

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 16, 2019 (COW)(B of T) September 5, 2019

TITLE: Amendments to the Ordinance regulating Traffic in the Village of Lombard (Traffic Code)

SUBMITTED BY: Timothy Sexton, Director of Finance

The attached memo and draft communications plan were discussed at the August 13, 2019 F&A Committee meeting. The F&A Committee unanimously recommend the following changes:

1. \$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.
2. Eliminate quarterly parking permits and make those spots daily fee in order to fill all spaces in a more equitable and efficient manner. The recommended effective date is November 1, 2019 to coincide with the current permit renewal process and the sale of 101 S. Main St.

**RECOMMENDATION:**

Village Board of Trustees approve the attached amendments to the Ordinance regulating Traffic in the Village of Lombard (Traffic Code) in order increase the daily fee \$0.75 per/day and change all quarterly permit spaces to daily fee.

Review (as necessary):

Village Attorney X	_____	Date	_____
Finance Director X	<u>Timothy Sexton</u>	Date	<u>8/23/19</u>
Village Manager X	_____	Date	_____

**NOTE:** All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.

## 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.

<b>Municipality</b>	<b>Daily Parking Fee</b>
Villa Park	\$2.00-\$4.00
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Naperville	\$2.00
Elmhurst	\$2.00
Glen Ellyn	\$2.00
Wheaton	\$1.50
Lombard	\$1.25

### **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](http://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.



**ORDINANCE NO. \_\_\_\_\_**  
**AN ORDINANCE AMENDING ARTICLE XIII, SCHEDULE XII AND SCHEDULE XXIII**  
**OF**  
**THE LOMBARD VILLAGE CODE IN REGARD TO**  
**TRAFFIC CODE**

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

**SECTION 1:** That, effective November 1, 2019, the Lombard Village Code in regard to Traffic Code is amended as follows in Sections 2-7:

**SECTION 2:** That Article XIII Section 10-13-14 PARKSAFE FEES AND TIME LIMITS; USE OF PROCEEDS is amended to read in its entirety.

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

- (a) All daily parking fees shall be \$2.00 per each day, said fee to be paid upon use of space during designated hours 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.
- (b) The daily 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 3:** That Article XIII Section 10-13-22 (i) MUNICIPAL PARKING PERMITS is amended to read in its entirety.

“Except in regard to the special Village Parking Lot A and North Broadway Avenue parking lot, East South Broadway and 21 N Park 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. The Director of Public Works, or his representative, shall immediately notify the media and Police Department when he determines that snow within any municipal parking lot is one (1) inch or more in depth.”

That Schedule XII (a) PERMIT PARKING ZONES is amended by revising the parking zones thereof to read in its entirety as follows:

“In accordance with Section 10-13-22, municipal parking permits may be issued authorizing the parking of private vehicles in the municipally owned or leased properties described as follows.

Vehicles parked in those parking lots referenced in Schedule XII (a) shall be required to display a valid Village of Lombard Municipal Parking Permit 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.

Special Village Parking Lot A	\$40.00/6-month period
North Broadway Avenue	\$6.75 per month/less than 6 months
East South Broadway	\$0.00/Annual renewal
21 N Park – Business	\$0.00/Annual renewal
21 N Park – Residential	\$0.00/Annual renewal”

**SECTION 4:** That Schedule XII (b) DAILY FEE PARKING ZONES of the Lombard Village Code is amended by revising the parking zones thereof to read in its entirety as follows:

“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 Lot: north side from Main Street to Craig Place

West Parkside Avenue Lot: north side from Park Avenue to Elizabeth Street

Hammerschmidt Lot: north parking lot on east St. Charles Road

Park/Elizabeth Lot: along Michael McGuire Drive between Elizabeth Street and Park Avenue

Maple Street Lot: along Maple Street between Lincoln Avenue and Main Street

St. Charles Road Lot: along St. Charles Road between Main Street and Charlotte Street”

**SECTION 5:** That Schedule XII (c) LOMBARD RESIDENT PERMIT PARKING ZONES is removed in its entirety.

**SECTION 6:** That Schedule XII (d) LOMBARD RESIDENT DAILY FEE PARKING ZONES is removed in its entirety.

**SECTION 7:** That Schedule XXIII MUNICIPAL PARKING LOTS is amended by removing the following parking lots.

“2. DuPage Theatre Parking Lot”

“13. Premier Parking Commuter Lot”

**SECTION 8:** 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 \_\_\_\_\_, 2019.

First reading waived by action of the Board of Trustees this \_\_\_ day of

\_\_\_\_\_, 2019.

Passed on second reading this \_\_\_\_\_ day of \_\_\_\_\_, 2019,

pursuant to a roll call vote as follows.

AYES: \_\_\_\_\_

NAYS: \_\_\_\_\_

ABSENT: \_\_\_\_\_

APPROVED by me this \_\_\_\_\_ day of \_\_\_\_\_, 2019.

\_\_\_\_\_  
Keith Giagnorio, Village President

**ATTEST:**

\_\_\_\_\_  
Sharon Kuderna, Village Clerk

Published by me in pamphlet form this \_\_\_\_\_ day of \_\_\_\_\_, 2019.

\_\_\_\_\_  
Sharon Kuderna, Village Clerk