

Minutes
Committee of the Whole
Village of Arlington Heights
January 14, 2019

I. Call to Order

President Hayes called the meeting to order at 7:30 p.m.

II. Pledge of Allegiance

III. Roll Call

President Hayes and the following Trustees were present: Rosenberg, Scaletta, Tinaglia, Sidor, LaBedz, Baldino and Blackwood.

Also present were: Randy Recklaus, Charles Witherington-Perkins, Bill Enright, Michael Mertes, Diana Mikula and Becky Hume

IV. New Business-Downtown Parking Phase One Improvements

Mr. Recklaus introduced the Phase 1 implementation plan for parking improvements. There's not funding in the 2019 Budget, but there is money in the Parking Fund to cover the recommendations.

Mr. Enright explained there were 20 recommendations from Rich and Associate's Study. Staff is still considering the operational recommendations. Tonight, the focus is on the Vail Avenue Garage parking guidance system, parking blade signs for both garages, pole mounted parking signs for the surface lots, color coding the Vail Ave. and North Garage floors with enhanced signage informing customers of floor levels, and a pay by phone payment app for daily fee spaces. Bids would go out in February, they would come back to the Board in March. Implementation could be as soon as this summer.

Mr. Enright described the locations of the blade signs and surface lot signs. He presented the blade sign designs. The signs are internally illuminated. The estimated cost is \$22,000 per blade sign. The goal is for the signs to be easily visible from far away. The surface lot signs would be lit by solar external lights. Most of these lots are commuter parking during the day but the goal is for evening parkers to see them too. The lowest estimate is approximately \$10,000 per pole. They would be at the entryways of the on street facilities.

One of the recommendations was to rename the lots from alphabet named lots. Staff recommends renaming the surface lots with zone 1, zone 2, etc., as this renaming would be consistent with the mobile pay app system.

Also recommended is repainting the levels on the garages, so people know where they are. A parking guidance system is being considered for the Vail garage. This system can be customized to let drivers know which levels have available parking. Another option is a system that has sensors that communicates generally how many spaces are available, but doesn't identify which floors the spaces are

on. This is less expensive. The more expensive system has a sensor over each space but on the roof, a more general sensor would be used. The primary sensor system estimates ranged from \$134,000 to \$230,000. The individual space sensor system estimate was \$420,000.

Recommendation 3.1 is for electronic pay stations. These are not being recommended at this time because of their expense. They are approximately \$11,000 per station and would replace the yellow payment boxes currently used. There are also maintenance costs associated with these.

Mr. Recklaus said the village is working on setting up a mobile app where people can pay with their phone. Staff would like to pursue this option first, and then look at whether the electronic pay stations make sense.

Mr. Enright said the other recommendation being considered tonight is assigning merchant and commuter parking permits to the 4th and 5th floors of the Vail Garage. Staff is concerned because of the variety of uses and events that the Garage supports and is not sure what the next steps should be. With an electronic system, staff would have data that could be used to perhaps look at this option later. Currently, there is a cap on the number of commuter permits sold in the North Garage. Mr. Enright said he and Finance Director Kuehne identified 57 users who would prefer to park in the North Garage. Staff is increasing the number of commuter permits in the North Garage to alleviate some of the congestion in the Vail Garage. Right now there are 250-275 permit holders in the Vail Garage

Marketing needs to be improved so that people are aware of all the surface lot, underground garage and Municipal Garage parking available. A new parking map has been created and is on the website. It has also been sent to merchants. It will be placed in the downtown kiosks too.

Blade Signs

Trustee Baldino said two signs on the North Garage are not necessary as the garage is stand alone. The Vail Garage is a little hidden, so the signs are more appropriate there. He was concerned that the sign is not that obvious. It is very classy but it blends into the building when it should pop. He said he didn't want it to be gaudy or ugly, but it should be obvious.

Trustee Sidor agreed, and suggested using an arrow so people know which drive to pull into. He also would like the signs to pop a little more.

Trustee Tinaglia liked the colors and scale. The "public parking" language on the bottom seems like an afterthought. It should be obvious. Mr. Enright said there is a "P" sign on Highland. Trustee Tinaglia asked if there could be something face mounted on the Highland side. Mr. Perkins said a sign on Campbell could direct traffic onto Highland. This could be a first phase and something could be added later. Trustee Tinaglia said there should be directional signage on Campbell and Highland.

Trustee LaBedz agreed with Trustee Baldino and said the signs should stand out more. The Public Works mockup will be helpful. She said she never noticed the "P" on the North Garage and would prefer a blade sign there.

Trustee Scaletta agreed that the signs need to stand out more but appreciates look of them. Perhaps they could protrude out more? He also suggested looking at varying the location on the building. Mr. Perkins said multiple options could be created to see how different things look. Trustee Scaletta said the "public parking" is a little small and suggested using "public" and have it be bigger. He said one sign on

the North Garage would be enough. He noted that the signs need to be seen with the trees in full bloom.

Trustee Rosenberg concurred with the earlier comments. He agreed that the sign should protrude out further. If you want it visible from far away, it will have to be something different. He agreed that some directional signage on Highland is needed.

President Hayes likes the sign as proposed, it will protrude 4.5 feet. The village has to strike a balance between aesthetics and function. He agreed that it should say "public" on the bottom. Tweaking the colors would be appropriate.

Trustee Blackwood suggested a darker red. If you can't see it through the trees, it's not as effective. The whole sign needs to be either the same color red, or a deeper red.

Mr. Recklaus summarized that most Board members wanted one sign on the North Garage. Staff will look to make the signs pop more and/or add an arrow. Some options will be developed and sent to the Board for feedback. Mr. Perkins said staff will make some mock ups. Mr. Enright reminded the Board that these are internally illuminated, so no matter what color, it will pop at night.

Resident Lori Harp said for the signs to be read, a white letter on a dark field works best. These look good but won't show up.

Pole signs

Trustee Rosenberg said the lot designations should be bigger.

Trustee Scaletta agreed saying it makes sense to make the lot designation vertical, and then an arrow could be added. The solar light will be lost the further down it goes. Mr. Perkins said staff will study solar's effectiveness compared to the size of the sign and how often the panels need to be changed. To hardwire it would double the price. Trustee Scaletta suggested eliminating the word Lot and just have A to define the area. This will be a challenge for the underground garage. People may not understand that they need to go down. Mr. Enright said the owner of the Arlington Town Square has created some additional parking signage at the entrance that will be presented to the Board at the next meeting.

Trustee LaBedz said she liked the red at the bottom.

Trustee Sidor asked if the existing light poles could be used near Northwest Highway. Mr. Enright said it depends on the structural integrity of the pole. Mr. Recklaus said if it is feasible, we will do it. Trustee Sidor said he would like the banner signs to be in line with the colors and branding.

Trustee Tinaglia said he likes the architecture of this design, but would like it internally lit if possible, perhaps solar could be used for internal illumination? Mr. Perkins said staff will discuss this possibility with sign manufacturer. Trustee Tinaglia said having signs lit all day might not be bad and that perhaps they should be higher.

Trustee Blackwood agreed saying you might miss these signs if they are not lit during the day.

Trustee Baldino said reusing poles is a fabulous idea. Arrows are important, especially in the underground lot and the Highland entrances.

Trustee Sidor said there is a lot of ambient light in the area.

Trustee LaBedz said to make sure the arrows are intuitive, and that they are clear.

Trustee Tinaglia said there are spaces where we could put small signs on a street post, near Campbell and Vail and have some directional, wayfinding signs, but not expensive nor giant ones.

President Hayes liked the signs as proposed because of the consistency. He was okay with having the lot numbers a little taller. The signs are 10 feet off the ground, so he wasn't worried about them being tampered with. He said he looks for where the parking is, not the designation, so didn't think the lot designation needed to be that visible from down the street.

Resident Don Long said he is in the sign industry and he recommended branding everything. Give the garages an identity. It drives the cattle to the water. Small wayfinding signs are a good idea. He said don't be generic. He cited the parking garage at O'Hare as an example.

Debbie Smart said there is a lot of confusion with the banners in these areas, so you might have to eliminate some of them. Some of this proposed signage could be surrounded by banners and other locations might compete with the blade signs.

Trustee LaBedz said for someone new, who has looked on the website for a particular lot, the designation of the lot is important.

Trustee Scaletta asked if the any expected costs would compete for the Parking Fund dollars suggested for use for what is being proposed. Mr. Recklaus said there are not any dramatic expenditures coming forward. Mr. Perkins said there are some large expenditures in year 5 of the 5 year plan and some routine maintenance costs. Staff will look at the CIP every year to make sure. Other monies could be put in the Parking Fund as well.

Mr. Recklaus summarized that the Board would like: a larger lot name, arrows, brighten up the signs, internal illumination, use existing poles when possible, look at branding the lots, and make sure there are not conflicts with existing banners.

Lot Names

Trustee Rosenberg said the public could be confused if we call the lots zones instead of names. Mr. Enright said the only way the zones play into it are for the people who are paying by app. There will be signage to tell people which zone they are in. Mr. Perkins said the challenge is that many of the lots are on Vail and its hard putting all the information on the signs. Mr. Recklaus suggested exploring how other users of the app have identified their spaces.

Trustee Scaletta asked why we would we create zones when we have letters and names. He asked if we can customize the app to eliminate the zone language. Mr. Recklaus said the goal is to be as consistent as possible. Staff will explore options.

Trustee LaBedz agreed with Trustee Scaletta.

Trustee Tinaglia questioned if the app cared what we called a lot. Mr. Recklaus said some of issues are with our enforcement; the PSO's have to see who has paid. It's hard if the community is all one zone. Trustee Tinaglia said he understood that there may be several zones in one area/lot. But if it's all just one zone, who cares what we call it in the app world? He wants to name each lot, until you get to a big one, where there are multiple zones inside, why does it make a difference what you call it. Ms. Mikula

said the Vail Garage zone will have to be identified, through the vendor, and the signage refers to zone. On any electronic platform, you have to put your zone number. The lot names created are for our own purposes. Mr. Recklaus said we would only have one zone in a lot.

Parking Garage Color Coding

Trustee Scaletta said he liked it, go forward.

Trustee Baldino said he liked it but thinks more messaging should be on the painting on the cross beams and other structural features. Mr. Enright said there are signs on the cross beams and on the spaces. Trustee Baldino said it needs to be more obvious, and not on signs, but on the structures in the garage. Mr. Recklaus when you pull up on level 2, we will have it say resident parking only, so 2 is connected with resident parking. On 3, connect it with whatever 3 is.

Trustee Sidor said drivers are not looking at the cross beams and if they do, it's last. He said yes to color coding, but to make sure the color and number are connected by color too. For example, level one in red, with red underneath it. Instead of the number twice, have the color second. The number is redundant, put the color under it.

Trustee Tinaglia said as you go up the angles, the piers will say what level you are on. The more the merrier, don't be skimpy with these numbers. This is a big part of why people are here tonight.

Trustee LaBedz said the transition between levels is the hardest. Embrace the colors, the differentiation and the numbers.

Trustee Rosenberg said if the number of commuter spaces in the Vail Garage is reduced, is there space elsewhere? Mr. Enright said beyond the 50 mentioned earlier, it is hard to say. The top level of the Village Hall garage is full during the weekday, so there may not be much opportunity for commuters there. Lot S is full. The only other option would be to shift nonresidents to Arlington Park. Mr. Perkins said the problem is to get daytime customers to park on the roof of the garage. Trustee Rosenberg said some people worry about lighting/security. Mr. Perkins said he would talk to Public Works about lighting and panic alarms. An availability system would give us data to make those kinds of decisions. Trustee Rosenberg asked if you are on a ramp from 1-2 are you still on one? Mr. Enright said yes, you are not on level 2 until you are on the flat.

Resident Debbie Smart said in Las Vegas, they use goofy names to brand their floors, the pylons on each floor are painted and branded, it solves the issue easily and inexpensively.

Danielle Murphy, who works at Forbici, said the panic alarms are great, but she wouldn't run to one. She would like there to be mirrors to help people see around the corners. It's dangerous when commuters are leaving and people are coming in for dinner. She parks on 5th floor, when it is not inconvenient, but when she's working she doesn't use the 4th floor parking, her clients don't even know you can park on the 5th floor after noon. She liked the floor color idea. The high school colors would be a good idea. It's easier to remember. People look for convenience, she said millennials would not look on line.

Metropolis Executive Director Joe Keefe said there is confusion over where the free parking is with his patrons. Many won't go to the 4-5th floor.

Mr. Long said sports team branding on a floor works. He suggested putting employees on the 5th and 4th floors. He said to brand each floor.

Trustee Sidor said it would be hard to move residents off of floors 2 and 3 as they pay for this and live in the buildings attached to the Vail Garage. Mr. Perkins said Las Vegas and O'Hare have one customer, we have multiple customers who use our garage. Some park for free, some have to pay. It is a little more challenging.

Trustee Scaletta said everyone agrees with color coding; maybe look at the high school colors or sports teams or jockey silks, come up with a theme, so that there is more to it than 5 primary colors. Mr. Perkins said staff wanted to do something quickly. Blue could be for free parking, yellow on level 2 for permits to go with the signage we have. Get that done quickly, then explore the themes in more detail. Trustee Scaletta said to brainstorm and see if a theme can be used, he liked the school colors. Mr. Perkins said he would like to have theme that does not promote another community.

Mr. Recklaus said it will take more time to brand it. He asked if there was interest in branding. President Hayes said to keep it simple, just numbers and colors. Trustee Tinaglia liked the numbers with the colors, but wants it to be clear that 1 means blue. Make most of the columns on that floor blue, then make it very clear when the transition occurs. More is more. Trustee Baldino said the themes at O'Hare help people remember where their car is after a trip. A simple color is fine for us.

Parking Guidance System

Trustee Tinaglia said it costs \$25,000 to build a parking stall. Spend this money and get the best system to make this investment work.

Trustee Baldino said he used this system in Naperville, it works. It's fantastic.

Trustee Sidor agreed. He uses the garage every day. If we do this, should have the electronic pay boxes too. It's a disconnect to have to pay with cash.

Trustee Scaletta asked how the 5th floor would work. Mr. Enright said the system will not be able to direct you to a particular space, because there is no ceiling to hang the sensors from. The 5th floor would tell us how many spaces are available, but we won't know exactly where they are. Mr. Recklaus said because the 5th floor is rarely full, it is lower risk to have the lower tech system there. Trustee Scaletta said he likes the system, the price is a down side, but there will be so much data, it will be worth it. Public Works would provide some maintenance, but there will be maintenance costs. Trustee Scaletta asked staff to find out how notification occurs when a sensor goes down.

Trustee Rosenberg asked if the system will cover spaces with permit parking. Mr. Enright said yes, except for level 5. Trustee Rosenberg asked how confusion will be minimized for people pulling in. Mr. Enright said the system is customizable and we have to come up with a way to clearly designate where people can't park. Trustee Rosenberg said designations need to be clear, especially for spaces that change, needs to be clear, otherwise no one will know where to go. He said he liked the concept.

Trustee LaBedz agreed with the more expensive one choice because it is better for the user. She said to incorporate the colors with the direction.

Trustee Sidor said that part of town loses power a lot, so that needs to be considered.

President Hayes said he was in favor of the more expensive option.

Joe Keefe said you could use this system only for the open floors, it might economize and makes it clear to consumers to just look for the lights. You don't need it for permit parkers. Mr. Recklaus said the sign could say free parking available, first floor x-number of spaces, 2nd floor permit only, etc. Mr. Keefe said permit holders don't need to know who is parking on their floors. The purpose is to aid our visitors. The data is secondary. Trustee Scaletta said it is important to have the sensors for data collection. Mr. Perkins said he would like to track the length and frequency of the permit spaces too, and as a result more adjustments could be made. Trustee Scaletta worried that people will see a green light in a permit spot, and they might be confused. He didn't want to pay for a closed system, when we are using half of it.

Electronic Pay Station

President Hayes said the current pay box is convenient, 2-3 people can do it at the same time, and it never breaks down. He asked how long it takes to pay in one of these. It was suggested that it depends on if the credit cards work. President Hayes envisioned problems with people who are in a rush to catch a train. Mr. Recklaus said most people would rather use the phone app than an electronic machine.

Trustee Scaletta said he doesn't like the pay box. He asked if we can use the license plate readers with the phone app. Mr. Recklaus said the reader technology is on squad cars, not with the Public Service Officers who enforce parking. Ms. Mikula said the handheld ticketing cannot interface with the license plate reader technology right now. Mr. Recklaus said staff will see which fund would pay for the system upgrades, Police or Parking.

Trustee Sidor said PSO's don't enforce parking 24 hours a day. Mr. Recklaus said police officers will enforce parking too.

Trustee Tinaglia asked what happens if someone parks in a lot and this new machine is not working, or they don't have the money, I can they just use the app? The answer was yes. The PSO's can see who has paid from the app. With the app, you have the option to pay by phone, on the app or on a website. The user pays a convenience fee.

The Board reached consensus on not doing electronic pay stations but will pursue the mobile app.

Assign Merchant and Commuters to 4-5th floors

Trustee Tinaglia said he thinks that the cars that are parked all day long should be on the 5th floor to keep the lower floors available for shoppers, workers, employees and residents who live in the buildings adjoining.

Forbici owner Jackie Lewis said her employees leave late at night, and there are a lot of drunks who harass her employees. She would like security cameras, speed bumps on the corners and to put the commuters up high, because they don't move their cars.

Trustee Baldino said he liked increasing the number of permits in the North Garage as those permits go fast, it's a great idea.

Trustee LaBedz worried about eliminating commuter parking in the Vail garage thinking that people would go to the streets. President Hayes said commuters should be on the top floor. Mr. Perkins said

sometimes there are all day events at the Ballroom or Metropolis and they have designated the 5th floor for them. If we shift it, all commuters will take up the whole roof. This needs to be monitored and further evaluated. After the 50 commuters move to the North Garage, and this electronic system is in place, we can get more data.

Trustee Sidor asked what are all day events. Ms. Mikula said the Ballroom asked for accommodation for some daytime events for 40-60 cars. It happens a few times a year.

President Hayes told staff to continue to evaluate this.

Mr. Keefe asked for increased lighting in the garage, it is a consistent complaint. The lighting is better since LED's were put in, but it is still too dark and shadowed.

Trustee Scaletta said staff should encourage all organizations to put parking information on their websites. He also recommended that valet parked cars should only be in the surface lots and not on the streets. Ms. Mikula said they are supposed to be parking in the surface lots or garage, and avoid parking on the streets.

Trustee Baldino moved, seconded by Trustee Blackwood that the Committee-of-the-Whole recommend staff move forward with the Phase One Parking Improvement Implementation Plan items 1.1, 1.2, 1.3, 1.4, 2.0, 3.2, 9.1 and 9.4 with consideration of comments from the Committee of the Whole and continue to evaluate recommendations 3.1 and 7.2.

The motion passed unanimously.

V. Other Business-None

VI. Adjourn

Trustee Tinaglia moved to adjourn the meeting at 10:05 p.m. Trustee Scaletta Seconded the motion. The motion carried.

Recorded by: Becky Hume, Village Clerk