Downtown Parking
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Community and Economic Development
Downtown Parking
Does your city have a parking problem?
“We Have A Parking Problem”

Not enough spaces...

Parking in the wrong places...

Accessibility challenges...

Can’t get to an open space...

Bad way finding...

Poor access control...
What are our goals?

① Define the challenges facing the City
   • $9 million in deferred maintenance at city garages.

② Support the City moving forward
   • Forward goals of PlanBTV and formalize action steps

③ Improve the community’s parking experience
   • Serve the customers!

④ Support sustainable initiatives
   • Support and promote local transit and biking initiatives

⑤ Financial responsibility
   • Preserve the City’s fiscal health and the community’s welfare
   • Cover $400,000 per year in on-going garage maintenance costs
Project Approach

1. Assess current operations
2. Factor in future needs and growth
3. Help make the most of existing assets
4. Recommend immediate actions
5. Develop a long-range plan for management
6. Coordinate planning with Residential Parking and Transportation Demand Management studies
7. Present a plan which is politically, environmentally and fiscally sustainable
Downtown Parking
Start with DATA!
Study Area

- Bounded by Pearl, Union, Maple and Lake Streets
- Includes four zones
- 40 total blocks
- Includes office buildings, retail stores, restaurants, hotels, courthouses, City Hall, state and federal offices, and residences
Parking Inventory

- **Definitions**
  - On-Street = curbside parking
  - Public = **clearly** publically accessible
  - Private = indicated as exclusive

- **8,081 spaces in total**
  - 1,199 On-Street spaces
  - 2,825 spaces in 13 Public facilities
  - 4,057 spaces in 123 Private facilities
Parking Assets
On-Street Assets

- 1,199 spaces
- 73% of spaces are metered
- Fairly even distribution across zones
Public (Off-Street) Assets

- 2,825 spaces
- Almost $\frac{2}{3}$ are located in Zone 1 facilities
- City provides ~ 63% of total public capacity
Private (Off-Street) Assets

- 4,057 spaces
- Largest concentration is in Zone 3
- Zone 2 public and private allocations are ~ balanced
Weekday Observations

- Averaged 60% spaces in use
- Highest Use was at 1:00 PM
- Use by Zone
  - Zone 1: 57%
  - Zone 2: 73%
  - Zone 3: 52%
  - Zone 4: 57%

ZONE 2 - NE Corner of study area has 2x use of other zones
Weekdays: On-Street

- Averaged 73% Spaces in Use
- Highest Use was at 7:00 PM (81%)
- Average use rates:
  - Residential permit spaces: 47%
  - Time limited spaces: 68%
  - Metered spaces: 66%
  - Unrestricted spaces: 92%
Weekdays: Public Off-Street Facilities

- Averaged 57% use for the day
- Highest use 1:00 PM
- Public lots averaged 71% use & peaked at 82% (7:00 PM)

Marketplace peaked at 91%
Lakeview peaked at 62%
Weekdays: Private Off-Street Facilities

- Averaged 58% of spaces in use
- Highest use at 12:00 PM

Garages used more than lots
Most users are downtown employees
Weekday Utilization by Zone
Weekend Observations

- Averaged 52% use for the day
- Highest utilization was at 2:00 PM

Zone 2 has highest use on weekends
68% v. 73% weekdays
Weekends: On-Street

- Averaged 80% use
- Highest use at 7:00 PM
- Average utilization rates:
  - Time limited spaces: 80% [+12%]
  - Residential permit spaces: 58% [+11%]
  - Unrestricted spaces: 94% [+2%]
  - Metered spaces: 82% [+16%]
Weekends: Public Off-Street Facilities

- Averaged 54% use for the day
- Highest use was 2:00 PM
- Public lots averaged 77%

Marketplace garage is almost always full on weekends, while others are 50% vacant
Weekends: Private Off-Street Facilities

- Averaged 43% use \([-15\%]\)
- Highest use 1:00 PM \([-24\%]\)

Garages down 14% from weekdays

775 empty spaces in mixed use lots
Weekend Utilization by Zone
Public Input – it’s important data too

• Feedback
• Reactions
• Anecdotes
• Observations
• Complaints
• Requests
• Desires
• Deal breakers
Observation Conclusions

1. Office uses drive parking demand on weekdays, retail on weekends
2. Areas with complimentary land uses (hotel or residential & office) experienced a more balanced demand profile
3. Zone 2 is consistently subject to greatest localized demand
4. Pricing impacts asset utilization
5. Curbside parking and public lots are in highest demand
6. Public assets are unevenly utilized
7. Large amounts of private parking are going underutilized
8. Majority of motorists are practicing ‘line of sight’ wayfinding
9. Current enforcement efforts appear effective
Possible Solutions

CHALLENGES
• Balancing existing supply & demand
• Reducing demand for on-street spaces
• Improving use of underutilized assets
• Unlocking underused private reserves
• Reducing parking demand at peak periods
• Restoring the supporting fund
• Improving service delivery

REMEDIES
• Promoting complimentary mixed-use development
• Introducing differential pricing
• Improving wayfinding
• Creating a central parking & transportation resource
• Establishing differential pricing
• Establishing Shared Parking protocols
• Developing more effective management procedures/structures
• Promoting alternate transportation options
$ Conclusions

**Sustainability is key**
- MUST reinvest in your infrastructure
- Dollars raised locally should stay local whenever possible
- Employees and customers have different needs and price points
- Better convenience = more parking revenue → but less enforcement revenue
- Leave the dark ages – use technology – your customers want you to

**Price matters**
- Market demand should be the guide in pricing
- Free = full, if it’s where people want to be
- Need to be flexible – take the politics out of pricing, and bring the data in
- Parking is emotional
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