

MEMORANDUM

TO: The Honorable Mayor and City Council

FROM: Brandon Kowalke, Senior Management Analyst
Erik Berg, Management Analyst

DATE: January 8, 2024

SUBJECT: **Parking Fee Changes – Daily Fees, Quarterly Permit Rates, and Parking Meters**

Objective

Review proposed parking fee increases with the City Council and solicit feedback on the changes prior to introducing an ordinance adopting them.

Background

As part of the City's ongoing Comprehensive Parking Study, staff conducted a financial analysis of revenues and expenditures for parking operations. At the September 25, 2023 Planning Session, staff provided a summary of this analysis and recommendations for fee increases that would generate additional revenue that is needed to cover expenditures in the City's Parking Fund. Staff also identified several regulation changes that are required to establish new fees or optimize existing parking areas.

Summary of Parking Regulation Changes

In addition to increasing existing parking fees, staff recommend the following regulatory changes.

1. Introduce a "Premium Daily Fee" of \$3.00 for the City's commuter parking spaces that are closest to Wheaton's two train stations. This includes spaces in the main parking lot at the College Ave Train Station (*Lot#10*) and the on-street parking spaces along Liberty Drive and Front Street closest to the Downtown Train Station.

The Council indicated support for a Premium Daily Fee at the September 25 Planning Session. This change should further increase parking revenues from commuter parking facilities.

2. Remove the 27 Twelve-Hour parking meters along Liberty Drive and the 8 Two-Hour parking meters along Front Street near the Downtown train station and add these spaces to the Premium Daily Fee zone so commuters can pay for them via the City's parking kiosks or Passport App.

The City has Twelve-Hour parking meters along Liberty Drive for daily fee parking. These meters are programmed to accept up to \$2.00 payments and must be removed so a Premium Daily Fee of \$3.00 can be introduced at the location. The Two-Hour meters along Front Street are infrequently used (*less than 1 hour per day*) and staff recommend converting them to Premium Daily Fee spaces for commuter use.



WHEATON MAYOR PHILIP J. SUESS

CITY MANAGER MICHAEL DZUGAN

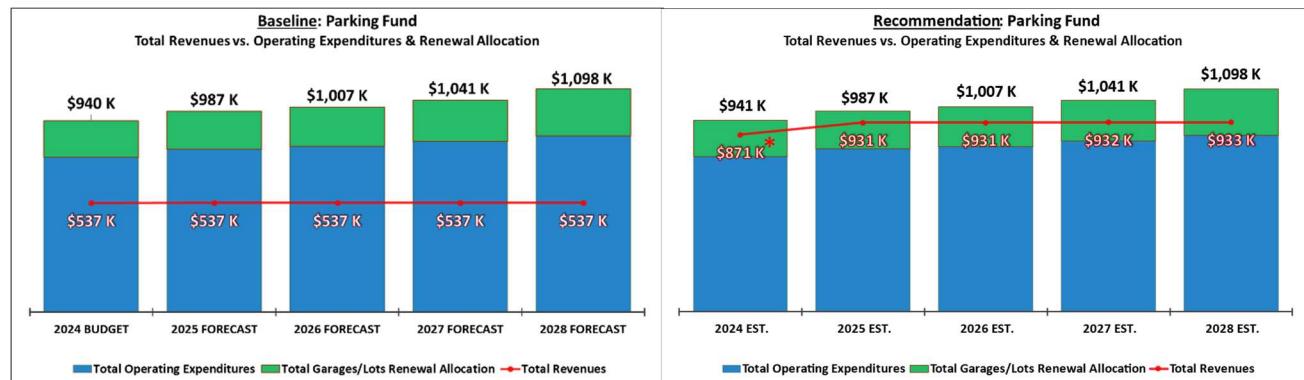
Summary of Parking Fee Increases

Below is a summary of the City's parking assets that will be affected by fee increases and how much fees will increase at each location.

Parking Type	Location	Fee Type	Original Fee / New Fee	Increase %
Employee	Wheaton Place Garage	Quarterly Lease	\$75 / \$120	60%
	Willow Avenue Garage	Quarterly Lease	\$75 / \$120	60%
	Lots#3 & #5 (Liberty Drive)	Quarterly Lease	\$60 / \$100	60%
Residential	Wheaton Place Garage	Quarterly Lease	\$150 / \$170	67%
	Willow Avenue Garage	Quarterly Lease	\$150 / \$170	67%
Commuter	Lots#6, #7, and #8 (Crescent Street)	Quarterly Lease	\$60 / \$110 (Resident) \$75 / \$130 (Non-Resident)	83% 73%
	Lot#9 (Liberty Drive)	Quarterly Lease	\$60 / \$110	83%
	Lot#9 (Northmost Aisle of Parking Lot)	Daily Fee	\$1.50 / \$2.00	33%
	Crescent Street (Chase to Blanchard)	Daily Fee	\$1.50 / \$2.00	33%
	Carlton Avenue	Daily Fee	\$1.50 / \$2.00	33%
	Liberty Drive (West of Carlton)	Daily Fee	\$1.50 / \$2.00	33%
	Liberty Drive (Carlton to West)	Premium Daily Fee	\$1.50 / \$3.00	100%
	Front Street (Western to Gary)	Premium Daily Fee	\$1.50 / \$3.00	100%
	Lot#10-College Avenue Train Station	Premium Daily Fee	\$1.50 / \$3.00	100%

Impact of Proposed Parking Fee Changes

Staff estimate that the proposed increases will bring in an additional \$245,000 in parking fee revenue each year. Combined with the City's increase of \$150,000 to Special Service Area #8, these changes will increase annual parking revenues by a total of \$395,000. These changes improve the financial outlook for the City's Parking Fund and staff will continue to research other revenue enhancements to fund parking operations.



* The slight decrease in projected revenues for "2024 EST" is to acknowledge that the fee increases would not go into effect until April 2024.

Next Steps

Staff will solicit feedback from the City Council on the fee increases at the January 8, 2024, Planning Session. Staff will introduce an ordinance adopting the changes for first reading at the January 16, 2024, Council Meeting and then on the February 5, 2024, meeting for final consideration by the Council.

If adopted, the new fees would take effect on April 1, 2024, and staff would continue to communicate information about these changes to parking customers and the general public via electronic and physical means. Between March and April of 2024, staff would remove parking meters, install new signage where needed, and coordinate with the City's parking vendors (*Total Parking Solutions & Passport*) to establish new parking zones for Premium Daily Fee Parking.

Parking Study

Fee Changes to Increase Parking Revenue

January 8, 2024

Brandon Kowalke, Senior Management Analyst



Agenda

- Purpose
- Background
- Proposed Regulation Changes
- Proposed Parking Fee Increases
- Parking Fund Financial Analysis Recap
- Timeline & Next Steps

Purpose

- Review proposed parking regulation changes
- Review proposed parking fee increases
- Review estimated financial impact
- Solicit feedback from the City Council

Background

- Most parking fees have not increased for over 15 years
- Staff presented a financial analysis of the Parking Fund in September 2023 supporting increases to parking fees
- City increased Special Service Area #8 Levy by \$150,000 in December 2023 to support parking operations
- Staff identified the actions and ordinance revisions needed to adopt the proposed changes to parking fees

Proposed Regulation Changes

- Introduce a “Premium Daily Fee” in commuter parking areas that are closest to the City’s train stations
 - College Avenue Parking Lot #10
 - Liberty Drive (*from Carlton Avenue to West Street*)
 - Front Street (*from Western Avenue to Gary Avenue*)
- Eliminate 2-Hour Parking Meters along Front Street and convert the spaces to Premium Daily Fee (*8 total*)
- Eliminate 12-Hour Parking Meters along Liberty Drive and convert the spaces to Premium Daily Fee (*27 total*)

Proposed Fee Increases

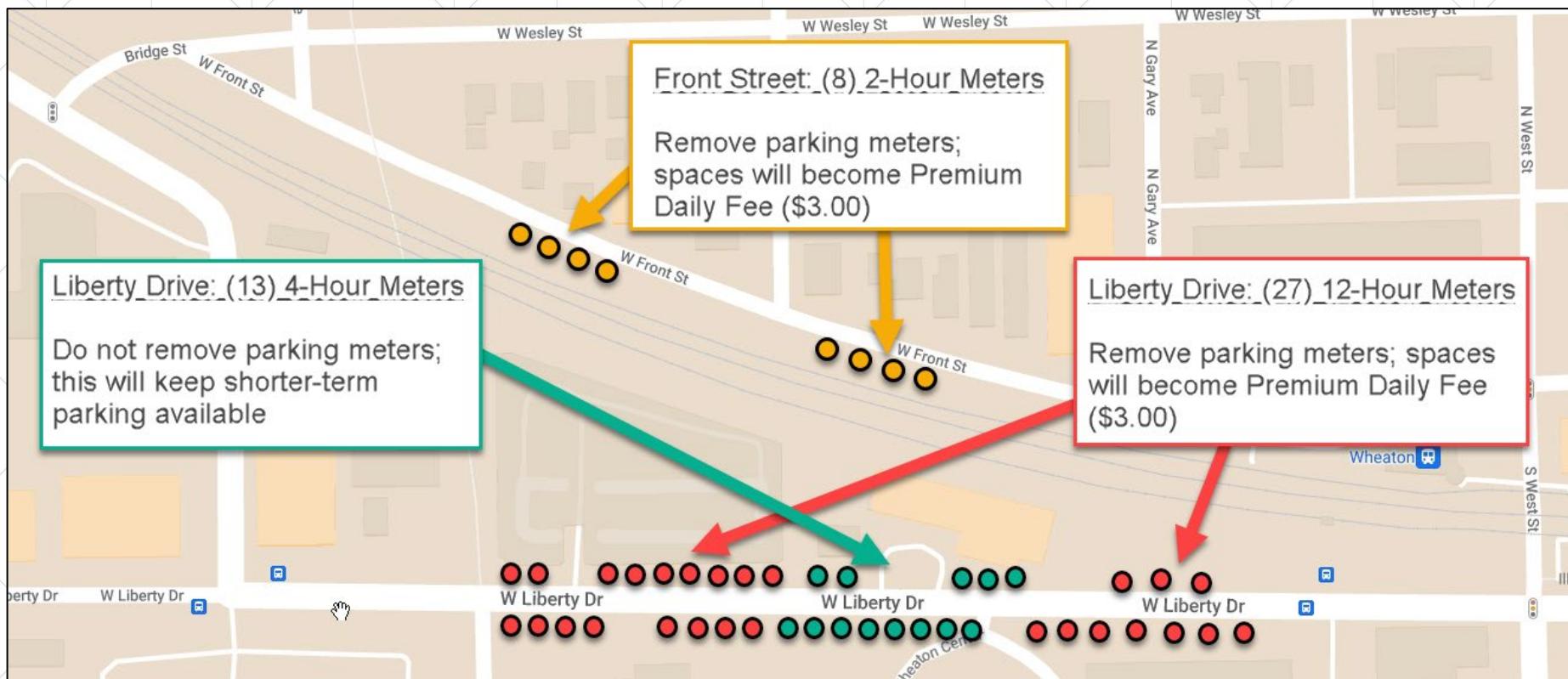
Commuter Parking

Parking Type	Old Fee / New Fee
Parking Lot Quarterly Lease (Resident)	\$60 / \$110
Parking Lot Quarterly Lease (Non-Resident)	\$75 / \$130
Daily Fee	\$1.50 / \$2.00
Premium Daily Fee	\$1.50 / \$3.00

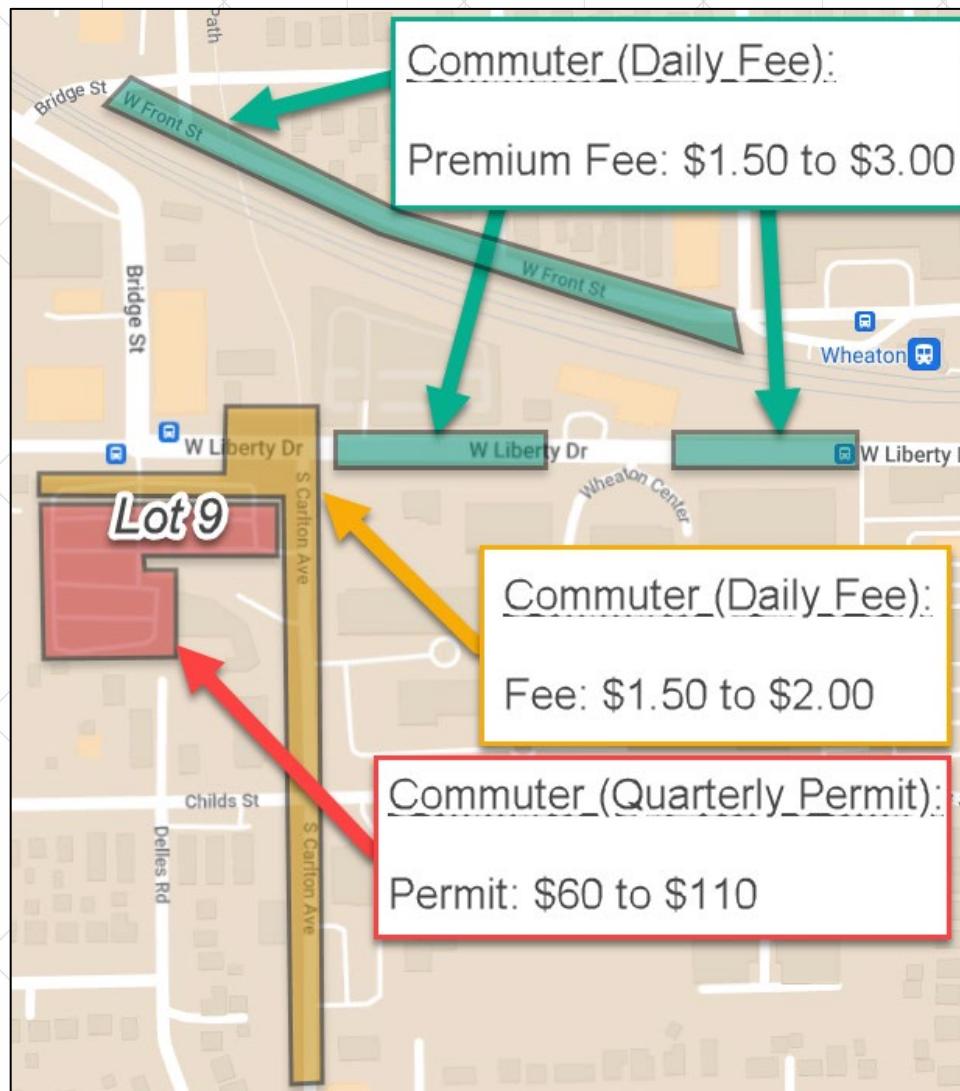
Downtown Parking

Parking Type	Old Fee / New Fee
Garage Quarterly Lease (Employee)	\$75 / \$120
Garage Quarterly Lease (Resident)	\$150 / \$170
Parking Lot Quarterly Lease (Employee)	\$60 / \$100

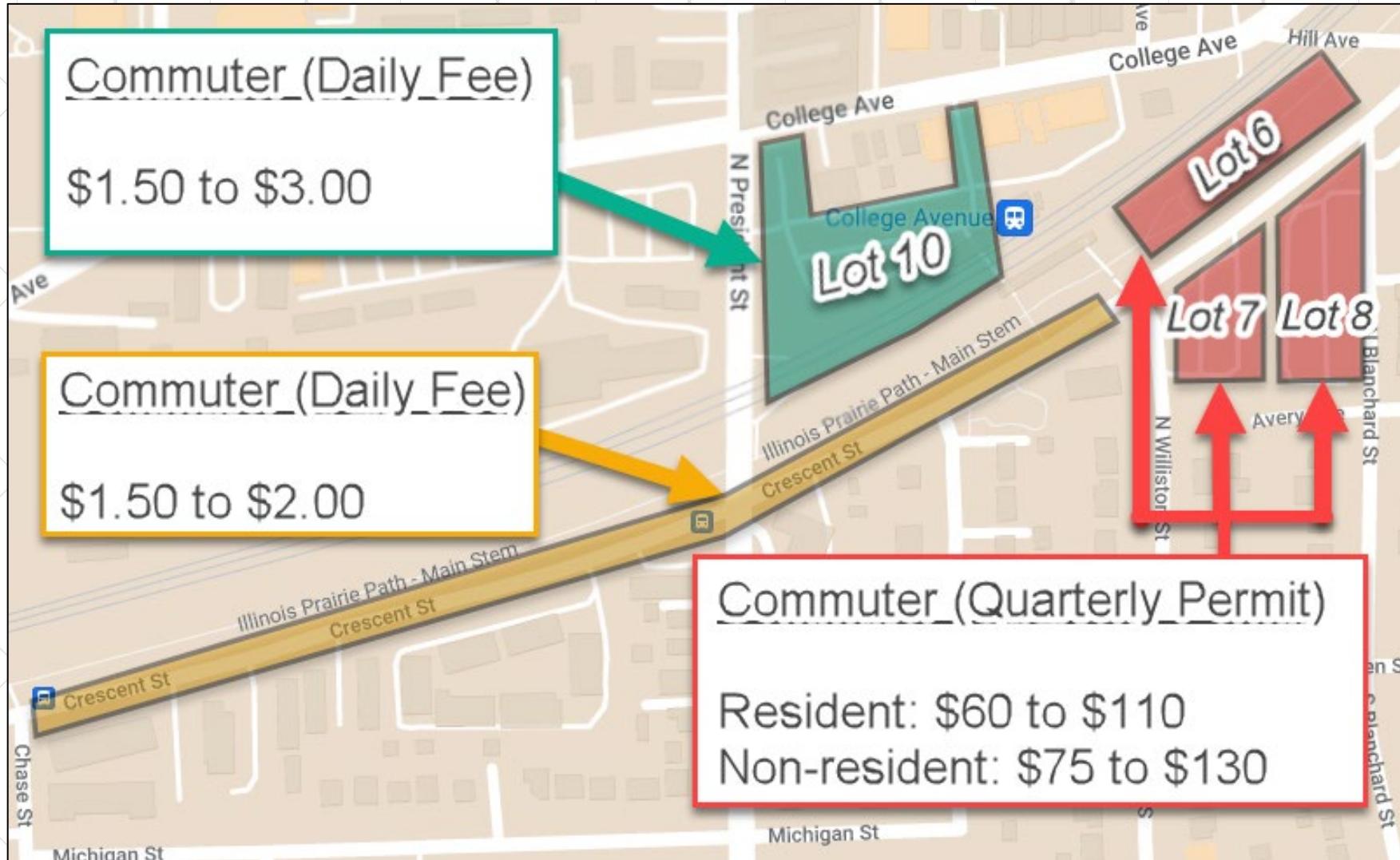
Parking Meter Changes



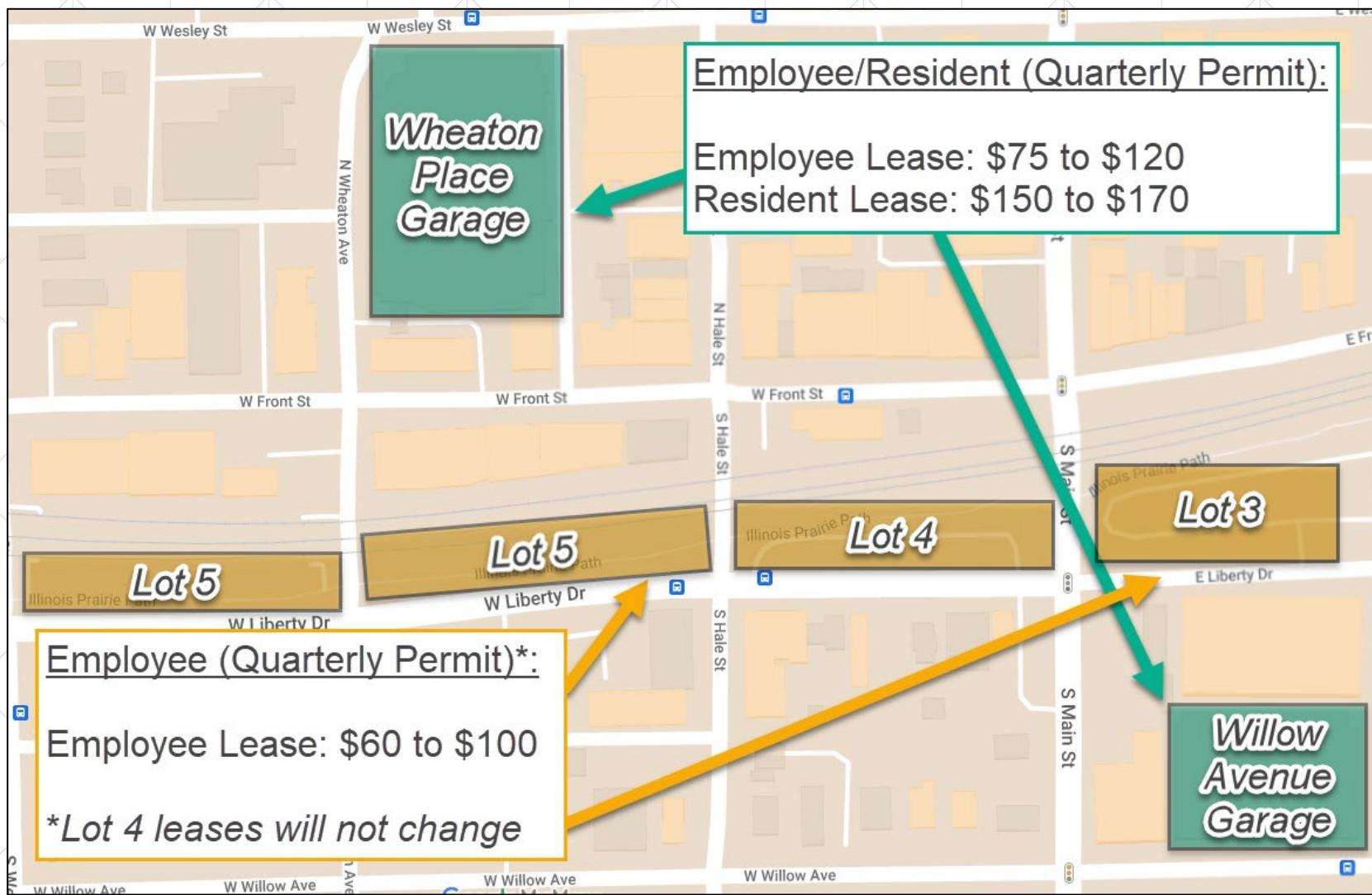
Commuter Parking (Downtown)



Commuter Parking (College Ave)

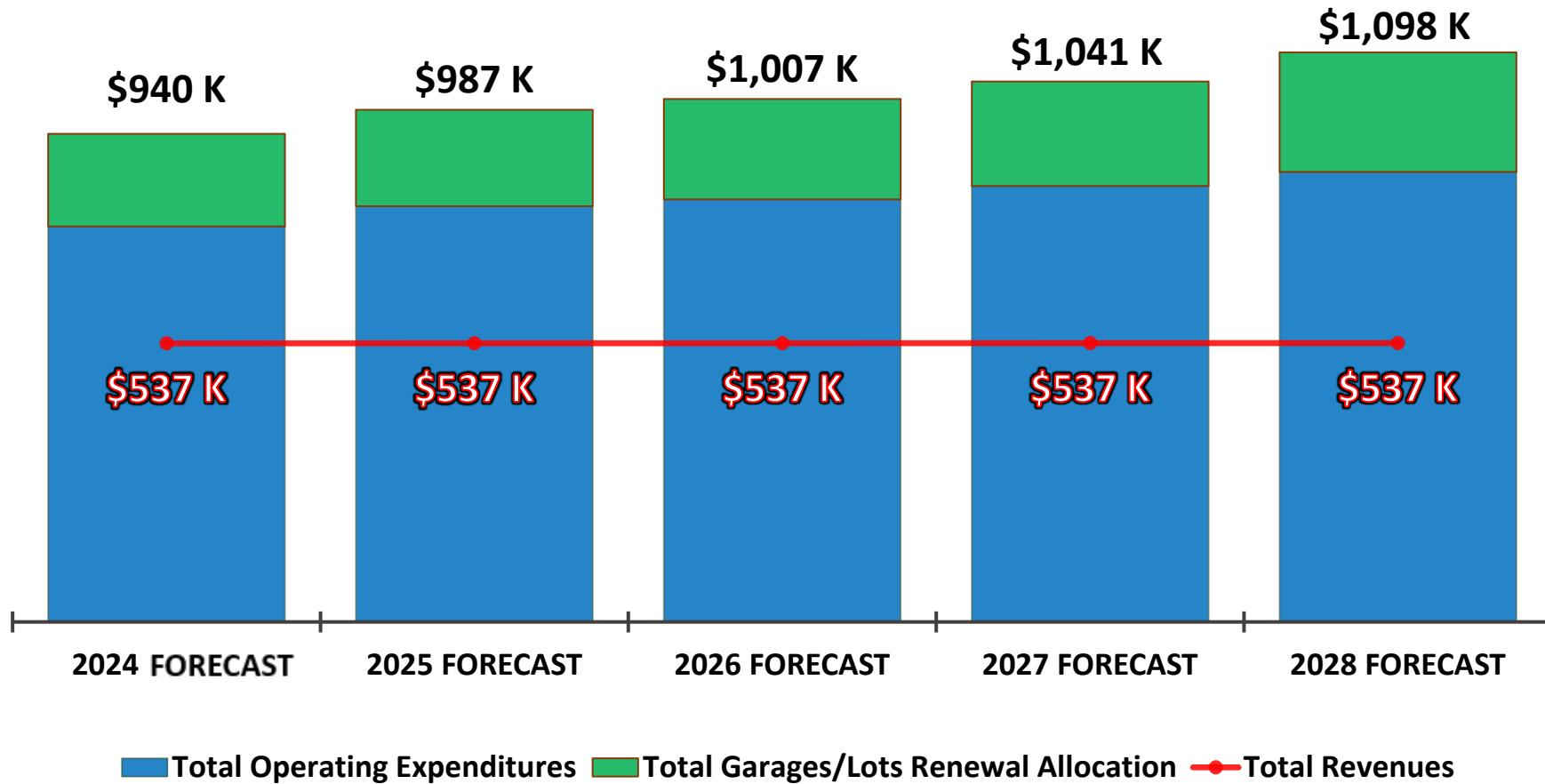


Downtown Lots & Garages



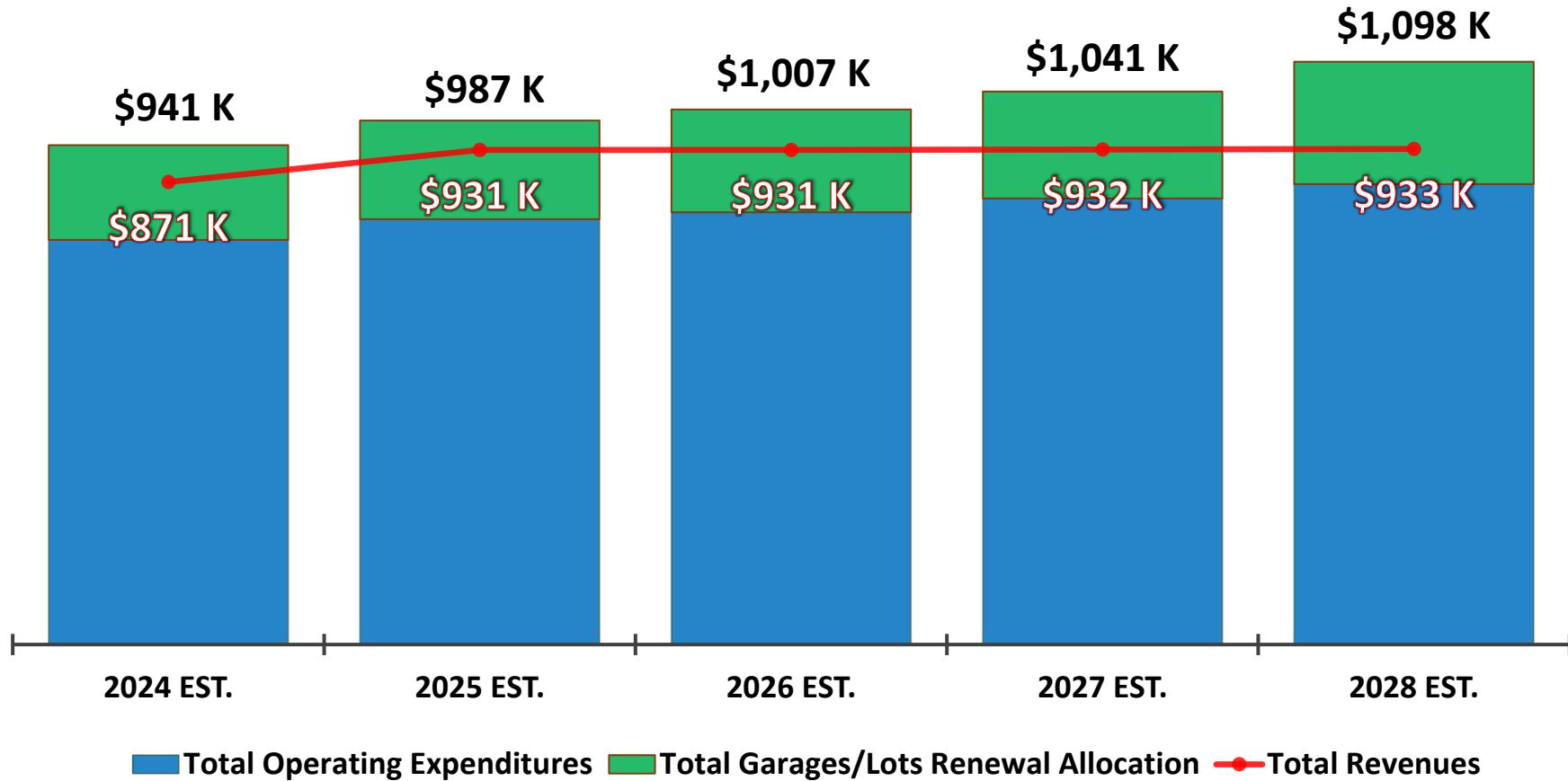
Revenues/Costs - 2023 Analysis Baseline

Parking Fund: Baseline from 2023 Analysis
Total Revenues vs. Operating Expenditures & Renewal Allocation



Revenues/Costs - Projection After Increases to Fees & SSA#8 Levy

Parking Fund: Projection After Fee & SSA#8 Increases
Total Revenues vs. Operating Expenditures & Renewal Allocation



Timeline & Next Steps

- **January 8, 2024 Planning Session:** Solicit Council's feedback
- **January 16, 2024 Council Meeting:** Ordinance first reading
- **February 5, 2024 Council Meeting:** Ordinance second reading and considered for adoption
- **February – March 2024:** Further communicate fee changes to the public and parking customers
- **March 2024:** Remove parking meters, configure parking payment technology, and establish new signage
- **April 1, 2024:** New parking fees take effect

Questions?

