

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

 X Resolution or Ordinance (Blue) _____ Waiver of First Requested
_____ Recommendations of Boards, Commissions & Committees (Green)
_____ Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: August 06, 2020 (COW)(B of T) August 20, 2020

TITLE: Commuter Parking Lot and Fee Changes

SUBMITTED BY: Timothy Sexton, Director of Finance

Below is a summary of the changes proposed to the commuter parking program. Attached is a detailed memo, FAQ, communications plan, and ordinance to amend the Lombard Traffic Code.

Proposed Changes

1. To help support essential workers and all active commuters, staff is proposing that all commuter parking fees be temporarily suspended through December 31, 2020.
2. The permanent elimination of all quarterly parking permits effective immediately. The proposed elimination of quarterly parking permits is due to ongoing requests from the public to create more parking opportunities for commuters, data collected from internal studies and a survey by Metra, as well as the current recommendation from the Centers for Disease Control (CDC) for employers to allow workers to shift hours to avoid congested travel times.
3. Increase the daily parking fee \$0.25 from \$1.25 to \$1.50 on January 1, 2021. Long-term improvements are needed for commuter parking lots. The full increase of daily fee parking from \$1.25 to \$1.50 will help fund necessary parking improvements. All funds raised from daily fee parking are used for commuter lot improvements.

Recommendation

Staff recommends the Village Board approve the attached ordinance to amend the Lombard Traffic Code (Ordinance No. 1186, as Amended) to change all quarterly commuter permit parking lots to unrestricted daily fee parking lots effective immediately, continue to suspend commuter parking fees through December 31, 2020, and increase the daily parking fee to \$1.50 from \$1.25 on January 1, 2021.

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X <u>Timothy Sexton</u>	Date <u>8/7/20</u>
Village Manager X _____	Date _____



To: Village President and Board of Trustees
Scott Niehaus, Village Manager

From: Tim Sexton, Director of Finance

Date: 08/06/2020

Subject: Motion to Approve an Ordinance to Amend the Lombard Traffic Code (Ordinance No. 1186, as Amended) to Change All Quarterly Commuter Permit Parking Lots to Unrestricted Daily Fee Parking Lots effective immediately, Continue to Suspend Commuter Parking Fees through December 31, 2020, and Increase the Daily Parking Fee to \$1.50 from \$1.25 on January 1, 2021

Executive Summary

Effective immediately, staff recommends changing all commuter permit parking lots to unrestricted daily fee lots. This recommendation is due to past requests from the public to create more parking opportunities for commuters, data collected from internal studies, a survey by Metra, and the current recommendation from the Centers for Disease Control (CDC) recommends employers allow workers to shift hours to avoid congested travel times.

Beginning January 1, 2021, staff recommends increasing the daily parking fee to \$1.50 from \$1.25. This increase is necessary to maintain and improve commuter parking lots.

Staff also recommends that all commuter parking fees be temporarily suspended through December 31, 2020. This is to assist commuters that have been affected by the COVID-19 pandemic, as well as to eliminate the need for commuters to touch the payboxes located at the Metra station.

Quarterly Parking Permits

Multiple parking studies performed over the past two years found that 25-90 permit parking spots were unused in the permitted lots on any given day. In a recent survey conducted by the Village, less than 25% of permit holders plan to use Metra five days each week. To help provide all commuters with equal parking opportunities, it is proposed that all parking spaces in the commuter lots be changed to daily fee parking.

The Center for Disease Control has recommended that commuters should try to avoid using public transportation during the pandemic. Metra is projecting a drastic reduction of up to 80% in ridership as a result of the COVID-19 pandemic, over the coming months.

In addition, commuter parking permit holders do not pay additional fees for administrative expenses to run the permit program. A commuter parking permit is \$75 per quarter. The \$75 fee assumes there are 20 business days per month for a period of three months. Permit holders are charged the same amount as if they paid daily fee parking: \$1.25 (daily fee) x 60 (business days in a quarter) = \$75.

Proposed Fee Increase

The proposed daily fee is \$1.50 compared to the current fee of \$1.25. All commuter parking revenue generated is used solely for commuter parking operations, maintenance, and improvements. **This proposed increase would be the first fee increase since 1995 and would begin to bring Lombard’s daily parking fee in-line with neighboring municipalities.**

Municipality	Daily Parking Fee
Wheaton	\$1.50
West Chicago	\$1.75
Villa Park	\$2.00
Naperville	\$2.00
Elmhurst	\$2.00
Glen Ellyn	\$2.00
Geneva	\$2.00
Downers Grove	\$3.00
Average Daily Fee	\$2.03

There are several reasons for the proposed increase. To help provide convenience of payment for commuters, the Village added four pay boxes that accept cash, coin, and credit as well the ability to pay via the Passport Parking application. These changes have increased the costs of daily operations, due to annual maintenance and credit card costs, which are currently being absorbed by the Village. In addition, over the past few years, the Village has self-funded the creation of an additional 113 daily fee parking spaces for our commuters.

The Village of Lombard’s Finance and Administration Committee, which is made up of Lombard residents, submitted a recommendation to the Village Board to eliminate all permit parking and change all commuter parking spaces to daily fee. The recommendation also included the increase from \$1.25 to \$2.00. The Finance and Administration Committee’s recommendation was discussed at an August 2019 workshop by the Village Board. Prior to formal adoption of recommended changes by the Village of Lombard Board of Trustees, staff sought approval from Metra for the rate increase to \$2.00. Metra’s preference is that the rates increase in \$0.25 increments. Therefore, based on the feedback from Metra, staff is now

recommending the fee increase to \$1.50 per day and will review the need for additional increases each year.

Communication Plan

To maintain a high level of transparency, staff will communicate to commuters regarding these proposed changes according to the attached communication plan. Information is posted on social media, on the Village website with the attached FAQ, and an e-mail has been sent to current permit holders to inform them of the proposed changes.

Recommendation

Staff recommends the Village Board of Trustees approve the following changes to the Traffic Code Ordinance:

- Effective immediately, change all commuter parking permit lots to unrestricted daily fee parking lots;
- Suspend all commuter parking fees through December 31, 2020, due to COVID-19;
- Effective January 1, 2021, increase the daily fee to \$1.50 from \$1.25.



**Village of Lombard
Communications Plan
2020 Commuter Parking Changes**

Purpose of the Commuter Parking Communications Plan

The Village of Lombard currently provides daily parking and permit parking opportunities in various lots near the Metra Station in Downtown Lombard. On 9/04/2020, all commuter parking spaces will become daily fee only. No permits will be available and spaces will be available on a first come, first serve basis. This communications plan will provide a history, reasoning, and talking points related to the commuter parking changes. In addition, effective 1/1/2021, the daily fee parking rate will increase \$0.25 (from \$1.25 to \$1.50), in order to better ensure adequate funds for future commuter parking projects.

Due to COVID-19 all commuter parking fees will continue to be suspended until 12/31/2020.

Goals:

- Foster positive relationships and maintain transparency with citizens
- Educate residents and Metra users that all parking spaces in Lombard commuter lots will become daily fee parking beginning September 4th and daily fee parking rates will increase by \$0.25 per day beginning January 1, 2021.
- Communicate to citizens that these changes are in line with the Village's Long-Range Plan, that aims to reduce funding of discretionary/enhanced services, including the management of permit lots.
- Provide information on Metra's decreased ridership resulting from COVID-19.

Objectives:

- Increase direct communication with Metra users by building and utilizing a commuter parking email contact list.
- Reduce negative citizen comments which commonly reference a lack of daily fee parking spaces and unused permit parking spaces.
- Alleviate staff burden of nearly a month's worth of work time used to manage the permit parking system, thus increasing efficiency.
- Provide easy to understand comments that can be disseminated among social media resources by residents

Audiences

The audience this communications plan is directed toward includes:

Public:

1. All resident commuters
2. All non-resident commuters
3. All current commuter parking permit holders

Internal/Village of Lombard:

1. Mayor/Board of Trustees
2. Front desk staff/customer service
3. Staff

External Entities/Organizations

1. Metra

Key Messages: All Parking Spaces to be Daily Fee beginning September 4, 2020

- The Village has received many comments from morning commuters, stating that by the time they arrive, the commuter daily fee parking is full and that the only vacant spots available are for permit holders.
- The Village conducted a parking survey and observed unused permitted parking spots on every day of the week, at multiple times. According to the study results, there were anywhere from 25-90 open permit spots across the five commuter lots. Daily fee parking will allow all spaces to be utilized on a first-come basis.
- COVID-19 has impacted every variable of the Village's budget. All non-core or enhanced services are being reconsidered in order to save on staff time and reduce staff costs. Maintaining the commuter permits required almost one month of staff time. Reduction of this enhanced service will allow staff to redistribute efforts to providing excellent core services to Lombard residents, businesses, and visitors.
- The Center for Disease Control (CDC) has recommended that employers allow workers to shift hours to avoid congested travel times. Metra is projecting a drastic reduction of up to 80% in ridership as a result of the COVID-19 pandemic, over the coming months. This decreased user projection supports the Village's redistribution of staff time that was once used for the commuter permitting program.
- Less than 0.5% of the Village's population has a quarterly parking permit.
- Daily fee parking boxes are available near train station platforms. Commuters can also download and use the Passport Parking app to pay for daily parking by phone, for a \$0.37 fee.

Key Messages: Daily Fee Parking Increase \$0.25/day beginning January 1, 2021

- Current daily fee parking is \$1.25. Beginning January 1, 2021, daily fee parking will increase by \$0.25 to \$1.50/day.

- Generated commuter parking revenue will continue to be used solely for commuter operations, maintenance, and improvements. Decreased ridership resulting from COVID-19 will negatively impact this future funding.
- The Village has maintained a lower parking rate structure for 25 years, and has not raised parking fees since 1995. Had Lombard maintained its daily fee parking to keep up with inflation, the daily parking fee would be \$2.10/day.
- Lombard's \$1.25/day fee is the lowest in the region. Lombard's increase to \$1.50/day will match Wheaton's fee for the lowest daily parking fee in the region, when comparing nearby cities including:
 - o \$1.50/day: Wheaton
 - o \$1.75/day: West Chicago
 - o \$2.00/day: Villa Park, Naperville, Elmhurst, Glen Ellyn, Geneva
 - o \$3.00/day: Downers Grove
- Daily fee parking boxes are available near train station platforms. Commuters can also download and use the Passport Parking app to pay for daily parking by phone, for a \$0.37 fee.

Communication Action Plan

In an effort to keep residents, business and community leaders informed of the changes with commuter parking permits, the Village of Lombard has/will execute the following communication efforts in relation to the above messaging:

1. Send letter to all current permit holders informing them of the change
2. Update website at <http://villageoflombard.org/245/Parking>
3. Send press release to local media
4. Use social media to share information and respond to questions
5. Build a commuter email list and send out periodic updates and reminders
6. Create and distribute FAQ sheet for employees and for resident access

Proposed Commuter Parking Changes FAQs

What are the proposed changes to commuter parking?

- Effective immediately, change all commuter parking permit zones to unrestricted daily fee parking zones
- Continue to suspend all commuter parking fees through December 31, 2020 due to COVID-19
- Effective January 1, 2021, increase the daily fee to \$1.50 from \$1.25

Why is it proposed that all commuter parking spaces become daily fee?

The most common complaint that Village staff receives from commuters is that there are no commuter parking spaces available by 8:00 a.m. Additionally, commuters have expressed frustration that permit parking spaces often remain unused, while daily fee parking is full. After completing multiple parking surveys over several years, the Village found that there were 25-90 permit spots left unused each day. It is proposed that switching to all daily fee parking will help to utilize commuter parking spaces more efficiently. Metra is projecting a drastic reduction of up to 80% in ridership as a result of the COVID-19 pandemic, over the coming months. Finally, the CDC has recommended that employers allow workers to shift hours to avoid congestion.

Why doesn't the Village oversell permit parking to help fill these spaces?

The Village does oversell permit parking by 20% each quarter to help fill spaces. Despite this fact, many spaces remain unused on a daily basis.

What happens if I was on a waiting list?

The waiting list will be discontinued. We apologize for the inconvenience for those waiting to receive a permit. However, this change will free up more spaces for all commuters.

Is the Village planning on adding additional parking at the Metra station?

The move to all daily fee parking is meant to coincide with the closing of 101 S. Main that currently has 40 daily fee spots. In 2015, the Village purchased land and extended the Hammerschmidt Lot, creating an additional 99 daily fee spaces in anticipation of the sale of the 101 S. Main property. After several parking studies, it was determined that all daily fee parking spaces are used on a daily basis. Also, an additional 14 daily fee spaces were added in 2019 in the renovated St. Charles lot.

Does the Village have any plans on building a parking garage?

At this time the Village of Lombard does not have any plans to build a parking structure nor purchase land for additional parking near the Metra station. The Village completed a comprehensive parking study in 2013, and found that the estimated cost of a single parking space within a parking garage was \$20,000 per space in capital outlay, plus ongoing maintenance. The current revenue generated for commuter lot maintenance and improvements is not sufficient enough to acquire land or develop more lots.

Why is the daily parking fee increase being proposed?

The fee change is proposed in order to fund ongoing maintenance, operations, and infrastructure improvement costs. **The Village’s last commuter parking fee increase occurred in 1995.** The average inflation rate from 1995 to 2019 was 2.19%. Therefore, if the rate had increased annually with inflation it would be about \$2.10 in 2019, a difference of \$0.85 over 24 years. The proposed daily parking fee increase is lower than our neighboring municipalities. Metra prefers incremental rate increases up to 25 cents. The Village will continue to monitor the commuter parking fund and propose future increases as needed to continue/improve operations.

Municipality	Daily Parking Fee
Wheaton	\$1.50
West Chicago	\$1.75
Villa Park	\$2.00
Naperville	\$2.00
Elmhurst	\$2.00
Glen Ellyn	\$2.00
Geneva	\$2.00
Downers Grove	\$3.00
Average Daily Fee	\$2.03

If approved, how would the money for daily fee parking be spent?

All revenue generated by fees charged for commuter parking, fund only expenses related to commuter parking. This is true for future revenue as well.

When would the proposed changes be implemented if approved by the Village Board on September 3, 2020?

The change to all daily fee parking would be effective immediately and all spaces will be available on a first come, first serve basis. Commuter parking fees would be suspended until December 31, 2020 and the daily fee would increase to \$1.50 on January 1, 2021.

Where can I find updates on these proposed changes?

Please visit villageoflombard.org/commuterparking for more information on commuter parking.

ORDINANCE NO. _____
AN ORDINANCE AMENDING ARTICLE XIII, SCHEDULE XII AND SCHEDULE XXIII
OF
THE LOMBARD TRAFFIC CODE (ORDINANCE NO. 1186, AS AMENDED)
IN REGARD TO COMMUTER PARKING LOTS AND
COMMUTER PARKING LOT FEES

BE IT ORDAINED by the President and Board of Trustees of the Village of Lombard, DuPage County, Illinois, as follows:

SECTION 1: Effective, January 1, 2021, Article XIII, Section 10-13-14 of the Lombard Traffic Code (Ordinance No. 1186, as amended); is amended to read in its entirety as follows:

“Section 10-13-14 Daily Parking Fees and Time Limits; Use of Proceeds

- (a) The fee to park in a daily fee parking lot shall be \$1.50 per day, said fee to be paid upon use of the space during the designated hours below. The payment of daily parking fees shall be required between the hours of 5:00 a.m. and 11:00 a.m., except Saturdays, Sundays and holidays; provided, however, that for purposes of this Section the term holiday shall include only the following days: the first day of January, the fourth Monday of May, the fourth day of July, the first Monday in September, the fourth Thursday in November and the twenty-fifth day of December.
- (b) The daily parking fee is required and shall be used to defray the expense of property regulation of traffic upon the public streets of the Village of Lombard; to provide for the cost of supervision, regulation and control of the parking of vehicles in the parking lots; and to cover the cost of purchase, supervision, protection, inspection, installation, operation, maintenance, control and use of the parking system.

All fees shall be kept in a separate account. The money in the account shall be used for the purpose of operating and maintaining all daily fee parking lots. Any balance in this account shall be used only for the acquisition, equipment and maintenance of all off street parking areas, for the permanent alleviation of traffic congestion in the Village, and for the construction of improvements to traffic conditions.”

SECTION 2: That the first sentence of Article XIII, Section 10-13-22 of the Lombard Traffic Code (Ordinance No. 1186, as amended) is amended to read in its entirety as follows:

“Except in regard to the special Village Parking Lot A, the North Broadway Avenue parking lot, the East South Broadway parking lot, and the 21 N Park Parking lot, as referenced in Schedule XII (a), it shall be unlawful to park any motor vehicle within any municipal parking lot as described in Schedule XII at any time between the hours of 2:00 a.m. and 5:00 a.m., after snow begins to fall, if the snow within the municipal parking lot is one (1) inch or more in depth, as determined by the Director of Public Works or his representative.”

SECTION 3: That Schedule XII, Subsection (a) of the Lombard Traffic Code (Ordinance No. 1186, as amended) is amended by revising the parking areas and fees in relation thereto, as set forth therein, to read in their entirety as follows:

“Special Village Parking Lot A -	\$40.00/6-month period
North Broadway Avenue Parking Lot - month period)	\$6.75 per month (less than a 6
East South Broadway Parking Lot -	\$0.00/Annual renewal
21 N Park Parking Lot –	\$0.00/Annual renewal

SECTION 4: That Schedule XII, Subsection (b) of the Lombard Traffic Code (Ordinance No. 1186, as amended) is amended to read in its entirety as follows:

“SCHEULE XII – (b) DAILY FEE PARKING ZONES

In accordance with Section 10-13-14, daily fee parking zones are described below. The payment of fees shall be required between the hours of 5:00 a.m. and 11:00 a.m., except Saturdays, Sundays and holidays; provided, however, that for purposes of this Section the term holiday shall include only the following days: the first day of January, the fourth Monday of May, the

fourth day of July, the first Monday in September, the fourth Thursday in November and the twenty-fifth day of December.

East Parkside Avenue Parking Lot: north side of Parkside Avenue, from Main Street to Craig Place; West Parkside Avenue Parking Lot: north side of Parkside Avenue to Elizabeth Street; Hammerschmidt Parking Lot: north parking lot on East St. Charles Road; Park/Elizabeth Parking Lot: along Michael McGuire Drive, between Elizabeth Street and Park Avenue; Maple Street Parking Lot: along Maple Street between Lincoln Avenue and Main Street; and St. Charles Road Lot: along St. Charles Road between Main Street and Charlotte Street”

SECTION 5: That Schedule XII, Subsection (c) of the Lombard Traffic Code (Ordinance No. 1186, as amended) is hereby repealed.

SECTION 6: That Schedule XII, Subsection (d) of the Lombard Traffic Code (Ordinance No. 1186, as amended) is hereby repealed.

SECTION 7: That Schedule XXIII of the Lombard Traffic Code (Ordinance No. 1186, as amended) as follows:

A. The entries relative to the following parking lots are hereby deleted therefrom:

1. “2. DuPage Theatre Parking Lot;” and
2. “13. Premier Parking Commuter Lot.”

B. A new parking lot entry is hereby added thereto, to read in its entirety as follows:

West Parkside Avenue Lot, which is described as:

The north side of the Parkside Avenue right-of-way, of which, the western boundary is located approximately 153 feet east of the Elizabeth Street right-of-way centerline and the eastern boundary is located approximately 68 feet west of the Park Avenue right-of-way centerline.

SECTION 8: That, notwithstanding any provision of the Lombard Traffic Code (Ordinance No. 1186, as amended) that provides otherwise, in light of the COVID-19 pandemic, and its impact on mass transportation commuter travel, the payment of all commuter parking fees as provided for in the Lombard Traffic Code (Ordinance No. 1186, as amended) is hereby suspended through December 31,2020.

SECTION 9: That this Ordinance shall be in full force and effect from and after its passage, approval, publication in pamphlet form and the posting of the appropriate signs as provided by law.

Passed on first reading this _____ day of _____, 2020.
First reading waived by action of the Board of Trustees this ____ day of _____, 2020.

Passed on second reading this _____ day of _____, 2020,
pursuant to a roll call vote as follows.

AYES: _____

NAYS: _____

ABSENT: _____

APPROVED by me this _____ day of _____, 2020.

Keith Giagnorio, Village President

ATTEST:

Sharon Kuderna, Village Clerk

Published by me in pamphlet form this _____ day of _____, 2020.

Sharon Kuderna, Village Clerk