

Leg # 190320

MEMORANDUM

To: Finance and Administration Committee
From: Timothy Sexton, Director of Finance
Date: August 6, 2019
Subject: Proposed Commuter Parking Changes

There are two major issues related to commuter parking that are addressed in this memo. First, the revenue generated for commuter lot maintenance and improvements is not sufficient enough to develop more lots to meet current demand. Second, the most common complaint heard by staff is that there are no commuter parking spaces available by 8:00 a.m. Therefore, the following changes are proposed.

Commuter Parking Fee Increase

The last commuter parking fee increase from \$1.00 to \$1.25 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.

Staff proposes a \$0.75/day rate increase for commuter parking from \$1.25 to \$2.00, effective January 1, 2020. The additional revenue generated will be used solely for commuter parking operations, maintenance and improvements. This daily parking fee is comparable to our neighboring municipalities.

Municipality	Daily Parking Fee
Villa Park	\$2.00-\$4.00
Downers Grove	\$3.00
Naperville	\$2.00
Elmhurst	\$2.00
Glen Ellyn	\$2.00
Wheaton	\$1.50
Lombard	\$1.25

Change to all Daily Fee Spaces

The quarterly parking permit program is an enhanced service that is used by a small group (less than 0.5%) of Village residents. In order to fill all spaces in a more equitable and efficient manner, staff proposes a change to eliminate quarterly parking permits and make those spots daily fee. The recommended effective date is November 1, 2019 to

coincide with the current permit renewal process and the elimination of commuter parking at 101 S Main Street.

There are currently 285 people (likely many currently parking in daily fee lots) on the wait list for a quarterly commuter parking space. A primary concern for commuters is that there are open spots they are unable to use due to permit holders not occupying said spots daily. After completing a parking survey by checking spots in all commuter lots, on every day of the week, at multiple times, it was concluded that daily, there are anywhere from 25-90 open permit spots across the five commuter lots. Going to all daily fee frees up the unused spots for all commuters.

The proposed change to move to all daily fee lots coincides with the closing of 101 S. Main that currently has 37 daily fee spots. In 2015, the Village purchased land and created an additional 99 daily fee spaces to make up for the loss of spaces in the 101 S. Main lot. Currently, every daily fee space is filled even with the additional 99 spaces. An additional 14 daily fee spaces will open later this summer in the renovated St. Charles lot but there will continue to be a need for additional spaces.

All revenue generated by fees charged for commuter parking fund only expenses related to commuter parking such as maintaining the lots and fees for payments. Currently, the fund does not have enough revenue to purchase, construct and maintain additional lots to meet the needs of every commuter that prefers to park in Lombard. However, as mentioned earlier, there are empty permit spaces even when the permit lots are oversold.

Communications Plan

Attached is a draft communication plan for the requested changes. As mentioned earlier, the proposed effective date is November 1, 2019 for the change to all daily fee spaces and January 1, 2020 for the \$0.75 fee increase.

Recommendation

Staff is seeking a recommendation from the F&A Committee for the proposed \$0.75 increase and to change all quarterly permit spaces to daily fee spaces. The recommendation will be presented to the Village Board at the 2020 budget workshop on August 26, 2019.



**Village of Lombard
Communications Plan
2019 Commuter Parking Permit Update**

Purpose of the Commuter Permit Parking Communications Plan

The Village of Lombard currently provides permit parking opportunities in various lots near the Metra Station in Downtown Lombard. On 11/1/2019, all commuter parking spaces will be daily fee only. No permits will be available and spaces will be used on a first come first served basis. This communications plan will provide history, reasoning, and talking points related to the commuter parking changes. In addition, effective 01/01/2020, the daily fee parking rate will increase \$0.75 (from \$1.25 to \$2.00), in order to better ensure adequate funds for future commuter parking projects.

Goals:

The goals of this plan are to increase public understanding that:

- The Village is facing ongoing budget concerns and the funding of discretionary/enhanced services are being reconsidered
- Providing commuter parking permits is an enhanced service
- What the Village is “doing” to face these challenges, in addition to fees
- Lombard’s ongoing efforts at above board transparency
- By removing permit parking the Village is responding to one of its most common complaint calls, that being the existence of open spots but the inability to park in them as they are permitted spots
- By alleviating the staff burden of nearly a month’s worth of work time being used to manage the permit parking system, we can work more efficiently in other areas

Objectives:

- Educate the residents who utilize the permit parking spaces on the changes and reasoning behind them
- 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

Key Messages

- A primary concern for commuters is that there are open spots they are unable to use due to permit holders not occupying said spots daily. After completing a parking survey and checking spots in all commuter lots, on every day of the week, at multiple times, it was concluded that daily, there are anywhere from 25-90 open permit spots across the five commuter lots.
- The quarterly parking permit program was considered as an enhanced service because the Village provides the service for all participants, despite the use of the service by a small group of residents.
- In relation to the previous point, less than 0.5% of the Village's population utilize this service.

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 an ongoing and comprehensive communications plan containing the following:

1. Use social media to share information and respond to questions;
2. Update website at <http://villageoflombard.org/245/Parking> ;
3. Create FAQ sheet for employees and for resident access (see below);
4. Send emails to all current permit holders and wait listed commuters informing them of the change,

Permit Parking FAQs

Why are permit parking spaces being taken away now?

This change was made to fill all commuter parking spaces in a more equitable and efficient manner. The most common complaint heard by staff is that there are no commuter parking spaces available by 8:00 a.m. This has caused the current quarterly parking waitlist to grow to 285 people. A primary concern for commuters is that there are open spots they are unable to use due to permit holders not occupying said spots daily, even when the permit lots are oversold. After completing a parking survey by checking spots in all commuter lots, on every day of the week, at multiple times, it was concluded that daily, there are anywhere from 25-90 open permit spots across the five commuter lots. Going to all daily fee frees up the unused spots for all commuters.

What happens if I was in line to receive a parking permit?

Unfortunately, with the transition from permit to non-permit parking, nothing will happen to those who were in line for a permit. We apologize for the inconvenience for those waiting to receive a permit.

Are there any other changes coming to the commuter parking system?

Yes, we are also transitioning all lots to be open lots allowing any and all commuters to use any available spot in any lot. The hope for this is that there are less, or no “open” spots that commuters are unable to use due to various restrictions. Furthermore, the fee for a daily parking space will increase by \$0.75 per day. The last commuter parking fee increase to \$1.25 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.

This daily parking fee is comparable to our neighboring municipalities.

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Where is the money going?

All revenue generated by fees charged for commuter parking fund only expenses related to commuter parking. The additional revenue generated by the \$0.75 increase will be used solely for commuter parking operations, maintenance, and improvements.

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

The move to all daily fee lots coincides with the closing of 101 S. Main that currently has 37 daily fee spots. In 2015, the Village purchased land and created an additional 99 daily fee spaces to make up for the loss of spaces in the 101 S. Main lot. Currently, every daily fee space is filled even with the additional 99 spaces. An additional 14 daily fee spaces will open later this summer in the renovated St. Charles lot but there will continue to be a need for additional spaces.

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 current revenue generated for commuter lot maintenance and improvements is not sufficient enough to acquire land and develop more lots to meet current demand for additional spaces.

The Village completed a comprehensive parking study in 2013, the estimated cost of a parking space within a parking garage was \$20,000 per space in capital outlay, plus ongoing maintenance.

What is the effective date of the changes?

Effective, **11/1/2019**, all commuter parking spaces will be daily fee only. No permits will be available and spaces will be used on a first come first served basis.

Effective **01/01/2020**, the daily fee parking rate will increase \$0.75 (from \$1.25 to \$2.00), in order to better ensure adequate funds for future commuter parking projects.

Where can I learn more?

Please visit <http://villageoflombard.org/245/Parking> for more information on commuter parking. Attached is a map of Lombard's commuter parking lots.

I'd like to hear more from the Village. Where can I find out about Village news?

Connect with the Village on Facebook, Twitter and Instagram, and sign up for a weekly E-Pride Newsletter at www.villageoflombard.org/epride.

BUDGET RELATED FAQs

What is the difference between a core service and an enhanced service?

The Village of Lombard is unwavering in its commitment to provide excellent core services to its residents and will continue to do so. These core services include public safety provided by

Police and Fire Departments; road, sewer, and water maintenance from Public Works; building and code enforcement from Community Development, and responsible long-term financial planning from the Finance Department.

Enhanced services are those services that, which while still important, are more discretionary in nature and may be the product of historical service delivery, local policy and/or preference. The quarterly commuter parking permit program is an enhanced service that is used by a small group (less than 0.5%) of Village residents.

Why is there a budget deficit?

The challenges faced by the Village are associated with maintaining excellent core service levels to residents and business owners, while expenses continue to increase faster than revenues due to a challenging retail sales environment, decreases in state funding, and State mandates beyond the Village's control.

I pay taxes. Why don't my tax dollars pay for this service?

The commuter parking fund is funded with revenues generated by fees charged for commuter parking. This revenue funds only expenses related to commuter parking.

In addition, while taxes in Illinois remain some of the highest in the nation, it is important to remember that the Village of Lombard receives less than \$0.08 of each property tax dollar to provide for its core services. (Public safety provided by Police and Fire Departments; road, sewer, and water maintenance from Public Works; building and code enforcement from Community Development, and responsible long-term financial planning from the Finance Department.) Lombard's percentage of property taxes is 7.36%, followed by the Park District at 5%, the Helen Plum Library at 5.60%, DuPage County at 3.79%, and York Township at 1.09%. The majority of property taxes (77.16% or \$0.77 of every dollar) goes to the School Districts.

What is the Village doing to help?

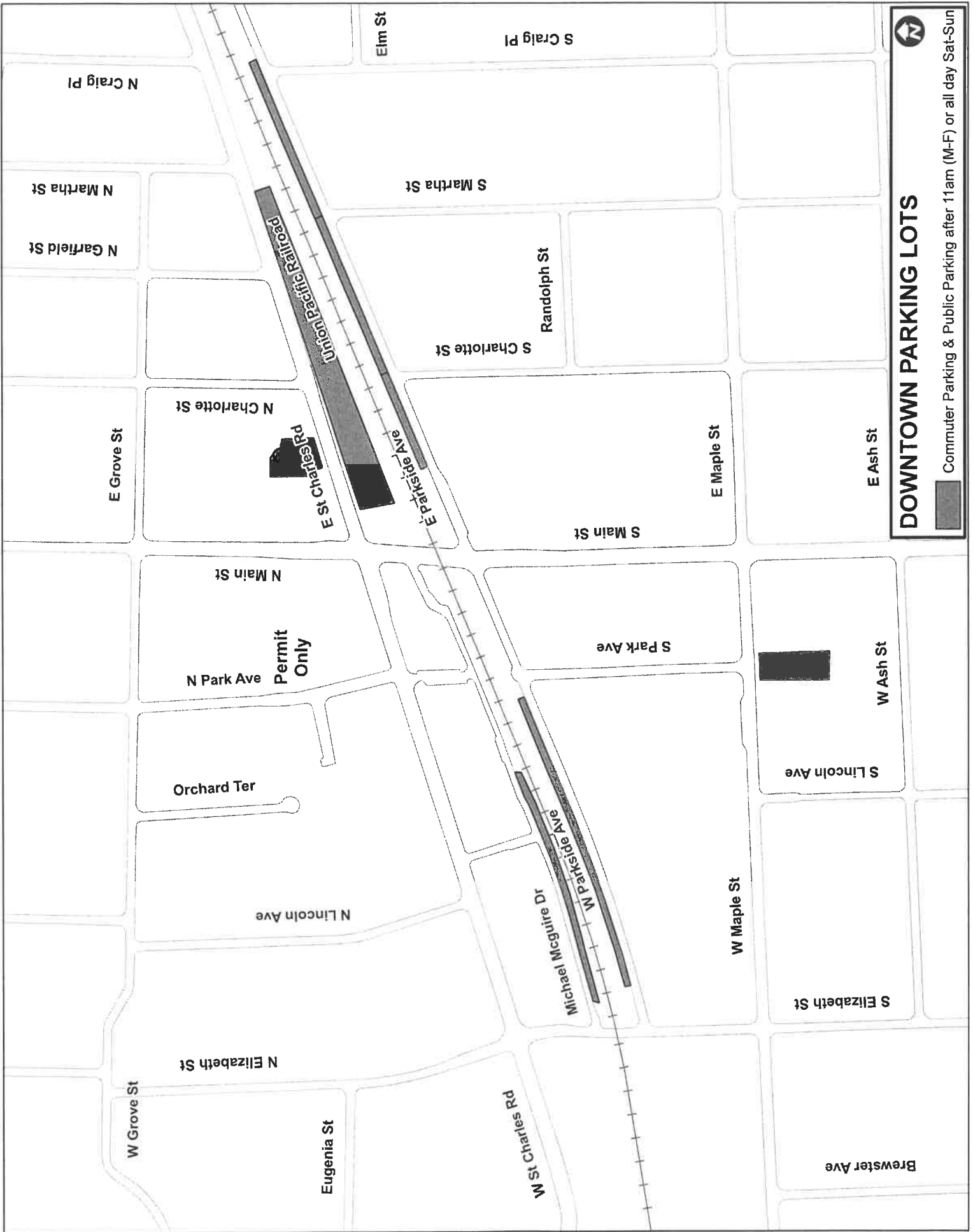
In an effort to be proactive, the Lombard Village Board approved a Long Range Plan in 2016 with strategies to address the rising costs of non-discretionary (required) expenses and to focus on core services. The strategy approved in the Long Range Plan recommends that the Village match dollar for dollar (50/50) revenue increases (income) and expenditure reductions (spending), in order to maintain a balanced General Fund operating budget.

What has the Village done on its end to deal with these budget challenges?

The 2019 budget is based upon projected revenue from taxes and fees. The Village has made cumulative budget reductions of over \$3.8 million since 2017. For 2019, \$753,933 in reductions were made to various services and programs, and the restructuring of some Village positions.

In 2015, the Village was on the path to having a budget deficit of more than \$3 million by 2019. Due to the Village's ongoing focus on fiscal responsibility, the Village's 2019 budget is balanced. The Village Board remains committed to providing its residents with excellent core services and a balanced budget.

Moving forward, the Village will continue to face budget challenges head on and will remain focused on providing residents with a balanced budget while maintaining excellent core services.



DOWNTOWN PARKING LOTS



Commuter Parking & Public Parking after 11am (M-F) or all day Sat-Sun

W Grove St

N Elizabeth St

Eugenia St

W St Charles Rd

N Lincoln Ave

Orchard Ter

N Park Ave Permit Only

N Main St

E Grove St

N Charlotte St

E St Charles Rd

E Parkside Ave

S Charlotte St

Randolph St

S Martha St

Elm St

S Craig Pl

N Craig Pl

N Martha St

N Garfield St

S Main St

E Maple St

E Ash St

S Park Ave

W Ash St

S Lincoln Ave

W Maple St

S Elizabeth St

Brewster Ave

W Parkside Ave
W McQuire Dr

Union Pacific Railroad