



MANAGER'S MEMORANDUM

Prepared for: **Naperville City Council**

By: City Manager's office

7/9/2026

A. MANAGER'S MEMORANDUM

Source:

1. Jazmin Vega,
Transportation
Project Manager – TED

Subject:

Downtown Parking Occupancy
and Customer Satisfaction Study

Action:

FYI

**CITY OF NAPERVILLE
MEMORANDUM**

DATE: July 9, 2026

TO: Doug Krieger, City Manager
Jennifer Louden, Director of TED Business Group

FROM: Jazmin Vega, Transportation Project Manager

SUBJECT: Downtown Parking Occupancy and Customer Satisfaction Study

PURPOSE:

The purpose of this memorandum is to provide information regarding an upcoming study of downtown parking occupancy and customer satisfaction, formally known as the Continuous Improvement Model for Downtown Parking (CIM).

BACKGROUND:

Adequate, appropriately located parking is a cornerstone of downtown Naperville's success and a key principle in the *Naperville Downtown 2030* plan. Because parking is such a costly asset, in 2004 the then-Downtown Advisory Commission recognized the benefit of developing a model to assess long-term parking needs in the downtown and to determine the impacts of parking strategies on usage and satisfaction levels. To achieve these goals, the CIM was developed and was conducted regularly from 2001 to 2017.

INFORMATION:

Since 2017 new parking patterns have emerged and significant development and redevelopment have occurred, warranting an updated study. Data collected this year will be used to assess downtown parking performance and customer satisfaction. The study consists of three components:

1. Parking occupancy data;
2. Customer satisfaction data; and
3. Assessment of the parking impacts of future development/redevelopment.

Parking occupancy data will be collected through parking counts on both Friday, July 17, and Saturday, July 18, from noon to 10 p.m. Resident and visitor satisfaction data will be collected through an online survey from 9 a.m. on July 17 to 9 a.m. on July 27. Business and downtown employee parking satisfaction data will be collected through a separate online survey from July 13 to August 1. Collected parking occupancy and survey data will be analyzed along with downtown development/redevelopment projections. A report summarizing the data and analysis will be provided to City Council in late 2026.

RECOMMENDATION:

Please share this information with the Mayor and City Council through the July 10 Manager's Memorandum.