



Naperville

TRANSPORTATION ADVISORY BOARD AGENDA ITEM

SUBJECT: Downtown Parking Management Study

OLD BUSINESS
 PUBLIC HEARINGS

REPORTS AND RECOMMENDATIONS
 CORRESPONDENCE

ACTION REQUESTED:

Receive the report and provide input on staff's preliminary proposal and prioritization of the consultant's recommendations.

TAB ACTION PREVIOUSLY TAKEN:

Date of Action	Item No.	Action
N/A		

SUBMITTED BY: Steve Cope, Transportation & Traffic Services Operations Manager

BACKGROUND:

The Downtown Parking Management Study (DPMS) was initiated in February 2008. A steering committee comprised of Downtown Naperville Alliance representatives and City staff recommended Rich and Associates, Inc. be awarded Bid 08-169 for the consultant services as outlined in the Request for Proposal. The project kicked off on July 24, 2008 and the DPMS Final Report is being submitted to the Transportation Advisory Board at its April 18, 2009 meeting for review and to provide input on staff's preliminary work plan and prioritization of the consultant's recommendations.

DISCUSSION:

The purpose of the DPMS is to ensure that the City of Naperville, in cooperation and coordination with the Downtown Naperville Alliance (DNA), is using best practices and managing all public parking available in a manner that best serves all users of downtown Naperville. The consultant was responsible for the following core tasks to meet the expectations of the project:

- 1) Inventory existing parking. Verify the total number of parking spaces and categorize by use, regulation and location.

- 2) Customer preference survey. Develop and conduct a random survey to help determine the parking needs and parking desires of downtown visitors, patrons, business owners and other key stakeholders.
- 3) Identify best business practices for downtown parking management which includes a comparison of parking management information by cities of comparable population.
- 4) Examine all opportunities that could lead to traffic and parking system improvements. Identify and offer solutions to:
 - a) Parking identification and wayfinding for motorists and pedestrians.
 - b) Best use of available parking (various time restrictions and regulations).
 - i) Special parking needs for CBD employee parking, deliveries, taxi stands, bus stops, valet parking, short-term users, and overnight resident and visitor parking.
 - c) Simplify and right-size enforcement of regulations.
 - d) Utilize technology and Intelligent Transportation Systems to improve parking management.
- 5) Identify how the various stakeholders for this project are impacted by various alternatives.

The report provides a professional perspective to how we manage parking in the downtown. It suggests the City does many things right in the management of parking and brings forward some new opportunities for us to improve our parking management practices and customer parking experience. The report contains a Recommendations Summary. City staff has developed a preliminary recommendation by categorizing the consultant's recommendations as follows:

- Underway or status quo
- Short-term Implement, 0 to 2 years
- Medium-term Implement, 2 to 5 years
- Long-term Implementation, 5 years or more
- Not recommended

The attached table provides staff's vision or suggested work plan for implementing the projects contained within the study. The following information provides some insight into staff's thoughts on the attached preliminary recommendations.

Underway or Status Quo

- Item #10 – Naperville's parking fine is \$30, is higher than the comparable communities parking fines, but if the fine is paid within the specified time period, it is reduced to \$15.
- Item #13 – We want to encourage the use of CBD Employee Parking Permits and the current fee covers City costs.
- Item #20 – With the very low demand for resident parking passes, the current system seems adequate. There are usually approximately 20 resident passes issued per year.
- Item #27 – We have parking deck guidance systems currently planned for installation in our parking decks.

Short-term Implement, 0 to 2 years

- Items #3, 4, 7, 8, 9, 14, 15 and 17 – The improvements in enforcement capabilities provides us probably the greatest opportunity to advance our parking management

practices. Hiring an additional Parking Enforcement Officer and equipping them with new handheld ticket devices that print courtesy tickets can solve multiple problems. Courtesy tickets provide direction on where to park for longer-term parking before issuing tickets to first-time offenders. CBD Employees and others who violate the 2-Hour on-street parking restrictions on a regular basis will quickly get the message on where they should be parking for long-term needs.

- Items #22 - 26 – The consultant was able to identify several areas that we can improve our regulatory and wayfinding signage. Our first effort would be the planning phase of signage improvements.
- Items #31 – 33 – The consultant identified a number of areas that we can improve the City’s website to provide better parking information and marketing. This would be especially valuable to new visitors and downtown business owners and employees.
- Items #37 and 38 – Security cameras and lighting systems are not only important for public safety, but ensuring that the City has adequate security devices in place is important for liability protection.

Medium-term Implementation, 2 to 5 years

These three items offer opportunities to enhance our parking systems, but they are not easily solved, will take significant time to accomplish and are generally higher cost.

Long-term Implementation, 5 years or more

Security cameras should be installed when the Central Parking Facility located at 75 W. Chicago Avenue is reconstructed.

Not Recommended

Staff does not see the need to monitor the quantity of tickets written by doing a field study. The record of tickets issued on a monthly basis should provide sufficient trends for us to determine the effectiveness of our parking enforcement system.

Staff will provide this information to the DNA, the Downtown Advisory Committee and other stakeholders. We expect to get their feedback to include in our recommendation to TAB at the June 6, 2009 meeting. At that meeting, staff will propose that TAB make a recommendation to the City Council on the final work plan that staff will provide.

RECOMMENDATION:

Receive the report and provide input on staff’s preliminary proposal and prioritization of the consultant’s recommendations.

ATTACHMENTS:

1. City Staff Preliminary Recommendations
2. Downtown Parking Management Study – Final Report, March 2009