MEMORANDUM

TO: Mayor and Council

FROM: Marc A. Ott, City Manager

DATE: December 8, 2014

SUBJECT: **CIUR 1413 – Parking Enterprise to Assume Management of Downtown Parking Garages and Facilitate an Employee Parking Cash-Out Program**

On August 28, 2014, Council approved Resolution No. 20140828-092 directing me to produce a plan for the Parking Enterprise Division of the Austin Transportation Department (ATD) to assume management of some or all City-owned parking facilities, including bringing facilities up to standards required for effective management.

Additional direction was given to provide a date when a parking cash-out program, as described in Resolution No. 20121213-062 will be implemented and report back to Council.

Consolidated Management of Downtown City Garages

After thorough analysis and an independent parking study, we've launched a plan for a unified parking system for the downtown City owned garages.

Goals

The goals of the garage consolidation are two-fold: (1) to better manage and operate our City's parking assets. After meeting our employees' needs, underutilized parking spaces can be marketed to the general public, downtown businesses and special events for daytime and evening purchase, and (2) to create a process to administer a parking cash-out system for our downtown employees where traffic congestion is the greatest and parking is at a premium.

Organizational Structure

The Austin Transportation Department – Parking Enterprise Division will assume operations of the City Garages, through a graduated process, starting with City Hall, One Texas Center, Town Lake Center, and Waller Creek.

This consolidation process allows for upgrade and standardization of the garage equipment along with uniform policies, procedures, pricing, and financial reports for greater management of our parking facility assets. Technology upgrades will include a Parking Guidance system, online parking information, a mobile app showing available on-street and off-street parking and the ability to pre-purchase parking for special events. The Parking Enterprise will fund the equipment/technology upgrades. Future revenue will be used to pay back the obligation. The complete transition is anticipated to take approximately a year.

The Convention Center garages will initially retain current management structure and closely coordinate with the Parking Enterprise to provide a seamless garage operation in downtown.

Employee Parking Cash-out Program

Simultaneously, we will establish a parking cash-out program. The first phase of the program will affect City of Austin employees working and parking in Downtown Austin. ATD will lead the effort and work with the affected departments to establish a parking cash-out program. In coordination with the Communications and Public Information Office and Human Resources, ATD will develop program components for departments to distribute and manage at a departmental level. Components will include employee communications, benefits and payroll changes, tax implications, and automated card key issuance, etc. It will take approximately nine months to a year to become operational.

Parking spaces in City of Austin Downtown parking garages are in an area that has an identified, critical need for parking. The cash-out program is an incentive based program to encourage employees to take alternate travel options and forgo their parking space. It is completely voluntary. All affected employees will be issued a parking stipend for the Downtown garage parking cash-out program. Employees can choose to release their parking spot or pay for a parking spot with their parking stipend.

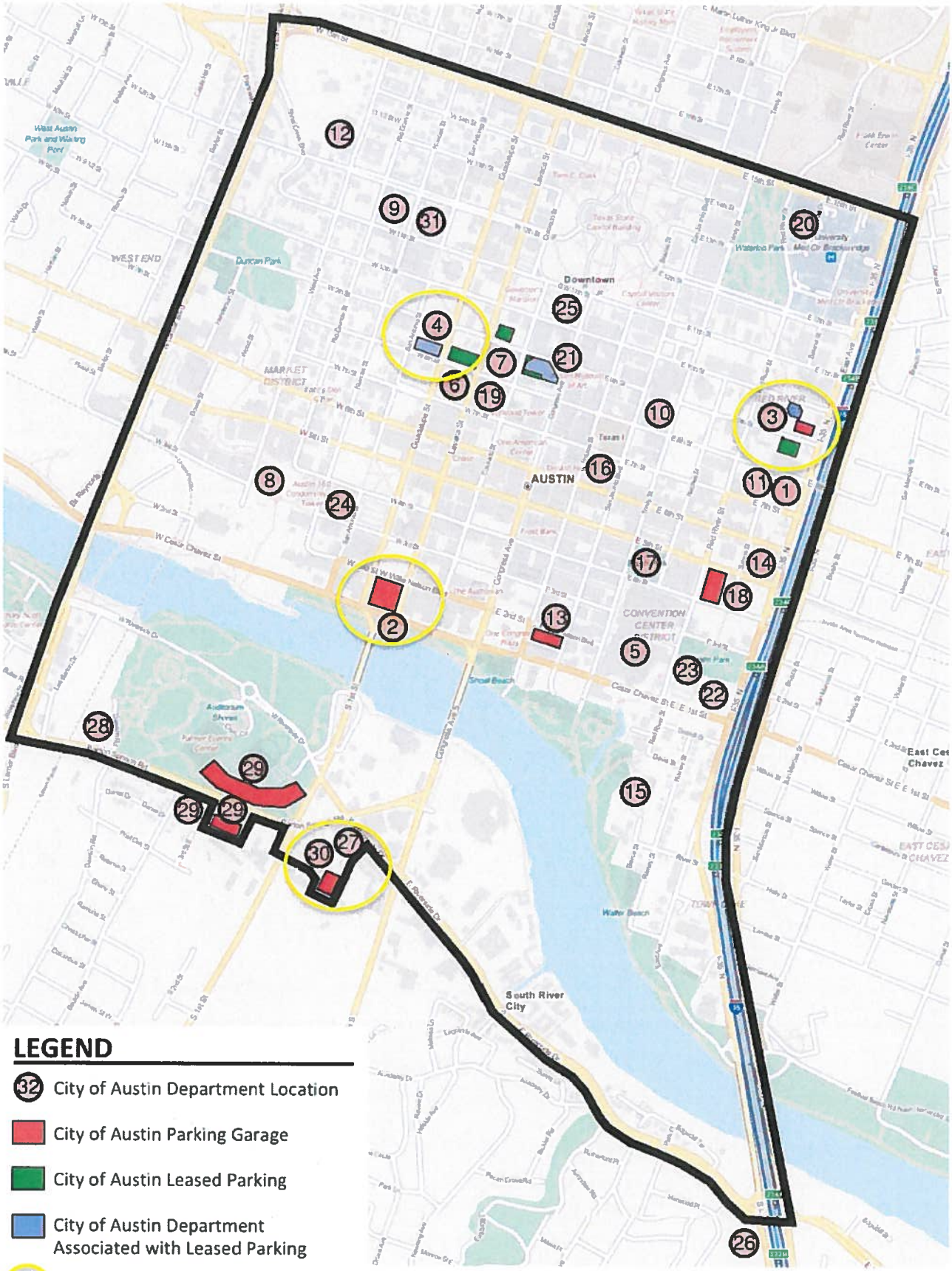
Phase one of the roll-out will include employees at City Hall, One Texas Center, Waller Creek and the Central Library. The goal of this program is a 20% reduction of current employee single occupant vehicle use.

The change in management of the City's off-street parking assets from their current departments to the Transportation Department will likely require a mid-year budget adjustment to recognize the investments in new technology to be made and to assure the proper accounting of revenues. Austin Transportation Staff will bring these forward for Council consideration at the appropriate point in the transition process.

Attachment: Attached to this memo is a map that depicts the Downtown City of Austin department locations, parking garages, leased parking space, and the yellow circles indicate the parking garages that will be impacted by the first phase of the cash-out program.

If you have any questions, please contact Rob Spillar, Director of the Austin Transportation Department at 512-974-2488.

cc: Michael McDonald, Deputy City Manager
Robert D. Goode, P.E., Assistant City Manager
Bert Lumbreras, Assistant City Manager
Sue Edwards, Assistant City Manager
Anthony Snipes, Assistant City Manager
Rey Arellano, Assistant City Manager
Robert Spillar, P.E., Director, Austin Transportation Department



LEGEND

- (32) City of Austin Department Location
- City of Austin Parking Garage
- City of Austin Leased Parking
- City of Austin Department Associated with Leased Parking
- Phase One Cash-Out Program