

ORDINANCE NO. 019-65

AN ORDINANCE AUTHORIZING A
SPECIAL PRICING PILOT PROGRAM
AT THE AUTHORITY'S CUMBERLAND
AND ROSEMONT PARK & RIDE
LOCATIONS

WHEREAS, CPS Chicago Parking LLC ("CPS") was awarded management of fourteen of the Chicago Transit Authority's ("Authority") Park & Ride facilities and all Under 'L' locations in a contract that was approved by Chicago Transit Board Ordinance No. 014-100, dated September 10, 2014; and

WHEREAS, Parking industry best practices call for regular pricing adjustments on a lot-by-lot basis to keep up with changing market dynamics; and

WHEREAS, Ordinance No. 011-99, dated September 14, 2011, Ordinance No. 012-45, dated April 13, 2012, and Ordinance No. 016-145, dated December 14, 2016, established current rates for Park & Ride and Under 'L' lots, and granted the Authority's President the authority to increase or decrease Park & Ride rates by up to \$1 per day; and

WHEREAS, The Cumberland Park & Ride consists of a four-level garage with 1633 parking spaces and is under-utilized with a 2018 average occupancy rate of fifty-eight percent (58%) on weekdays and sixteen percent (16%) on weekends; and

WHEREAS, The Rosemont Park & Ride consists of a surface lot with 750 spaces and is under-utilized with a 2018 average occupancy rate of eighty-eight percent (88%) on weekdays and fifty-one percent (51%) on weekends; and

WHEREAS, The Authority desires to increase utilization of the Cumberland and Rosemont Park & Rides; and

WHEREAS, Prior rate reductions at the Authority's Park & Ride locations have proven to have a positive impact on occupancy; and

WHEREAS, Staff recommends implementing a six-month pilot program at the Cumberland and Rosemont Park & Ride locations that would offer a discounted rate of Ten Dollars (\$10.00) per day for stays of at least 2 days for customers who book online in advance and stay more than 24 hours, and which would be marketed to airport travelers; and

WHEREAS, Staff will evaluate the effects of the discounted rate and its impact on occupancy levels on a monthly basis and make recommendations to the President of the Authority on pricing adjustments and modifications to the marketing plan; and

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WHEREAS, Pursuant to the Metropolitan Transit Authority Act, 70 ILCS 3605/30, the Transit Board sets the fares, rates and charges for transportation, including the parking rates for the Authority's Park & Ride facilities; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Chicago Transit Board hereby authorizes the implementation of a six-month pilot program at the Cumberland and Rosemont Park & Ride locations that would offer a discounted rate of up to Ten Dollars (\$10.00) per day for stays of more than 24 hours for customers who book online in advance.

SECTION 2. The Board hereby delegates the authority to the President of the Authority to further discount the parking rates for stays of more than 24 hours at the Cumberland and Rosemont Park & Rides during the pilot to rates below Ten Dollars (\$10.00) per day to remain competitive with surrounding lots, to attract new customers and to maximize revenue to the Authority during this six-month pilot program.

SECTION 3. All other rates established previously by the Board in Ordinance No. 016-145 shall remain unchanged, including the authority granted to the President to make certain modifications to parking rates.

SECTION 4. Staff shall report the results of pilot to the Board at the end of the six-month pilot program.

SECTION 5. The Chairman of the Board, or his designee, is further authorized to take such actions and execute such documents as may be necessary to implement the objectives of this ordinance.

SECTION 6. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

Assistant Secretary

August 14, 2019

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