

**NAPERVILLE DOWNTOWN ADVISORY
COMMISSION MEETING SUMMARY - APPROVED
February 11, 2016 – 3:30 P.M. – NEU Conference Room**

Call to Order	<u>Time:</u> 3:39 pm																																																												
I. Roll Call Commissioners:	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;"></th> <th style="width: 15%; text-align: center;"><u>Present:</u></th> <th style="width: 7.5%; text-align: center;"><u>Yes</u></th> <th style="width: 7.5%; text-align: center;"><u>No</u></th> </tr> </thead> <tbody> <tr> <td></td> <td style="text-align: right;">Steven Rubin, Chairman</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Kevin Gallaher, City Councilman (arrived at 3:55 p.m.)</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Patty Gustin, City Councilman</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Marcie Schatz</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Peggy Frank</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Richard Hitchcock</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Christine Jeffries</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Joseph Costello, Jr.</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Nicki Anderson</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Tony Zangler</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Tom Miers</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> </tr> <tr> <td>Student Members</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: right;">Connor McGury</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td style="text-align: right;">Rekha Iyer</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> </tr> </tbody> </table>		<u>Present:</u>	<u>Yes</u>	<u>No</u>		Steven Rubin, Chairman	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Kevin Gallaher, City Councilman (arrived at 3:55 p.m.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Patty Gustin, City Councilman	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Marcie Schatz	<input type="checkbox"/>	<input checked="" type="checkbox"/>		Peggy Frank	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Richard Hitchcock	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Christine Jeffries	<input type="checkbox"/>	<input checked="" type="checkbox"/>		Joseph Costello, Jr.	<input type="checkbox"/>	<input checked="" type="checkbox"/>		Nicki Anderson	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Tony Zangler	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Tom Miers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Student Members					Connor McGury	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Rekha Iyer	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<u>Present:</u>	<u>Yes</u>	<u>No</u>																																																										
	Steven Rubin, Chairman	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																																										
	Kevin Gallaher, City Councilman (arrived at 3:55 p.m.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																																										
	Patty Gustin, City Councilman	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																																										
	Marcie Schatz	<input type="checkbox"/>	<input checked="" type="checkbox"/>																																																										
	Peggy Frank	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																																										
	Richard Hitchcock	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																																										
	Christine Jeffries	<input type="checkbox"/>	<input checked="" type="checkbox"/>																																																										
	Joseph Costello, Jr.	<input type="checkbox"/>	<input checked="" type="checkbox"/>																																																										
	Nicki Anderson	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																																										
	Tony Zangler	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																																										
	Tom Miers	<input type="checkbox"/>	<input checked="" type="checkbox"/>																																																										
Student Members																																																													
	Connor McGury	<input checked="" type="checkbox"/>	<input type="checkbox"/>																																																										
	Rekha Iyer	<input type="checkbox"/>	<input checked="" type="checkbox"/>																																																										
Staff Present:	TED –Allison Laff, Jennifer Louden, Bill Novack, Trevor Dick																																																												
	Jim Godo, North Central College Katie Wood, Downtown Naperville Alliance Marie Wilson, Daily Herald Dwight and Ruth Yackley, BBM, Inc. Debbie Grinnell, Naper Settlement																																																												
II. Approval of Meeting Summaries																																																													
12/10/15 Summary	Minutes to be amended to reflect Costello as “absent” and to replace “employees” with “customers” under Anderson’s speaking points on page 2, 2 nd paragraph. Motion By: Frank Second By: Gustin Minutes approved, as amended (6-0).																																																												
III. Discussion Topics																																																													
2015 Continuous Improvement Model for Parking	Louden provided an overview of the results from the 2015 Continuous Improvement Model for Downtown Parking, including methodology and findings (see attached presentation materials). Louden indicated that the CIM has been done since 2001.																																																												

Rubin requested clarification regarding the loss of private parking spaces since 2012. Louden clarified that the spaces were primarily lost with the expansion for Sephora and the Water Street Redevelopment.

Hitchcock noted that there are a significant amount of staff resources that are required to comply this study. Hitchcock noted that DAC should be recruited to assist.

Louden clarified the public spaces that are counted, including all of the decks and surface lots, including Nichols Library.

Gustin clarified that the Municipal Center's occupancy levels at the peak time were largely driven by the Naper Nights festival that was occurring the same weekend as the CIM.

Rubin asked if we are counting the spaces behind Athleta and Jimmy John's? Louden – yes. Rubin noted that he finds it interesting that the occupancy of the private spaces is so low. Louden noted that there are a total of 872 private spaces in the downtown.

Wood – how are the US Bank spaces within CPF counted? Louden indicated that they are included in the public numbers since they are opened to the public after 5:00 p.m.

Hitchcock – are the opinions of those surveyed correlated to the time of their survey? Louden – yes. Hitchcock indicated that this makes the data more relevant (as opposed to an online survey).

Frank – are weather conditions tracked? Louden indicated that yes, the surveys are cancelled for bad weather/rain.

Gustin – how were the neutral satisfaction ratings classified? Under satisfied or dissatisfied? Louden indicated that they are not included in either ranking; they listed separately as “neutral”.

Anderson – people that work here are more dissatisfied? How could that be if they always have a spot through the CBD hangtag? Various DAC members responded that the CBD hangtags do not guarantee a spot, so there may have been instances where parking may not have been available. Members also noted that employee parking spaces may not be viewed as convenient or safe as other available parking spaces within the downtown.

Wood – what was the overall satisfaction rate in 2012? Louden – 61% (2015: 50%).

Hitchcock – on the 70% parking occupancy target – people visiting downtown have an expectation of parking availability. 70% may be too low, but not sure it's as high

as 90%. Given that downtown Naperville is established, our customers (retail and consumer) have more realistic expectations of parking in the downtown. Louden indicated that the occupancy threshold at a location, such as a mall, would be closer to 85%. Trevor Dick referenced that he is not aware of any other communities that collect this level of data in Illinois (from his prior work at CMAP). Dwight Yackley noted that the original DPIC members were also critical in kicking off the CIM efforts. Gustin noted that our data may continue to improve with technology.

Rubin – did the 2015 include the Water Street area? Louden – counts were not done in this area, but the private parking spaces were removed from the supply.

Rubin – what are the next steps? Louden – we will bring the full report back to DAC at their next meeting and ask for DAC’s endorsement for it to move forward to City Council.

Frank – with recommendation #4, will we also consider use of periphery lots to increase supply (i.e., remote parking)? This is particularly interesting to consider from a cost impact standpoint. Louden – yes, we’ve looked at it previously, but can revisit again. Novack indicated that it is a model that has been used elsewhere, particularly for employee parking. It may not be as attractive for customers.

Rubin is hearing that a lot of consumers are not visiting downtown due to the perception of lack of parking. Wood noted that it is the key barrier to customers visiting the downtown. Gustin noted that the priority is addressing the perception vs. the reality. How do we change the perception? Even if you build more parking, it may not help if the negative perception remains.

Rubin – our approach needs to be holistic.

Gallaher – Annapolis, MD has signs at entrance to City indicating the number of parking spaces available. They also have signs directing consumers to parking spaces. Should something similar be considered for Naperville (i.e., Washington & Aurora)?

Yackley – perception does affect reality and should in particular be studied for short-term parking vs. those parking once for multiple trips. Those looking for a parking space for a “quick stop” may be frustrated by the downtown parking supply, but those here for an afternoon may not feel the same way. Louden indicated that enforcement technology will be critical in these efforts as well.

Ruth Yackley indicated that she has seen decks where the first two floors are marked for customers only; same for on-street parking. The spaces may be occupied, but it makes the customer feel like they are being considered nonetheless.

Zangler – how many more spaces were anticipated for the reconstruction of CPF?

Louden – about 1,000 spaces. Zangler asked if the CIM recommendations will then

be used to determine if/when/where new parking could be constructed. Louden indicated that these discussion points would be considered following approval of the report.

Hitchcock asked about the status of the various parking deck studies (Nichols and CPF). Louden indicated that CPF has a feasibility study completed; Nichols plans were at about 90%. Zangler – how many spots were proposed for Nichols? Louden indicated at net of approximately 350 spaces.

Hitchcock – it would be interesting to know to what extent the public would be willing to pay for the certainty of a parking space in the downtown. This may be an option, particularly for the longer stays.

Rubin – how successful is valet parking? Louden – we can run a query of the data collected to determine the usage of valet parking. Rubin – can we get this information from the valet provider?

Yackley – in some downtowns, the first two hours are free to park and charges begin at the 3rd hour. Anderson noted that paying for parking in Chicago is expected. Novack indicated that some customers use valet service even if they are going to a restaurant. Zangler – can we expand valet services to accommodate customers?

Louden – the CIM report will be brought to DAC at the next meeting. City Council will be asked to accept the report and then staff will begin implementation of the work program.

Rubin – City Council endorsement should focus on management and supply, but not a specific parking number. DAC should then begin the task of working on the recommendations. Gallaher concurred with this approach.

Anderson and Wood commended staff on the study. Wood encouraged staff to group the recommendations into “supply/expansion” and “management” so that the intentions of each action are clear.

Frank – is a parking summit still necessary based on this new information? Rubin will still share his proposal with staff, DNA, Chamber, etc. to determine next steps.

Next Steps: Staff will present the CIM report to DAC in March 2016 for a vote.

IV. Correspondence / Updates
 DAC Composition – Laff updated DAC on the recent City Council approval to increase the number of at-large DAC members from 2 to 3.

Next Meeting **March 10, 2015**

V. Adjournment	Motion to Adjourn Approved unanimously.
Adjourned	5:16 p.m.