessible spots
- Spots too far from destinations
- Wheelchair ramps poorly located
- Elevators in garages not always functioning

10. Split Community Opinions on “More Parking vs. Less Cars”

Group A – “We need more parking.”

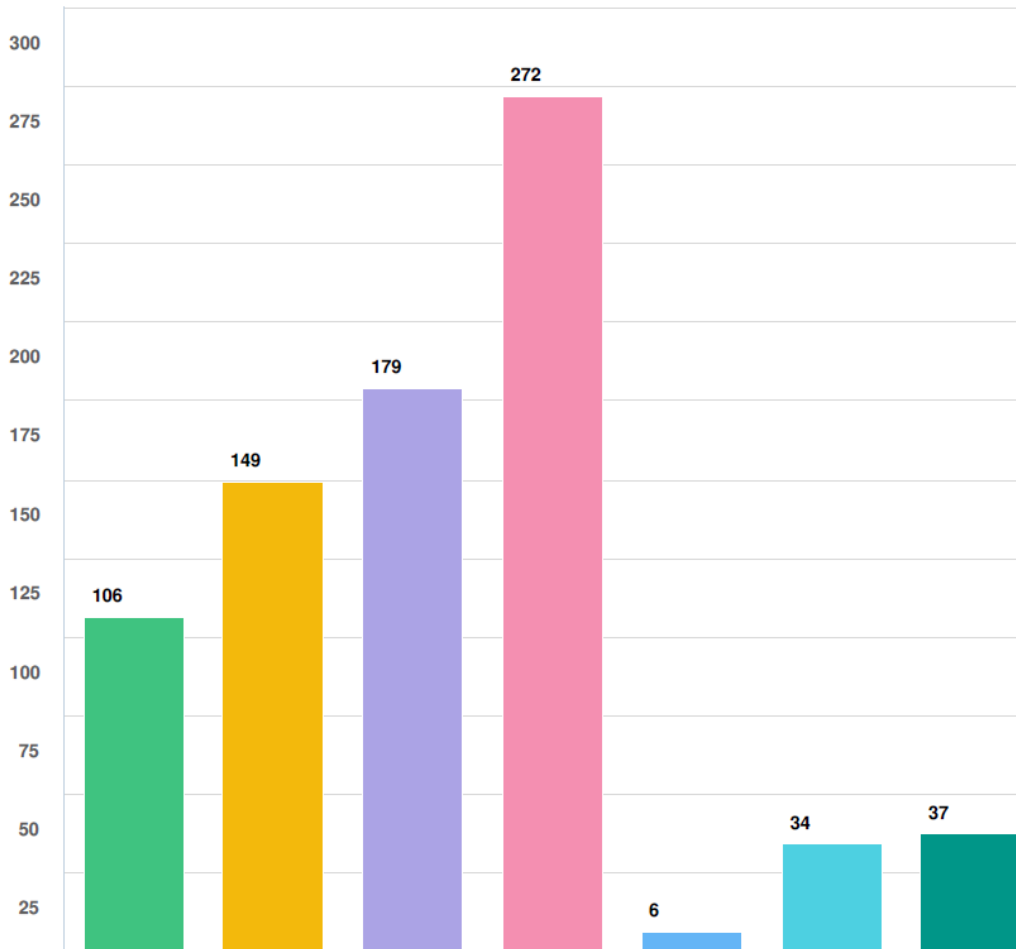
- Want more lots, garages, free parking
- Feel the city discourages drivers
- Fear downtown will become inaccessible

Group B – “We need fewer cars.”

- Want better transit, cycling, and walkability
- Support reducing surface lots
- Oppose adding more parking
- Cite environmental and urban design benefits

Key Findings – Survey # 2 June – July 2025- Draft recommendations

Where do you usually park in Downtown Burlington?



Question options

- Personal space, such as home
- On-street unpaid space
- On-street paid space
- Paying hourly or daily for a spot in a municipal parking lot/garage
- Using a monthly paid permit in a municipal parking lot/garage
- I don't park downtown
- Other (please specify)

To what extent do you support or oppose the draft recommendations?



Next Steps

Final Report to Committee and Council in February 2026.