



To: Board of Parks and Recreation
From: Mark Heintz – Director of Parks and Recreation
Date: March 15, 2022
Re: Centennial Park subcommittee recommendation

In 2021, the Town Council requested a subcommittee be formed to further discuss operations as related to Centennial Park. A subcommittee of two Town Council members, two Park Board members, the Town Manager and Director of Parks and Recreation has met to discuss operations of Centennial Park over the last few months. Acting as a secretary for this subcommittee, I submit this recommendation to you on their behalf.

The subcommittee is bringing forward a recommendation to take the necessary action to implement a pay for parking management solution for Centennial Park with Asta Parking Inc. This solution is being recommended to help ensure the long term operational and programming success of this park. The recommendation is being made with the following details.

1. To put a system in place with the necessary equipment and signage no later than June 1, 2022.
2. To use the proceeds from this system to help offset the expenses to maintain, operate and improve the Town park and recreation system including Centennial Park, special events, facilities, and the expenses involved with a parking management solution.
3. To engage with Asta Parking Inc. for their services to manage, implement and operate a parking management solution that initially will be planned to operate April - October annually in both the north and south parking lots.

The general recommendation framework is as follows:

1. A Munster residence will be eligible to receive one free annual parking passes for the year per household to allow for free parking at Centennial Park during the months parking is enforced.
2. Additional annual passes per household, if desired, will cost a Munster resident, \$20 per vehicle (which must be registered to the Munster resident address) or they could pay the hourly rates for their visit(s).
3. Vehicles not registered in the Town of Munster desiring an annual pass may purchase one at a cost of \$120.
4. Vehicles without an annual season pass will be charged at a rate of \$2.00 per hour or \$5.00 per day.
5. Dog park memberships will include an annual parking pass.

6. Golf memberships will include an annual parking pass.
7. Golfers will receive a validation 'coupon code' for parking.
8. Hourly and daily rates may change based upon activities in the park.
9. Use of a cashless system to collect fees to not have any issues with receipting or cash handling on site.
10. Enforcement for the system will be done via license plate reader technology at the entrance and exits of each parking lot.
11. Implement a turn-key operation for registration, collection, and enforcement to limit the amount of additional work on any existing town staff. Such a system has been identified being available from Asta Parking Inc. at no up-front costs to the Town.
12. Share in the net proceeds from the parking fees at a rate of 80% to the Town and 20% to the parking management company.
13. Evaluate the parking management solution at the end of this year to determine if any changes are needed.

Recommendation:

The Centennial Park subcommittee is recommending that the Park Board approve of the recommendation to pursue a parking management solution with Asta Parking Inc. Such an approval would allow the Town Council, staff, and legal team to finalize details to implement this system.