



Downtown Parking Initiative Advisory Committee

Friday, May 23, 2014

8:00 – 9:30 a.m.

BBA 3rd Floor Conference Room, 29 Church Street

MINUTES

Attendees: Chapin Spencer (DPW), Mathew Chabot (Burlington Town Center), Kathleen Ryan & Dan Bradley (Burlington residents), Max Tracy (Burlington City Council), Nathan Wildfire (CEDO), Jim Barr (UVM), Chuck DesLauriers (DesLauriers & Co.), Asa Hopkins (DPW Commission), John Killacky (Flynn Center), Peter Keating & Michele Boomhower (CCRPC), Jeff Nick (JL Davis, Nick & Morrissey), Kelly Devine (BBA)

I. Administrative Tasks

Motion to Approve April 18th minutes: Dan Bradley. **Second:** Jim Barr. **All in favor.**

II. Meeting Updates

1) Communications Plan: (Mathew Chabot)

Effective communication among the group and to the larger community is CRITICAL to the success of the Parking Initiative. Seven Days is preparing to run an in-depth story on the Parking Initiative – publication date June 4th. In the meantime, news of city council's approval of Burlington Town Center's agreement to end 2-hr free parking there got ahead of the group. Kelly Devine distributed copies of our talking points once again for information. They are available on the Google Drive site.

- a) Important to get ahead of the message; important to speak with "one voice"
 - i) Quotes from PlanBTV may be a useful tool to portray message
 - ii) Online Update on 2 hour free parking needed
- b) BTC looking at a validation program in Burlington Town Center & Church Street.

2) 2 Hour Free Parking: Discussion (Led by Kelly Devine)

The request by Burlington Town Center to have its garage exempted from the 2-hr free parking program spurred discussion among the group about the impact of this change on this garage, the entire system and the Parking Initiative.

- a) Nate – just to clarify = new parking will have to be built
- b) Dan Bradley – "2 Hour Free" replaced BUS PARK (merchant coupon, supports need for validation)
- c) Jim Barr – UVM uses codes to validate. Could translate to "2 Hour Free"
 - UVM credit card payments have flexibility in pricing structure
 - UVM saw a 30% increase in revenue when they added kiosks
- d) Asa Hopkins – All of our efforts should lead with customer service piece
- e) Kathleen Ryan – Report out is necessary after implementation



- f) Michele Boomhower – What about in-street meters? Will they offer 2 hrs free? Should they?
 - g) Max Tracy – PAC members and business folks should be encouraged to speak at City Council as these matter arise
- 3) DPW Budget Review – FY 2015 Plan (Chapin Spencer)
- a) Chapin Spencer gave an overview of the FY 2015 Traffic Fund Budget
 - i) \$250,000 deficit
 - ii) Need to Plan for critical garage repairs that are called for in facilities assessment
 - iii) DPW to review detailed plan at next PAC meeting

Adjourn

Next Meeting: June 20th

BBA 3rd Floor Conference Room, 29 Church Street