DATE: January 27, 2020

TO: President Cauley and Village Board of Trustees

FROM: Brian King, Police Chief
       Brad Bloom, Assistant Village Manager
       Darrell Langlois, Finance Director
       Kathleen A. Gargano, Village Manager

RE: Potential Parking Modifications in Central Business District (CBD)

Background
Recently, Village staff was asked to evaluate the parking in the CBD to determine if there were opportunities to make modifications to the existing parking administration and enforcement consisting of parking meters, merchant and employee parking permits and parking pay boxes considering the opening of the Village’s new parking deck adjacent to the CBD in mid to late summer.

The primary goal of building the new parking deck and the proposals set forth in this memorandum, is to make on-street parking spaces in the CBD readily available to shoppers, by and among other things, moving parking by merchants and their employees to the new parking deck. Under the proposed plan, various parking permits, fees, and restrictions will be used in concert to direct parking users to appropriate spaces to achieve this goal.

In furtherance of the goal of making on-street parking in the CBD more accessible to shoppers, staff was directed to determine whether there would be a method wherein Hinsdale residents and possibly non-residents, could park for free for some specified period in the CBD.

Discussion and Recommendation
In 2014, the Village engaged with the Chicago Metropolitan Agency for Planning (CMAP) to conduct a study to evaluate the parking situation in the Hinsdale CBD and develop recommendations aimed at increasing parking availability for shoppers. The study found that a large percentage of on-street parking is used by employees of local merchants. The CMAP study recommended increasing the cost of metered spaces to shift merchant parking to designated spaces at the periphery of the CBD and free up near-in, on-street parking for shoppers.

Subsequent to the CMAP study, the Village decided to build the parking deck, which will provide additional options for managing parking. The Village parking deck is scheduled to open in mid-summer. The parking deck will provide 189 new spaces in the CBD to be utilized by shoppers, merchants and their employees which should alleviate the pressure and demand of on-street metered spaces during the key business hours of 10am-2pm Monday through Friday.
MEMORANDUM

The goal is of the Village’s parking plan is to encourage merchants and their employees to park in the parking deck (free of charge) to free up on-street parking in the CBD. Staff based on its review and factoring in certain desired outcomes, makes the following recommendations:

1. Village implement zoned parking in the CBD as follows:
   a. 3-hour zoned parking in the previously metered spaces (add map);
   b. 6-hour free parking in the lower level of parking deck (189 space capacity); the 6-hour time frame is to limit commuters from using the free parking while they travel downtown for work.
   c. 8-hour parking would be available at the Washington and Garfield lots at $1/hr. (add map)

2. Merchants and employees of businesses in the CBD may park in the deck after registering their license plate with the Village and receiving a parking permit. (There will be no time limit on how long merchants and their employees can park in the deck for free)

3. Violation of parking restrictions in the CBD will result in a $25 ticket which is an increase from the current $8.00; (principally merchants and their employees) the cost of the violation ticket is directly related to the goal of encouraging long-term parkers, (principally merchants and their employees), to make use of the free parking available in the parking deck. The Village will be utilizing license plate reader technology (LPR) as the means of enforcement. A license plate reader will be attached to one of the police vehicles and will record license plates and GPS locations as it drives past a parked vehicle. If a vehicle is parked in the CBD for greater than three hours a ticket will be issued.

The scenario of the additional spaces from the parking deck and zoned parking was not considered by the CMAP study. Therefore, we need to determine whether additional spaces and zoned parking will be sufficient to achieve the goal of readily available on-street parking within the CBD or if charging for on-street spaces and using price will still be a valuable tool.

One difference in the Trustees’ approach to a parking solution concerns non-resident parking. Some Trustees believe free 3-hour parking should be limited to residents with non-residents continuing to pay for parking meters. This issue will be discussed at the next Board meeting.

**Budget Impact**

Annually, the Village generates $196,000 from the on-street parking meters in the CBD.

To supplant meter revenue should the Village convert the meters to a free 3-hour zoned parking, as suggested by certain elected officials, Village staff proposes the following:


**Revenue generated through the meters** 196,000

<table>
<thead>
<tr>
<th>Potential Revenue Offsets</th>
<th>Est. revenue</th>
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<tbody>
<tr>
<td>Increase vehicle sticker $8 from current of $40 to $48</td>
<td>67,000</td>
</tr>
<tr>
<td>Increase cost of commuter permits from $520/yr. to $750/yr.</td>
<td>44,650</td>
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<tr>
<td>Increase generated by converting red (merchant) permit spaces ($360/yr.) along Burlington Avenue (parallel to train station on north side) and Hinsdale Avenue to blue (commuter) spaces at proposed new blue (commuter) rate of $750/yr.</td>
<td>15,210</td>
</tr>
<tr>
<td>Convert 35 existing red (merchant) parking spaces along Hinsdale Avenue west of Grant to blue (commuter) and offer these to wait list participants</td>
<td>26,250</td>
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<tr>
<td>Increase in pay box from $25 to 1.00 at Washington (adjacent to school) and maintain 1.00 at Garfield Lot (by Fullers)</td>
<td>50,000</td>
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<tr>
<td>Increase ticket from $8 to $25</td>
<td>10,000</td>
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**Total Potential Revenue Offsets** 213,310

**Direction requested from Village Board**

As noted above, certain elected officials are interested in a staged approach to making free parking available and initially limiting free 3-hour zoned parking to Hinsdale residents only (estimated users of under 20% of spaces currently) to ensure that having a fee for merchants/employees and non-residents (estimated users of 80%+ of spaces currently) will not be required as a tool to achieve the goal of making on-street parking readily available to shoppers throughout the day. If the results from opening the garage and implementing zoned parking provides confidence that maintaining metered spaces for non-residents is not necessary, making spaces free for all users can then be considered.

Other elected officials are less concerned about preserving price as a tool and are confident opening zone parking to residents and non-residents is the best option. The Trustees are confident that the loss of revenue from parking meters will be offset by the changes outlined above, and are concerned that different rules for residents and nonresidents will lead to
confusion and proliferation of signage in the CBD that would be needed to explain the resident/nonresidents parking rules.

The Village President has individually polled most of the Trustees, and it appears that there is support for the plan proposed by staff but are divided on whether or non-residents should be required to pay the meters.