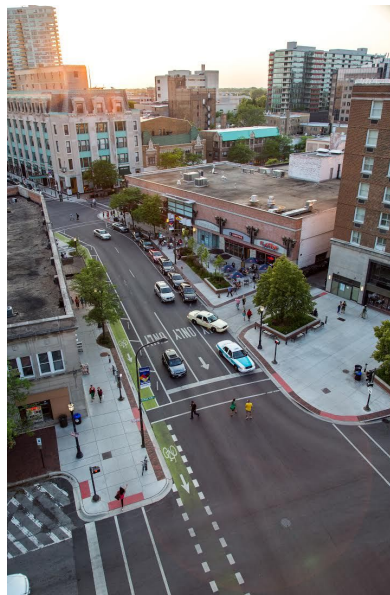


# EVANSTON

## Parking System Overview and Recommendations



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

September 17, 2018



City of  
Evanston™

Administrative Services

# 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

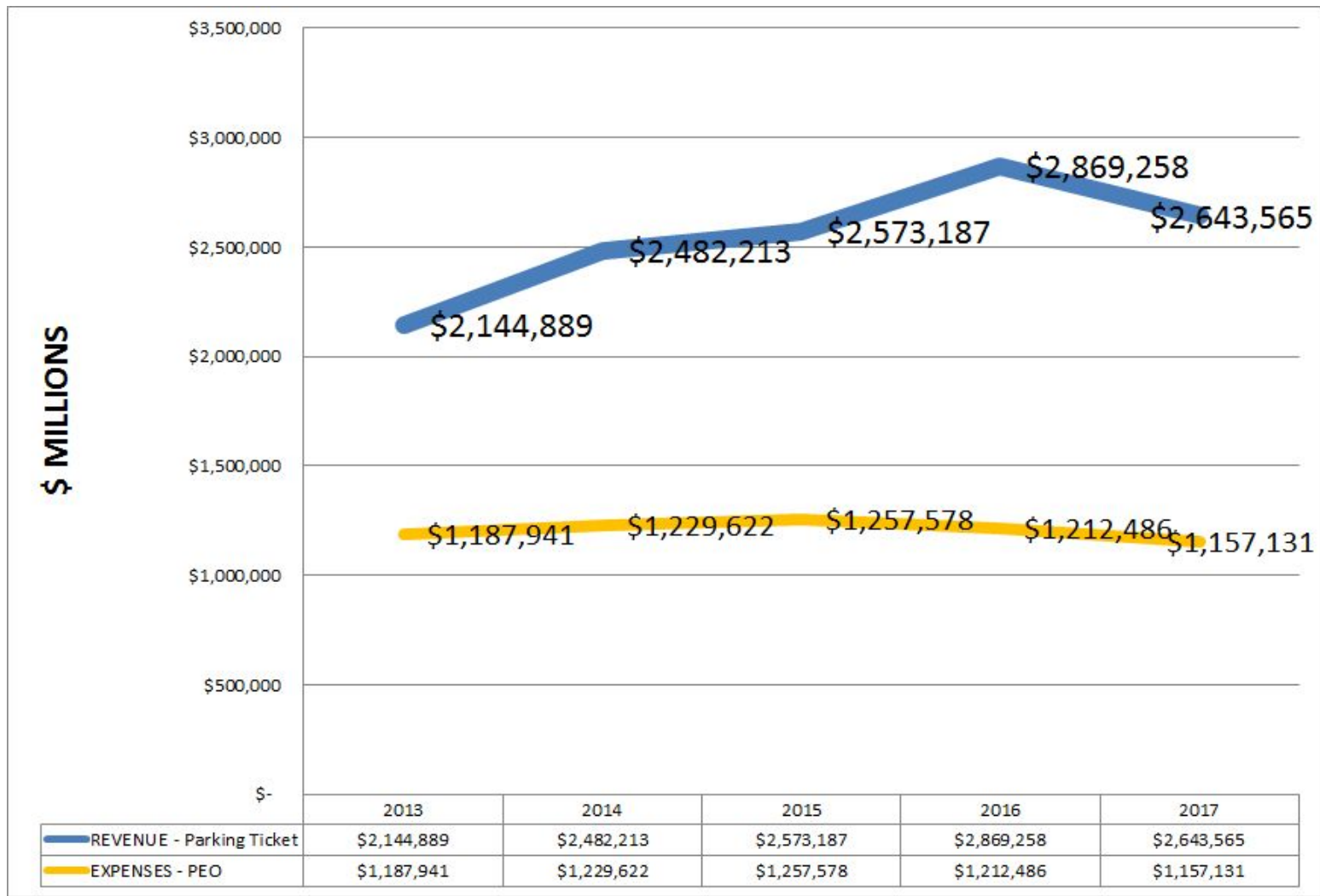
- 10 FTEs (9 FT and 2 PT)

## Hours of Coverage

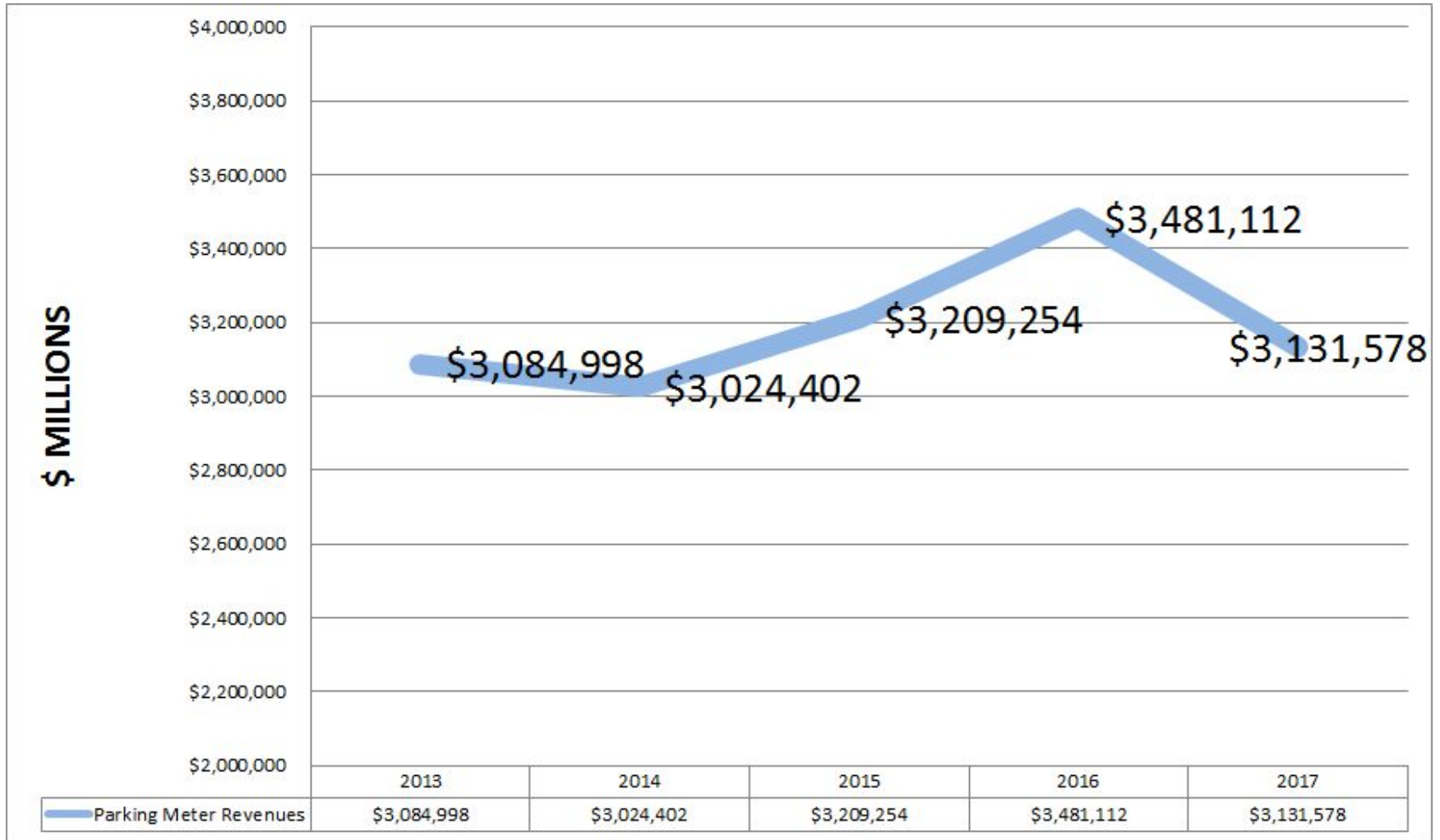
- 24 hour Coverage from Sunday 11 p.m. until 12 midnight Saturday
  - 6 PEOs on day shift, 2 PEOs on evening shift, 1 PEO overnight
- Part time coverage Sunday

**25% of PEO work time is used for crossing guard coverage and traffic control (Police/Fire)**

# PARKING TICKET REVENUE VS. EXPENSE



# PARKING METER REVENUES



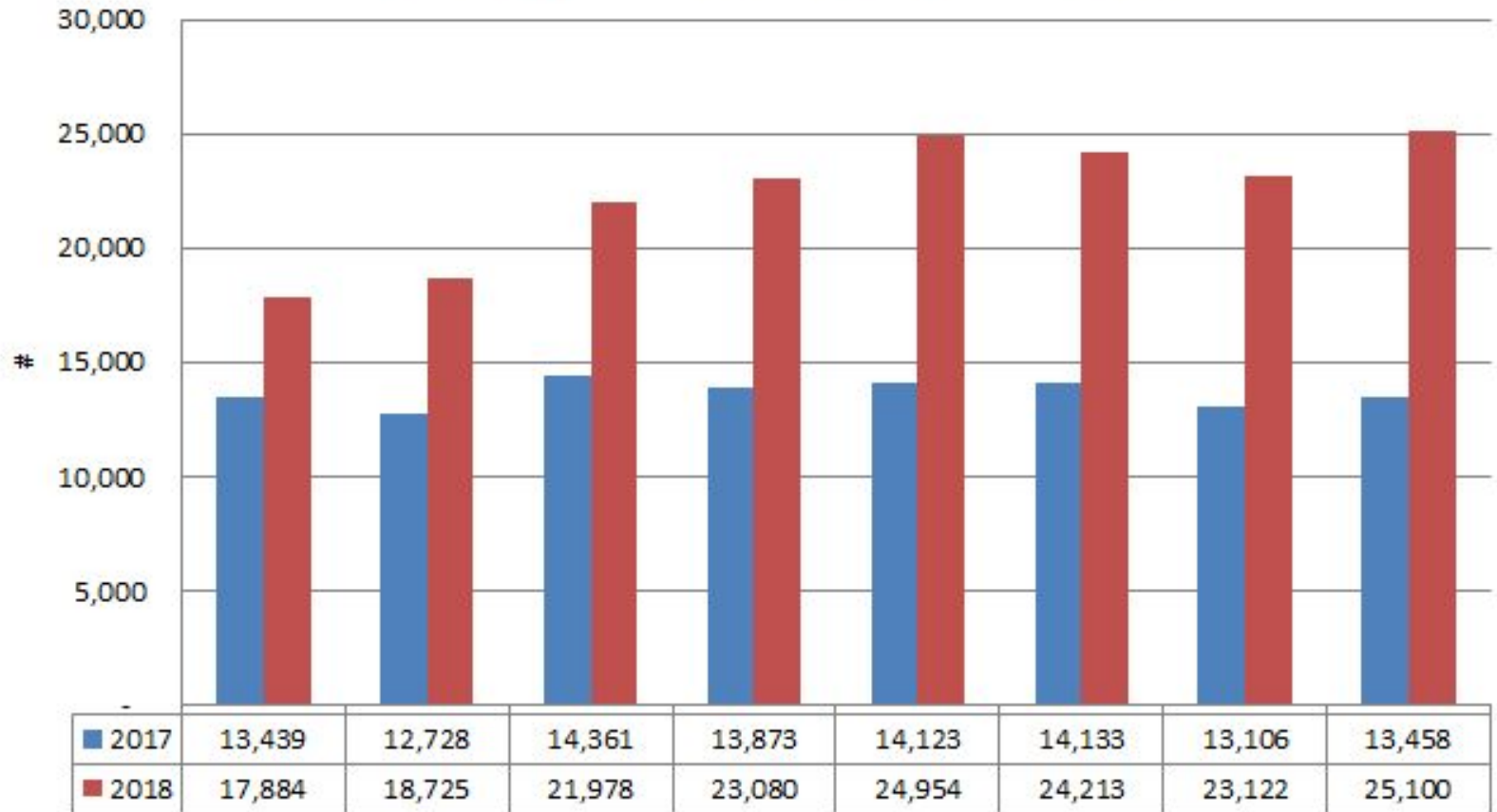
# PAY BY PLATE MACHINE UPGRADE

**Replace approximately 1000 meters with pay boxes**

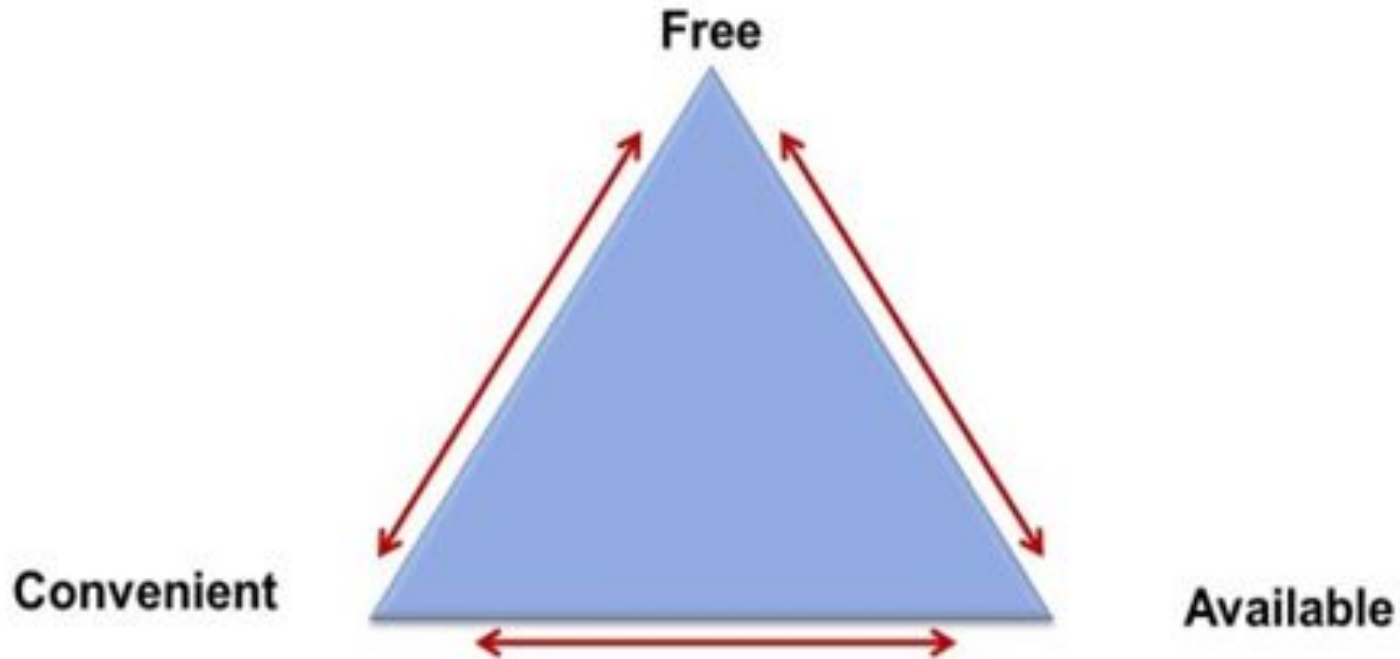
- **Pilot Program on 1500 and 1700 Sherman Avenue has been successful - high adoption of ParkEvanston App**
- **99% uptime for pay stations vs. the current downtime conditions with the single space meters**
- **October 8, 2018 present lease to own proposal to City Council - no capital outlay**

# PARKING PAYMENT TRENDS

## Mobile Pay Transaction 2017 VS 2018



# PARKING DILEMMA



## 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

	<b>500 Davis Private Garage</b>	<b>1890 Maple Private Garage</b>	<b>Evanston Parking Garages</b>
Less than 1 hour	\$5	\$4	Free
1 - 2 hours	\$8	\$5	\$2
2 - 3 hours	\$10	\$8	\$3
24 hours	\$17	\$15	\$13

# 2019 PROPOSED PARKING CHANGES

	Existing Rate	Proposed Rate
Less than 1 hour	Free	Free
1 - 2 hours	\$ 2	\$ 2
2 - 3 hours	\$ 3	\$ 3
3 - 4 hours	\$ 4	\$ 5 (3 - 5 hours)
5 - 6 hours	\$ 6	\$ 10 (5 - 10 hours)
10 - 12 hours	\$ 8	\$ 10
12 - 24 hours	\$ 13 ( 12 - 18 hours/\$11)	\$ 14

# DEMAND BASED PRICING OPTIONS

## 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)**

# DEMAND BASED PRICING OPTIONS

**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)**

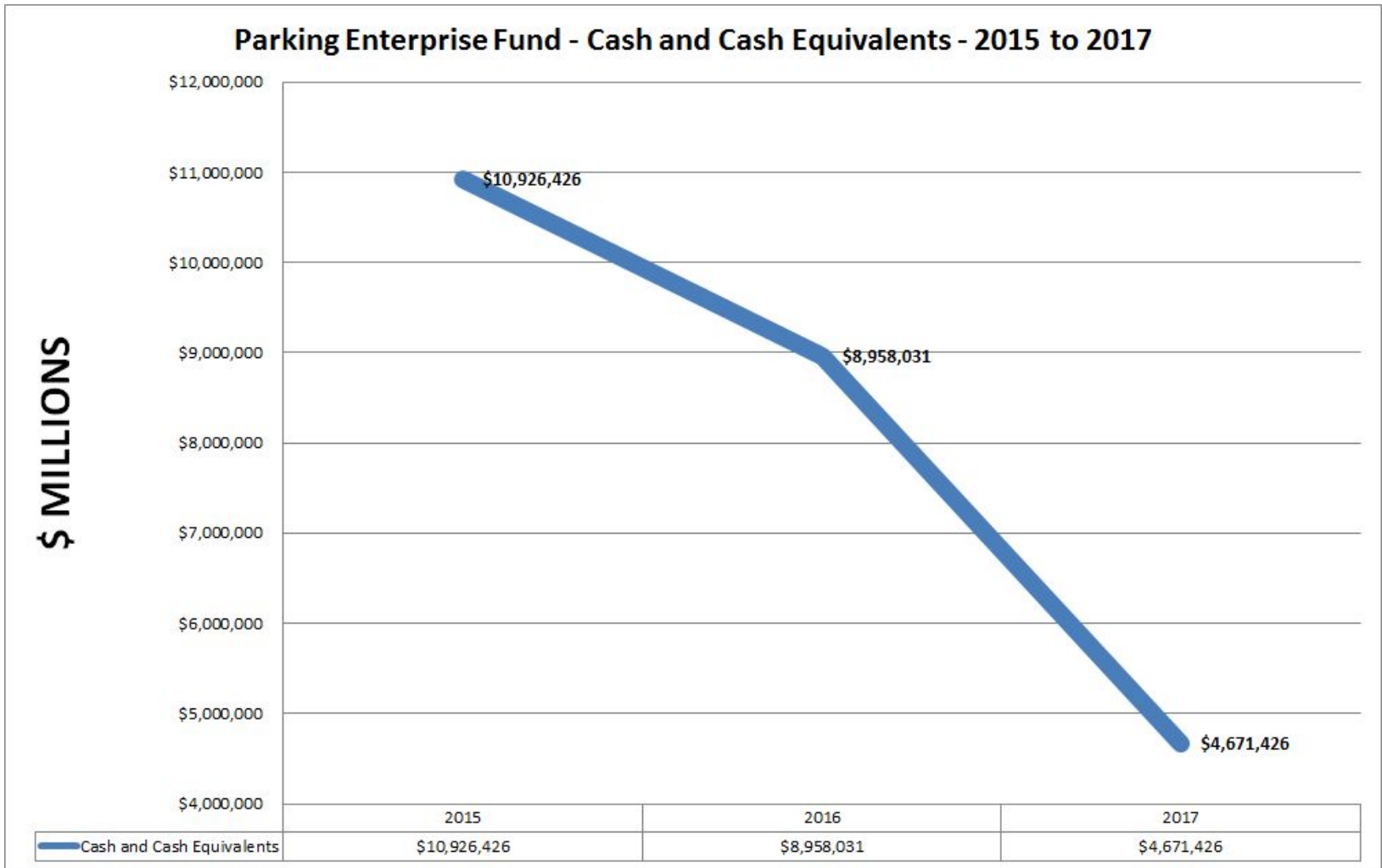


# DEMAND BASED PRICING OPTIONS

## 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



# 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

<b>Eliminate Free Sunday Meters</b>	<b>\$575,000</b>
<b>Increase meter fees near garages (Option A)</b>	<b>\$1,170,000</b>
<b>Increase commuter meter fees</b>	<b>\$ 135,000</b>
<b>Eliminate Free Holiday Parking</b>	<b>\$45,000</b>
<b>Increase monthly Permit - Sherman Garage</b>	<b>\$ 148,500</b>
<b>Increase Residential Parking Permit</b>	<b>\$ 75,000</b>
<b>Increase Parking Lot Permits</b>	<b>\$83,000</b>
<b>Total</b>	<b>\$2,231,500</b>
<b>Proposed General Fund 50%</b>	<b>\$1,115,750</b>
<b>Proposed Parking Fund 50%</b>	<b>\$1,115,750</b>

# 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?