Parking System Overview and Recommendations

Jill Velan, Parking Division Manager
Erika Storlie, Assistant City Manager

September 17, 2018
PARKING REVENUE & EXPENSES

PARKING FUND

Revenues:
• Garage receipts
• Meter collections
• Surface lot permits

Expenses:
• Garage management
• Lot resurfacing
• Maintenance
• Transfers to GF

GENERAL FUND

Revenues:
• Parking ticket payments

Expenses:
• Parking enforcement staff
• Enforcement vehicles
• Supplies
PARKING ENFORCEMENT OFFICERS

Staff
- 10 FTEs (9 FT and 2 PT)

Hours of Coverage
- 24 hour Coverage from Sunday 11 p.m. until 12 midnight Saturday
  - 6 PEOs on day shift, 2 PEOs on evening shift, 1 PEO overnight
- Part time coverage Sunday

25% of PEO work time is used for crossing guard coverage and traffic control (Police/Fire)
PARKING TICKET REVENUE VS. EXPENSE

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue - Parking Ticket</th>
<th>Expenses - PEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$2,144,889</td>
<td>$1,187,941</td>
</tr>
<tr>
<td>2014</td>
<td>$2,482,213</td>
<td>$1,229,622</td>
</tr>
<tr>
<td>2015</td>
<td>$2,573,187</td>
<td>$1,257,578</td>
</tr>
<tr>
<td>2016</td>
<td>$2,869,258</td>
<td>$1,212,486</td>
</tr>
<tr>
<td>2017</td>
<td>$2,643,565</td>
<td>$1,157,131</td>
</tr>
</tbody>
</table>
PARKING METER REVENUES

- 2013: $3,084,998
- 2014: $3,024,402
- 2015: $3,209,254
- 2016: $3,481,112
- 2017: $3,131,578
PAY BY PLATE MACHINE UPGRADE

Replace approximately 1000 meters with pay boxes

- Pilot Program on 1500 and 1700 Sherman Avenue has been successful - high adoption of ParkEvanston App
- 99% uptime for pay stations vs. the current downtime conditions with the single space meters
- October 8, 2018 present lease to own proposal to City Council - no capital outlay
PARKING PAYMENT TRENDS

Mobile Pay Transaction 2017 VS 2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>13,439</td>
<td>12,728</td>
<td>14,361</td>
<td>13,873</td>
<td>14,123</td>
<td>14,133</td>
<td>13,106</td>
<td>13,458</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>17,884</td>
<td>18,725</td>
<td>21,978</td>
<td>23,080</td>
<td>24,954</td>
<td>24,213</td>
<td>23,122</td>
<td>25,100</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
PARKING DILEMMA

Free

Convenient

Available

Option 1: Free + Convenient ≠ Available

Option 2: Free + Available ≠ Convenient

Option 3: Convenient + Available ≠ Free
DEMAND BASED PRICING OPTION

Elimination of free parking at meters on Sundays

- Increase of $575,000 annual revenue
- Alternate parking option - Garages remain free all day on Sunday
  - Part of overall strategy to keep most convenient parking options priced highest and available
  - Costs the City $110,000/year in lost revenue

Needed to increase spots available for businesses, currently little to no turnover on Sundays
DEMAND BASED PRICING OPTION

Downtown Meter Increase
Increase parking meter fees near parking structures

Option A
Increase from $1/hr to $1.50/hr
• $1.17M add’l revenue
• $.50 per 20 minutes

Option B
Increase from $1/hr to $2/hr
• $2M add’l revenue
• $.50 per 15 minutes

Alternate Parking Option - Garages retain “First Hour Free”
• Annual cost of this program is $185,000
DEMAND BASED PRICING OPTION

Increase hourly parking garage rates with annual automatic adjustments - $390,000 add’l revenue

• Option to adjust hourly rates by a maximum of $1 per year for the next five years based on usage
• All three City-owned parking garages remain free on Sunday
• Auto-increases in place prior to recession; on hold since. Daily rates unchanged for 10 years
# CURRENT PARKING GARAGE RATES

<table>
<thead>
<tr>
<th></th>
<th>500 Davis Private Garage</th>
<th>1890 Maple Private Garage</th>
<th>Evanston Parking Garages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 hour</td>
<td>$5</td>
<td>$4</td>
<td>Free</td>
</tr>
<tr>
<td>1 - 2 hours</td>
<td>$8</td>
<td>$5</td>
<td>$2</td>
</tr>
<tr>
<td>2 - 3 hours</td>
<td>$10</td>
<td>$8</td>
<td>$3</td>
</tr>
<tr>
<td>24 hours</td>
<td>$17</td>
<td>$15</td>
<td>$13</td>
</tr>
</tbody>
</table>
# 2019 Proposed Parking Changes

<table>
<thead>
<tr>
<th>Time Range</th>
<th>Existing Rate</th>
<th>Proposed Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 hour</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>1 - 2 hours</td>
<td>$2</td>
<td>$2</td>
</tr>
<tr>
<td>2 - 3 hours</td>
<td>$3</td>
<td>$3</td>
</tr>
<tr>
<td>3 - 4 hours</td>
<td>$4</td>
<td>$5 (3 - 5 hours)</td>
</tr>
<tr>
<td>5 - 6 hours</td>
<td>$6</td>
<td>$10 (5 - 10 hours)</td>
</tr>
<tr>
<td>10 - 12 hours</td>
<td>$8</td>
<td>$10</td>
</tr>
<tr>
<td>12 - 24 hours</td>
<td>$13 (12 - 18 hours/$11)</td>
<td>$14</td>
</tr>
</tbody>
</table>
Hourly parking revenue changes for consideration

Increase long-term (commuter) parking meter hourly fees from $.25 to $.50 per hour - $135,600

- Example: Lot 54 (Metra), Lot 32 (CTA), Washington St (CTA)
Elimination of free parking for holiday shoppers at meters, certain parking lots and garages - $45,000

- Replace with a validation program through the parking garages and ParkEvanston app
- Partner with Evanston businesses to provide discount parking to shoppers
- Aligns discount to actual users
DEMAND BASED PRICING OPTIONS

- Increase Sherman Parking Garage permit fee by $15/mo - $148,500 (Currently $110/month)
- Increase Residential Parking Permit by $15/year - $75,000 (Currently $15/year)
- Increase Parking Lot Permit by $10/mo - $83,000 (Currently $60/month)
DEMAND BASED PRICING OPTIONS

New initiatives under review:

• Create discount program in the Maple and Church Parking Garages for entry/level retail employees
• Create a vacation rate and long term storage rate for residents in parking garages
• Create a convenient multi-garage monthly permit
PARKING FUND - FUND BALANCE

Parking Enterprise Fund - Cash and Cash Equivalents - 2015 to 2017

<table>
<thead>
<tr>
<th>$ MILLIONS</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$10,926,425</td>
<td>$8,956,031</td>
<td>$4,671,426</td>
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</tbody>
</table>
5 YEAR CAPITAL IMPROVEMENT PLAN

$9.4M in capital improvements needed over next 5 years

Projects include:
  • Upgrade security cameras - $600K
  • Lighting Upgrade - $500K
  • Fiber Connect - $500K
  • Robert Crown Parking Lot - $1.5M
  • Lot 51 (927 Noyes) Resurface - $380K
  • Floor Sealant - $950K
  • Structural and Surface Maint - $2.03M
## 2019 Proposed Parking Changes

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eliminate Free Sunday Meters</td>
<td>$575,000</td>
</tr>
<tr>
<td>Increase meter fees near garages (Option A)</td>
<td>$1,170,000</td>
</tr>
<tr>
<td>Increase commuter meter fees</td>
<td>$135,000</td>
</tr>
<tr>
<td>Eliminate Free Holiday Parking</td>
<td>$45,000</td>
</tr>
<tr>
<td>Increase monthly Permit - Sherman Garage</td>
<td>$148,500</td>
</tr>
<tr>
<td>Increase Residential Parking Permit</td>
<td>$75,000</td>
</tr>
<tr>
<td>Increase Parking Lot Permits</td>
<td>$83,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,231,500</strong></td>
</tr>
<tr>
<td>Proposed General Fund 50%</td>
<td>$1,115,750</td>
</tr>
<tr>
<td>Proposed Parking Fund 50%</td>
<td>$1,115,750</td>
</tr>
</tbody>
</table>
PARKING GARAGES

Staff currently compiling information on Maple Parking Garage and its market value for possible sale

• Developer interest in potentially building above garage
• Any sale would honor existing leases or renegotiate

Church & Maple have no debt service; Sherman debt service finishes at end of 2018.
QUESTIONS?