

Mayor Tracey Furman

**Council Member Darin Bartram
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**Council Member Conor Crimmins
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January 2025

Mission Statement and Guiding Principles of the Town of Kensington Parking Task Force

The Town of Kensington's Parking Task Force endorses the following mission statement and principles as it works to develop comprehensive parking management solutions that seek to balance the needs of the business district with those of residential neighborhoods while promoting the town's growth and livability.

Mission Statement

The Kensington Parking Task Force is charged with studying, evaluating, and recommending parking-management solutions that seek to balance business vitality and preserve residential quality of life through respectful, innovative, and sustainable parking strategies.

Guiding Principles

Balance and Equity. Develop fair-minded solutions that respond to the priorities of Town residents and residential neighborhoods while being mindful of the needs of Town businesses, their customers, and employees. Ensure that recommendations consider impacts on all stakeholders and promote equitable access to parking resources.

Data-Driven Analysis. Research and analyze parking capacity, usage patterns, and future needs, particularly in areas where residential and commercial zones interface. Draw upon this analysis to inform recommendations and ensure that solutions are based on documented needs and evidence-based practices.

Economic Vitality. Support Kensington's business district's continued growth by promoting adequate and well-managed parking for customers and employees while curtailing unwanted and negative impacts on townspeople living in nearby neighborhoods.

Community Integration. Engage all stakeholders — including residents, business owners, employees, and visitors — in the work and deliberations of the Task Force. Ensure that recommendations consider local traffic patterns, environmental impacts, mobility and walkability imperatives, as well as the preservation of neighborhood character.

Implementation Feasibility. Develop recommendations that are practical, cost-effective, and capable of being put into effect in short-, medium-, and long-term phases. Consider enforcement implications, technological solutions, and resource constraints in all proposed strategies.