

Mandate / Mission

To support and advise the Board of Directors on downtown parking-related matters within the LDBIA district, with a focus on improving parking experience, operational effectiveness, and communications. The Committee helps identify issues, coordinate with municipal partners, and contributes to public education and marketing efforts to increase parking inventory and user satisfaction.

Specific Activities

The Committee will oversee and carry out activities that achieve the above mission, that include, but are not limited to;

- Receive regular updates from the Community Liaison on the downtown parking experience, and on staffing operations for Parking Control Officers, including by-law enforcement challenges, equipment issues, and other barriers to performance.
- When needed, assist staff in researching and resolving issues impacting enforcement and parking operations.
- Serve as the primary conduit to Public Works for road and sidewalk conditions, snow removal, winter maintenance, and parking lot conditions, via the Community Liaison, and track signage, lot maintenance, accessibility, and other factors affecting the parking experience.
- Facilitate timely communication between staff, Public Works, and the Board on issues that may affect enforcement or user experience.
- Liaise with Municipal Staff to obtain information and research on parking programs, policies, and infrastructure affecting the LDBIA district, with a strong emphasis on advocating to the municipality for long-term investment to increase parking inventory.
- Develop and present evidence-based recommendations to support strategic goals for expanding parking capacity within the district, prioritizing initiatives that improve throughput, accessibility, and user experience.
- Review and track member feedback, input, and concerns related to the parking experience, integrating community perspectives into advocacy and research efforts.
- Brainstorm and guide the development of marketing materials to inform and educate stakeholders about parking options, location, and improvements.

Composition

The Committee will be comprised of at least one Board Director, and the balance shall consist of other interested parties, who may include other Board Directors, members of the BIA's general membership of business owners, operators or staff, or interested members of the public.

Frequency of Meetings

The Committee shall meet as needed and on a schedule agreed upon by members of the Committee, with a minimum of four (4) meetings occurring annually.

Committee Member Expectations

By agreeing to formally sit on the committee, members will be expected to:

- Make their best effort to attend every meeting, on time and prepared—members who miss more than 3 consecutive meetings may be asked to leave the committee.
- Lend their personal and business expertise in carrying out the activities of the committee.
- Participate in the execution of committee-led initiatives outside of the meetings whenever possible.
- Take into consideration the best interests of the organization and its membership with each decision made.