

Downtown Austin Parking Strategy



**DOWN
AUSTINTOWN
ALLIANCE**

**N NELSON
NYGAARD**

IN PARTNERSHIP WITH

**asakura
robinson**

DIXON
RESOURCES UNLIMITED

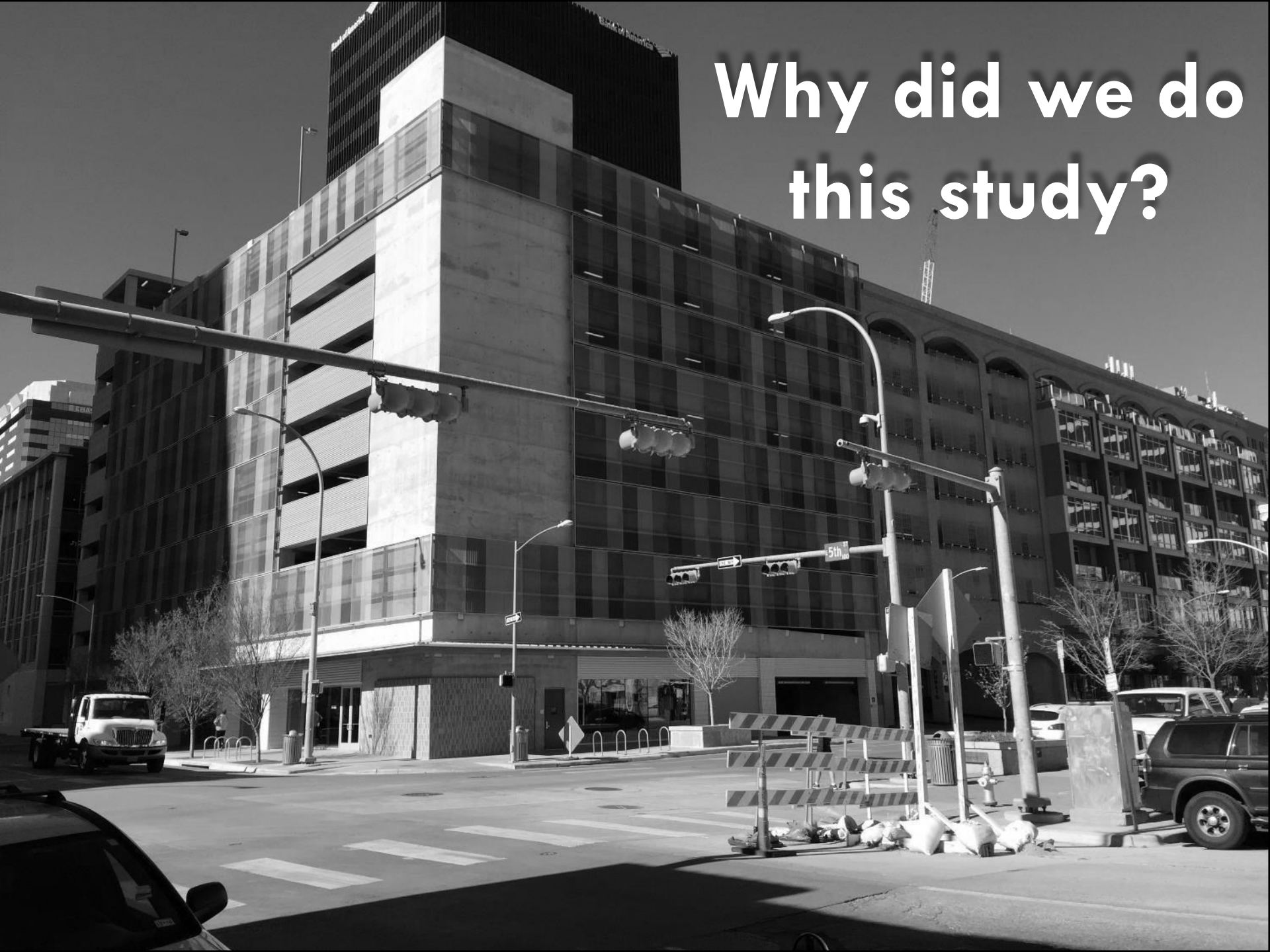


mecann adams studio

PROJECT RECAP

- Why did we do this study?
- What did we do?
- What did we find?
- What are we recommending?
- What are the next steps?

Why did we do
this study?



- 
- Parking is central to downtown vitality
 - Downtown is growing and changing
 - Land is increasingly constrained
 - Traffic congestion is a major threat
 - Parking should support the multimodal vision
 - Affordability and equity challenges
 - Changing mobility trends and technology
 - Many perceptions, little data
 - Parking should not define the downtown “experience”



What did we do?

DOWNTOWN PARKING SHOULD BE:



Supportive, fostering broader community goals identified through ongoing and previous planning processes



Multimodal, recognizing that parking is one element of an accessible downtown



Available, managing parking to ensure a consistent parking experience



Cost-effective, maximizing existing parking and making fiscally sustainable investments



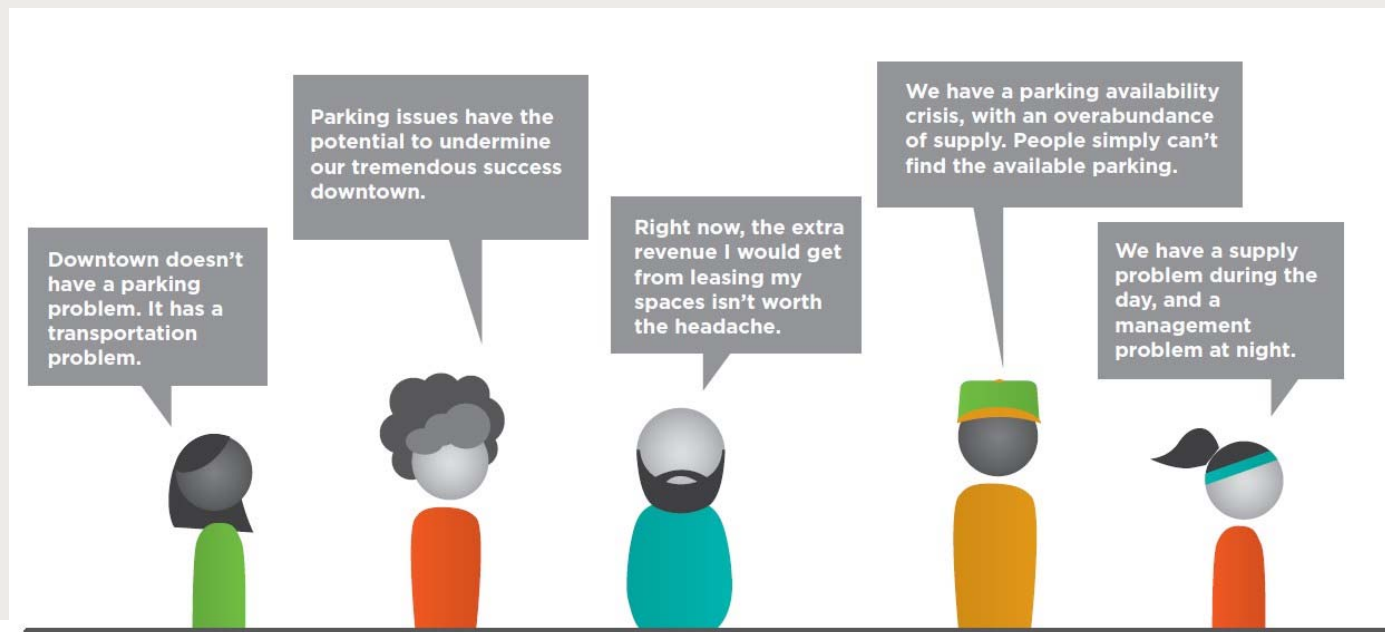
User-friendly, prioritizing customer convenience and ease of use



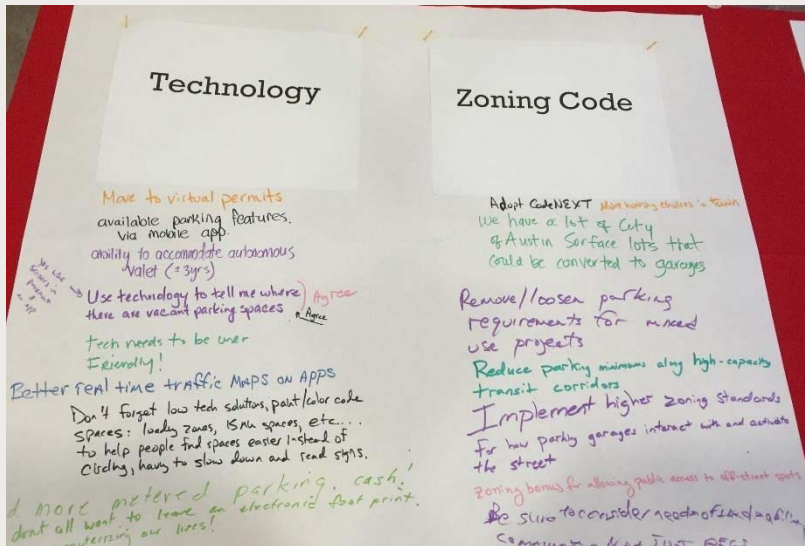
Adaptable, facilitating ongoing improvements as the downtown evolves

STAKEHOLDER DISCUSSIONS

- Transportation Dept.
- Planning and Zoning Dept.
- Public Works Dept.
- Economic Development Dept.
- Parking Enterprise
- City Council Members
- Mayor's Office
- State of Texas - TX Facility Comm., Preservation Board, DPS
- Travis County
- Property Owners / Property Managers / Employers
- Downtown Developers
- Parking Operators

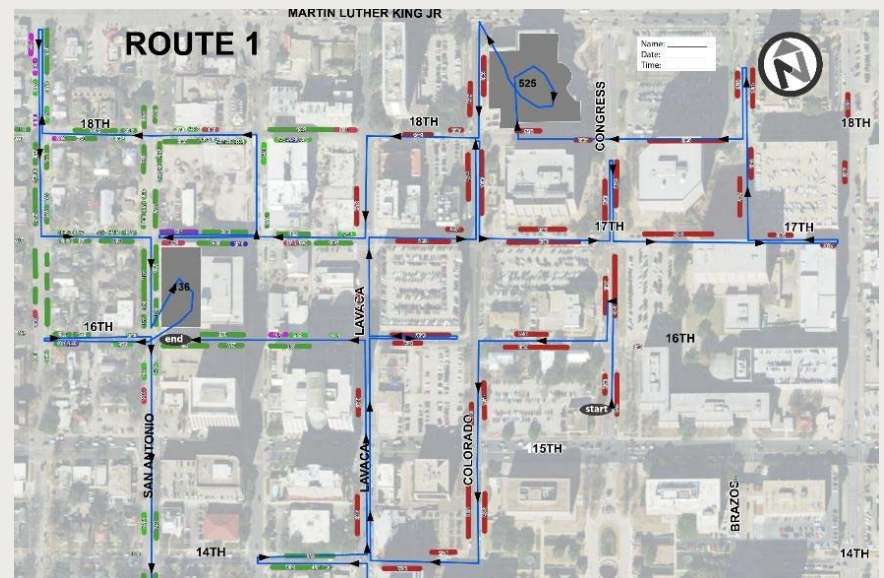


WORKSHOPS

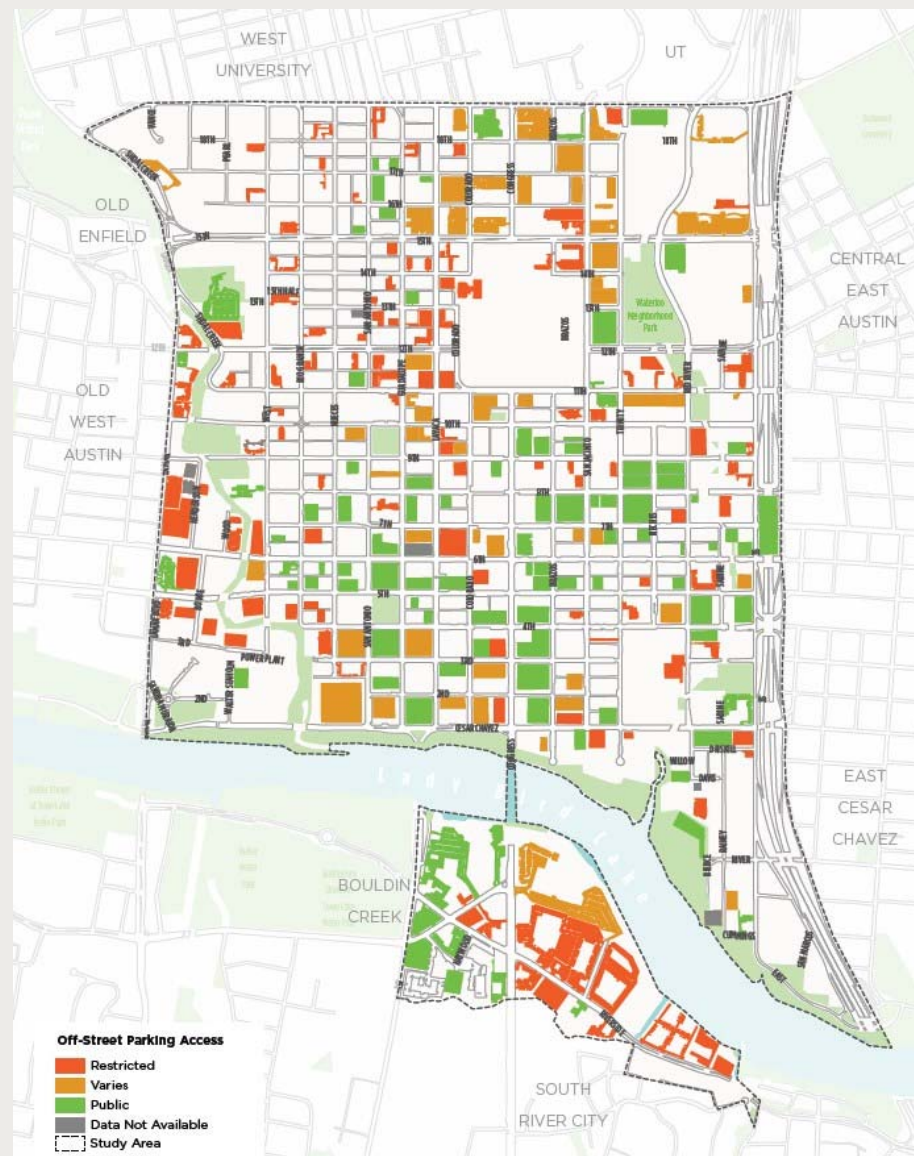
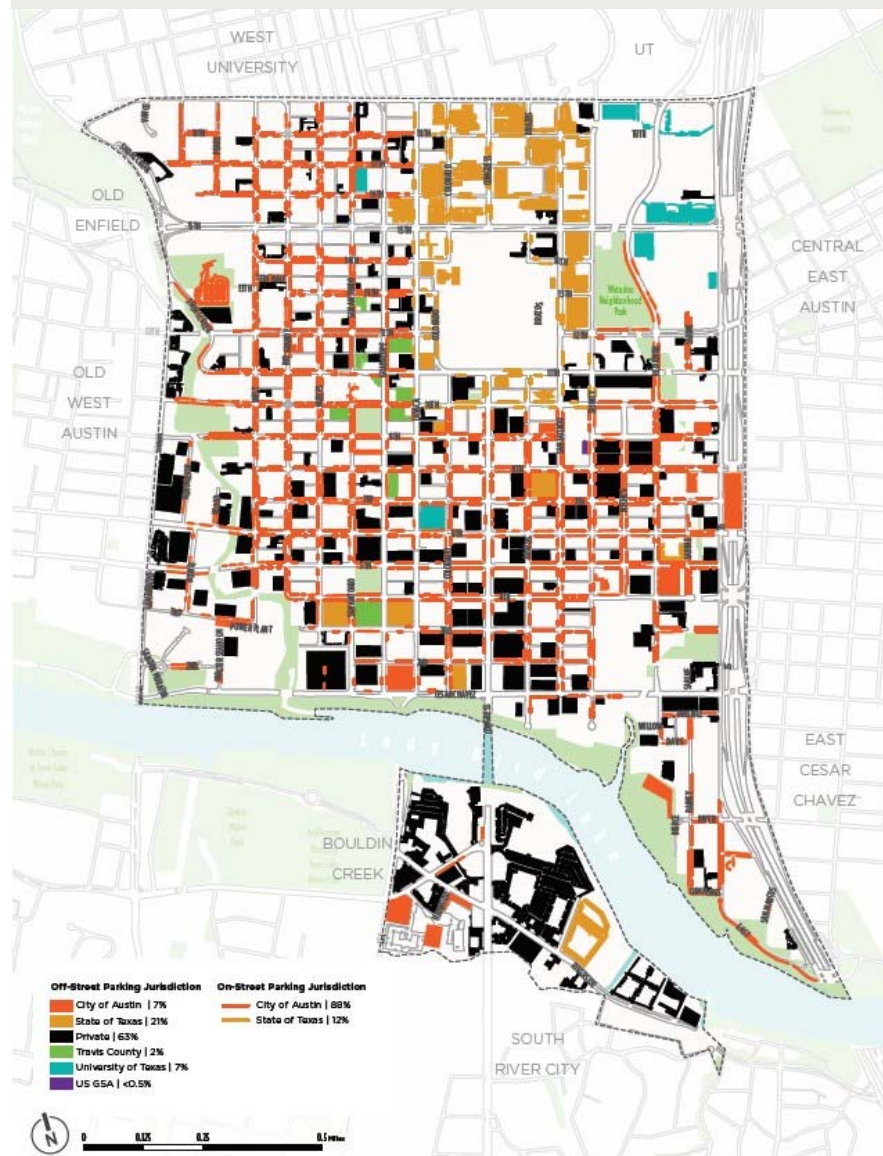


DATA, DATA, AND MORE DATA

- Inventory
- Regulations
- Occupancy
- Length of Stay
- Land Uses
- Technology
- Signage
- Access



PARKING DATABASE



What did
we find?



BRIEFING BOOK



DOWN AUSTINTOWN PARKING STRATEGY

BRIEFING BOOK

DOWN
AUSTINTOWN
ALLIANCE

DOWNTOWN AUSTIN PARKING STRATEGY | BRIEFING BOOK

ACKNOWLEDGEMENTS

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DIXON Resources Unlimited
McCann Adams Studio

www.downtownaustin.com

THERE ARE 71,504 SPACES IN DOWNTOWN.

OFF-STREET SPACES

65,099

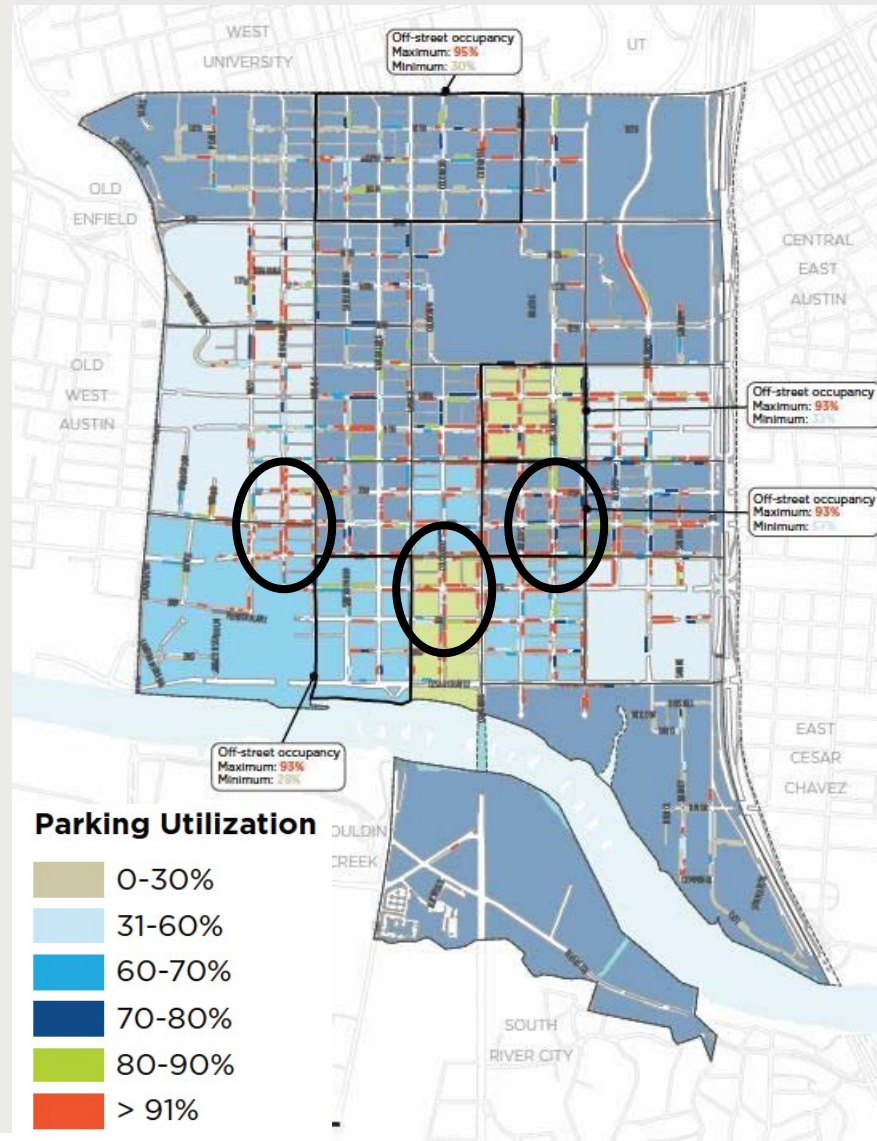
ON-STREET SPACES

6,405

9% of parking is at the curb

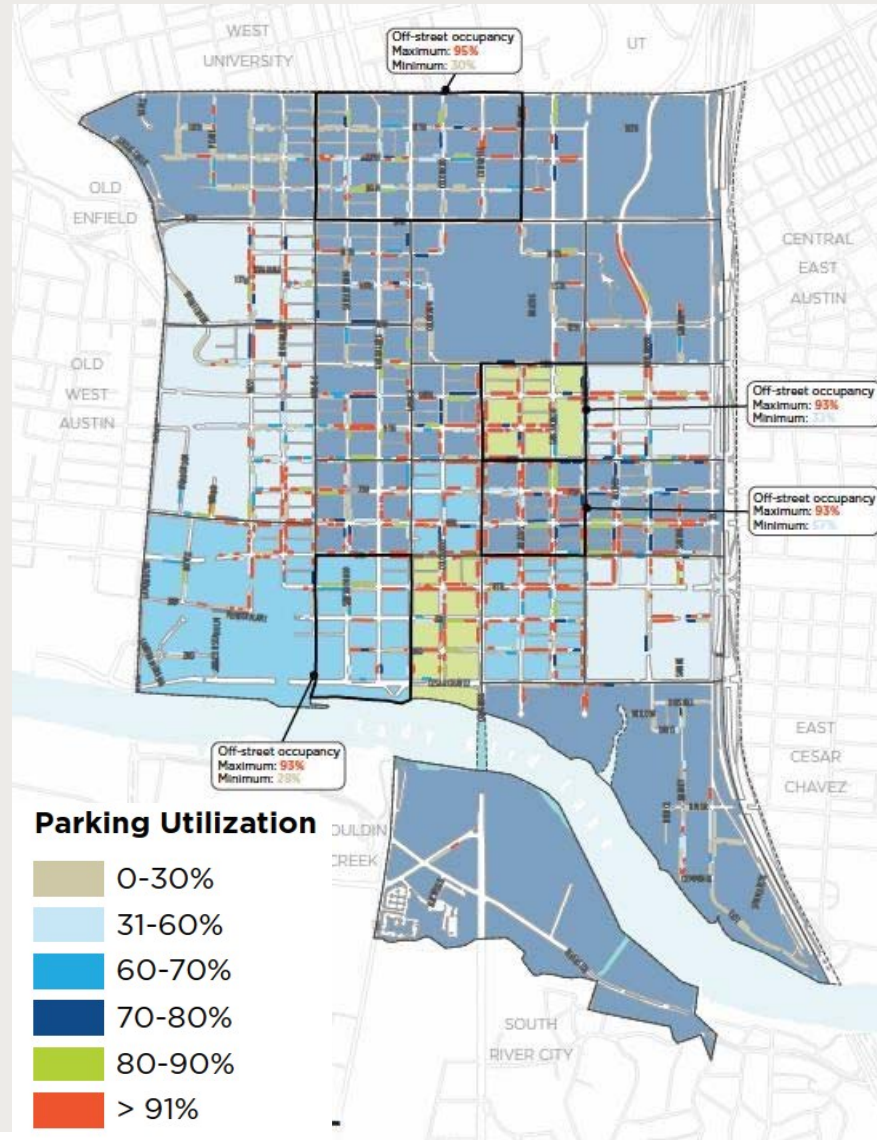
Does not include driveways/garages in single family residences

PARKING CAN BE VERY DIFFICULT TO FIND, ESPECIALLY CONVENIENT, “FRONT DOOR” SPACES.



WEEKDAY MIDDAY

EVEN AT TYPICAL PEAK, SPACES CAN GO UNUSED. MOSTLY IN OFF-STREET GARAGES.

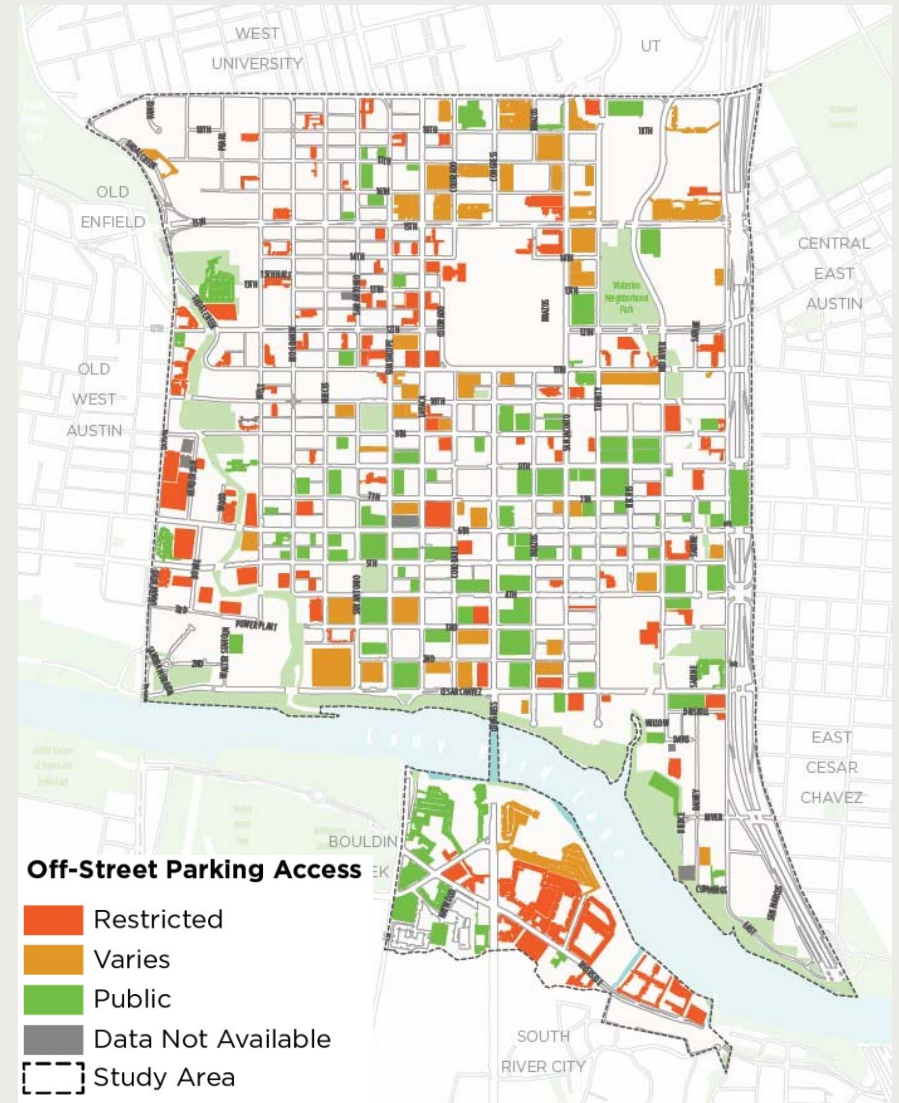


WEEKDAY MIDDAY

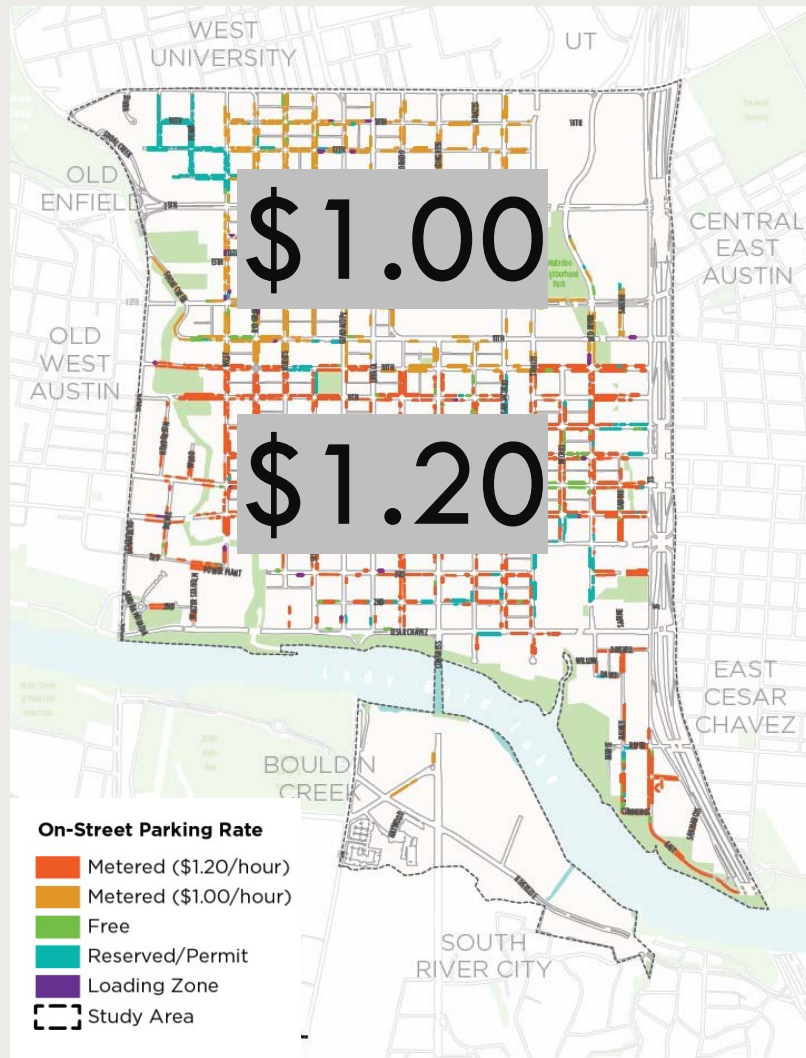
ABOUT 1 OF 4 OFF-STREET SPACES IS NEVER OPEN TO THE GENERAL PUBLIC.

Availability	# of Spaces*	% of Off-street Spaces
Public	26,830	43%
Restricted	15,478	25%
Varied	20,497	33%
Total	62,805	100%

*Only Includes facilities with 25+ spaces.



PARKING RATES INCENTIVIZE CIRCLING AND BARGAIN HUNTING.



Sign showing parking rates for various durations. The sign is blue with white text. It lists the following rates:

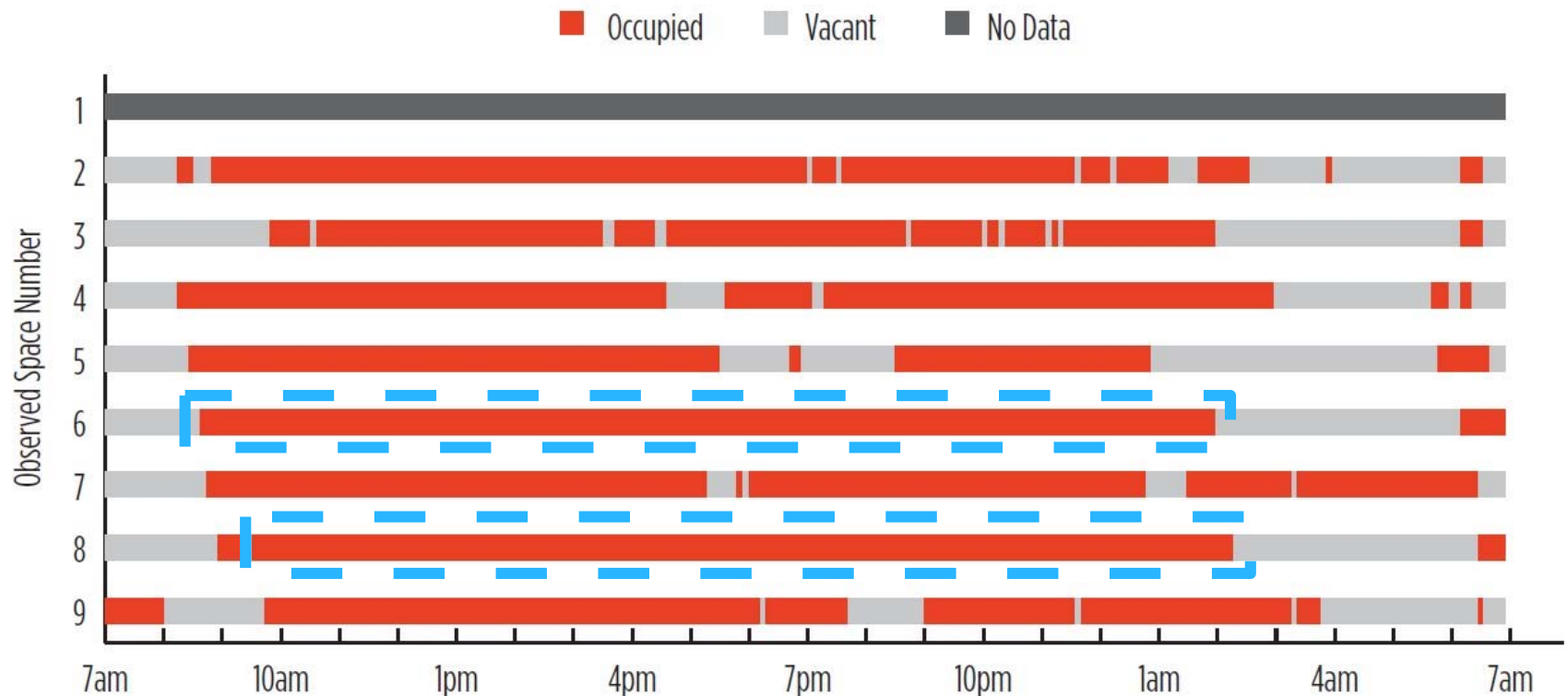
Parking Rates	Rate
45 Minutes to 30 Minutes	\$5.00
35 Minutes to 60 Minutes	\$6.50
1 Hour to 1 1/2 Hour	\$8.00
1 1/2 Hour to 2 Hour	\$9.50
2 Hour to 2 1/2 Hour	\$11.00
2 1/2 Hour to 3 Hour	\$12.50
3 Hour to 3 1/2 Hour	\$14.00
3 1/2 Hour to 4 Hour	\$15.50
OVER 4 Hours	\$20.00

\$5.00

MANY STAY PAST THE TIME LIMITS.

EAST 6TH STREET, TRINITY – SAN JACINTO

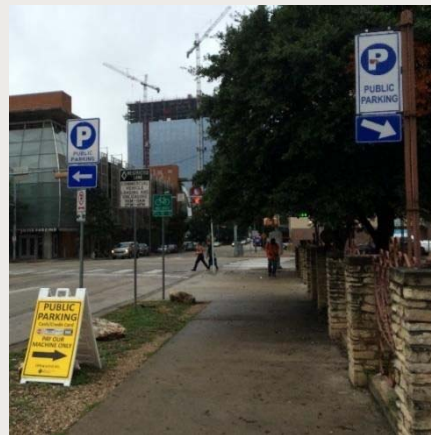
Wednesday 7 am to Thursday 7 am



All spaces are free with 2-hour time limits between 7 am and 9 pm, all days.

Parking is prohibited from 9 pm until 3 am on Thursday, Friday and Saturday nights.

INFORMATION IS INCONSISTENT.





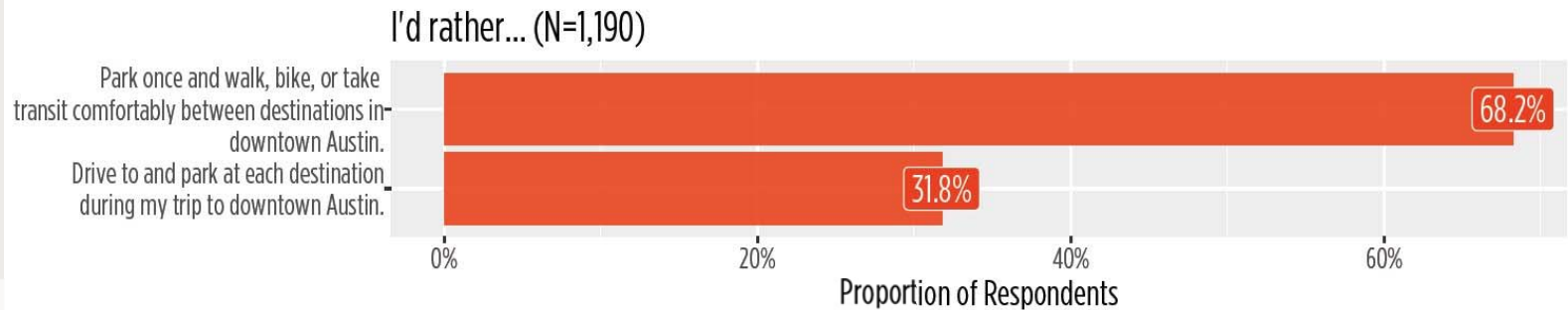
PEDESTRIAN EXPERIENCE LIMITS USE OF SOME AVAILABLE SPACES.



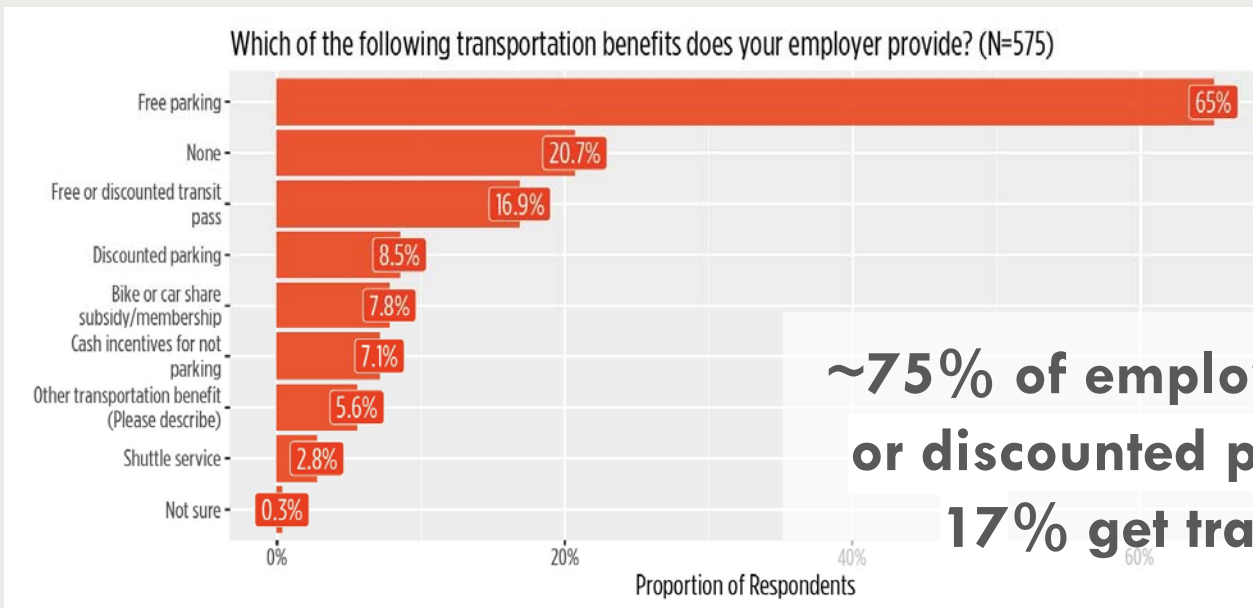


“Safety. I don’t feel safe and the parking lots and garages can be a scary experience.”

MANY WANT BETTER MOBILITY OPTIONS.

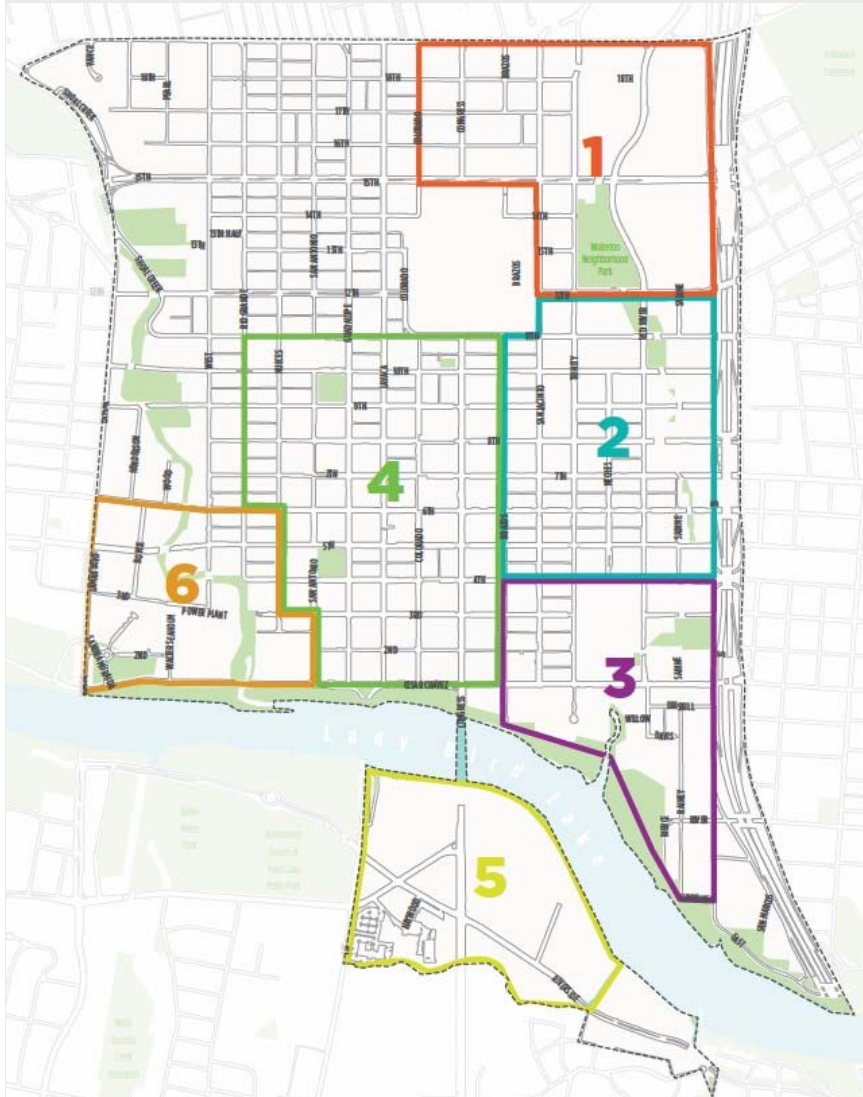


Most would like to park once and bike, walk, or take transit.



~75% of employees get free or discounted parking. Only 17% get transit benefits.

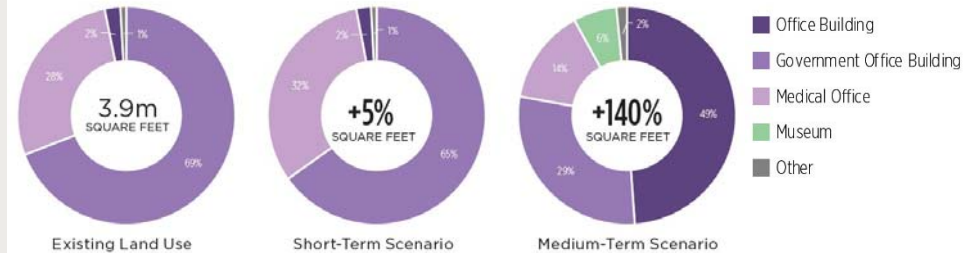
MORE GROWTH IS COMING.



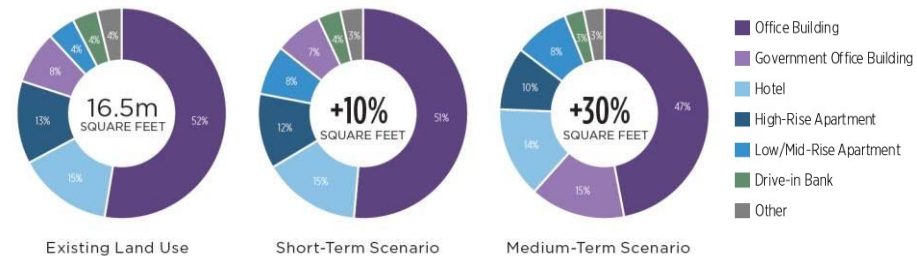
LAND USE ANALYSIS SUB-DISTRICTS

HOW WILL LAND USES CHANGE?

District 1



District 4



Detailed in Chapter 4



**What are we
recommending?**

RECOMMENDATIONS FRAMEWORK

Goals and Objectives

Maximize Use
of Existing
Parking
Supply

Strategically
Invest in IT

Improve
Mobility
Options to
Reduce
Parking
Demand

Simplify and
Leverage the
Zoning Code

Enhance Admin
and
Operations

Provide Addl.
Public Parking
as Needed

19 RECOMMENDATIONS

Specific Actions

Implementation

- Status?
- Cost?
- Impact?
- Difficulty?
- Priority?
- Coordination?

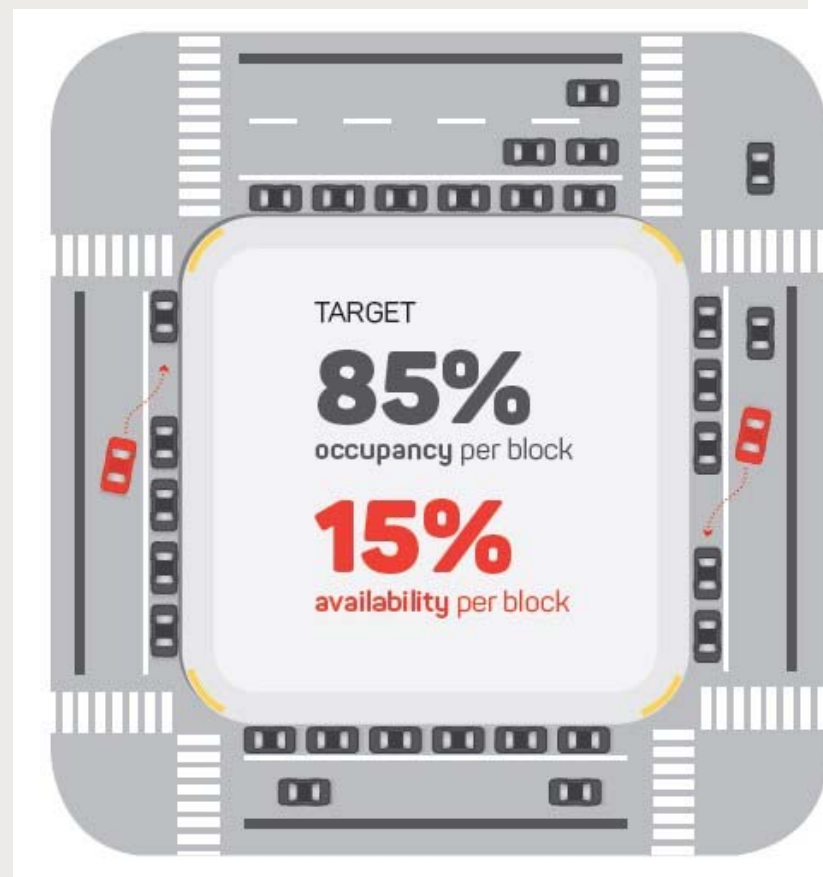
#1. SET AN AVAILABILITY TARGET AS PART OF PERFORMANCE-BASED MANAGEMENT PROGRAM

➤ Summary:

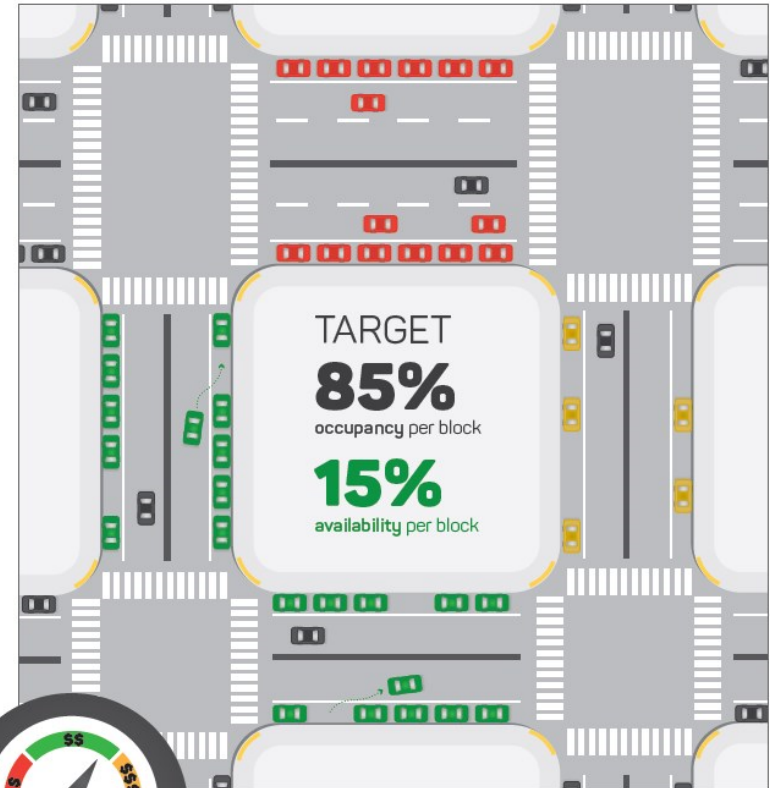
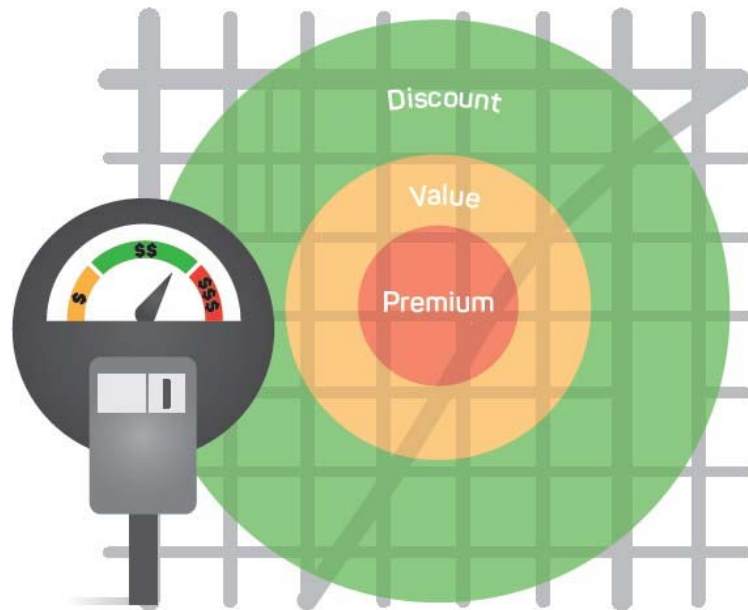
Adjust pricing/regulations based on demand so that spaces are consistently available. **Lowest price that achieves availability target.**

➤ Benefits:

- Makes it **easier to find** parking.
- Creates more **user choice**.
- **Reduces traffic** and pollution.
- **Reduces citations** and violations.
- Improves decision-making and **transparency**.
- Likely maintains or increases **revenues to be reinvested** into parking and mobility improvements.



ADJUST PRICES OVER TIME TO MEET AVAILABILITY TARGET.



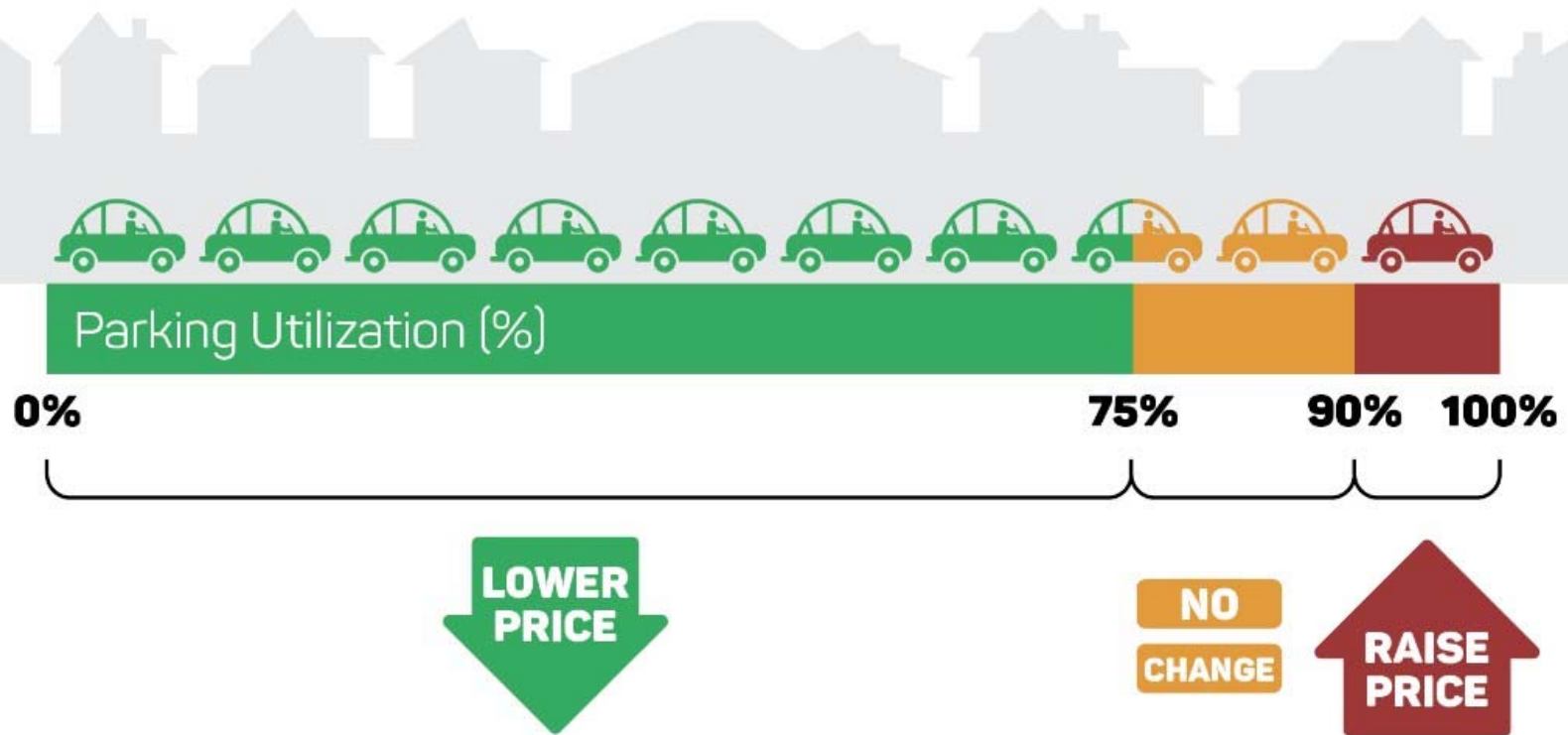
PROGRESSIVE PARKING

If block/lot is too full, **increase the price**

If block/lot is too empty, **lower the price**

If block/lot is just right, **keep the same price**

SIMPLE IS BETTER.



CASE STUDY: SEATTLE, WA

NEW PARKING REGULATIONS

\$3.50	\$4.00	\$3.50
MORNING 8 AM-11 AM	AFTERNOON 11 AM-5 PM	EVENING 5 PM-8 PM

RATE PER HOUR



PAID HOURS

2016 ACTION



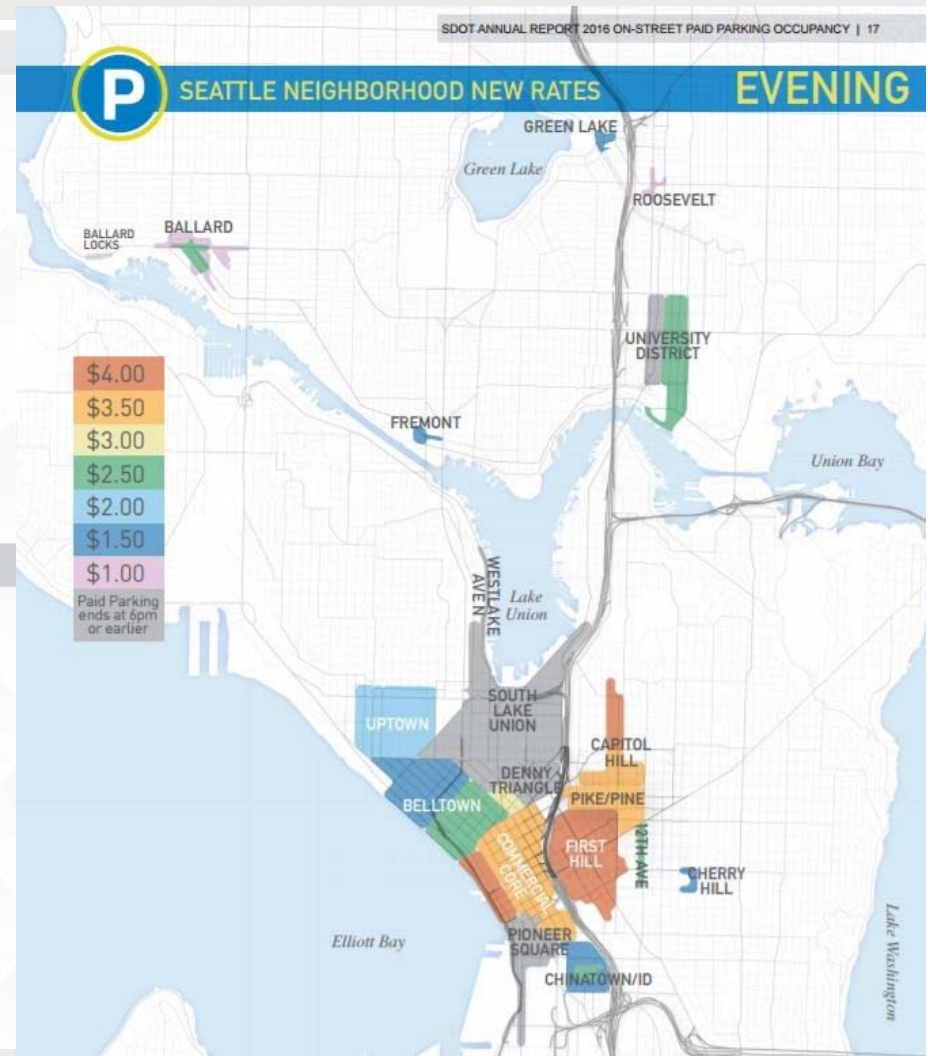
MORNING
DECREASE RATE



AFTERNOON
NO CHANGE



EVENING
NO CHANGE
(2015 RATE REDUCTION TO \$3.50
OCCURRED AFTER 2016 STUDY)



#2. PILOT A VOLUNTARY SHARED PARKING PROGRAM.

➤ **Summary:**

Incentivize private supply into the “public” system. Address private owner concerns through shared parking agreements and cost/revenue sharing. Provide ongoing technical assistance.

➤ **Benefits:**

- Creates a more **seamless, user-friendly system**.
- Maximizes use of **existing** supply.
- Reduced searching, **less congestion**.
- Offers property owners peace of mind and **higher returns**.
- **Unlocks small** or constrained sites.
- More **cost-effective** than new parking construction.



PUBLIC PARKING AFTER BANK HOURS

CASE STUDY: SACRAMENTO, CA



EAST END GARAGE

City of Sacramento Tax ID # if applicable:

Requires Council Approval: ☒ No ☐ YES Meeting:

☐ Real Estate ☒ Other Party Signature Needed ☐ Recording Requested

General Information

Type: Other	PO Type: Select PO Type	Attachment: Original No.:
\$ Not to Exceed:		Original Doc Number:
Other Party: Harvego Real Estate, LLC		Certified Copies of Document:
Project Name: Firehouse Parking Operations Management Agreement		Deed: <input type="checkbox"/> None <input type="checkbox"/> Included <input type="checkbox"/> Separate
Project Number:	Bid Transaction #:	E/SBE-DBE-MWBE:

Department Information

Department: Public Works	Division: Parking Services	
Project Mgr:	Supervisor:	
Contract Services: Paul Sheridan	Date:	Section Manager:
Phone Number: 808-6817		Division Manager: Matt Eierman
Comment:		Org Number:

Review and Signature Routing

Department	Signature or Initial	Date
Contract Services	<i>[Signature]</i>	10/2/14

For City Clerk Processing

Finalized:	Initial:	Date:
	<i>[Initials]</i>	

- City leases private facilities
- City holds liability
- All or portion of parking
- Minimize impacts to primary use
- City manages 17,000 parking spaces (10,000 are leased)
- East End Garage: 600 of 1,400 shared spaces during evenings/weekends

#3. EXPAND EXISTING AFFORDABLE PARKING PROGRAM

➤ Summary:

Pilot program offers nighttime employee parking for \$35 per month at the Waller Creek garage (serves Austin Water employees during the day). Expand to other facilities/times.

➤ Benefits:

- Include **daytime parking** to serve more employees.
- Private owners may be **more amenable** to sharing with a limited pool of drivers.
- **Efficient use of resources.**

Attention downtown service industry musicians, business owners, and employees:

AFFORDABLE PARKING PROGRAM



Located at the Austin Water Building (625 East 10th Street)



cost

Pay just \$35 dollars per month for parking downtown.



share

Share this information with other business owners and employees downtown so they can get involved!



security

24 hour on-site security to keep your vehicle safe and answer any questions.

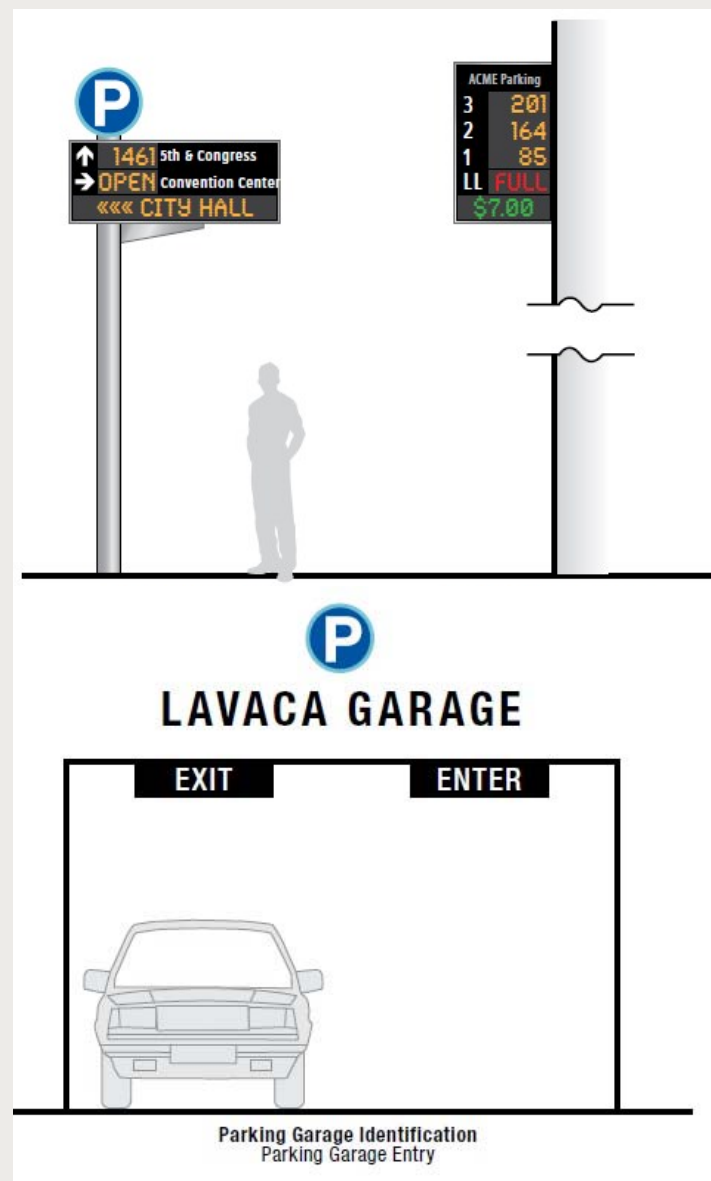
#6. COMPREHENSIVE SIGNAGE AND WAYFINDING.

➤ Summary:

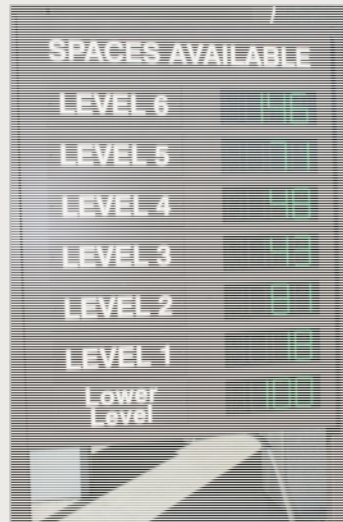
Fully implement Wayfinding Plan.
Coordinate with private property owners. Evaluate programs to incentivize upgrades.

➤ Benefits:

- Makes it **easier to find** parking.
- Supports **performance-based** management.
- Reduces confusion and improves **customer experience**.
- **Redistributes demand** to underutilized facilities.
- Helps “**brand**” downtown.
- Improves **aesthetics** and streetscape.



#6. COMPREHENSIVE SIGNAGE AND WAYFINDING.



#7. TECHNOLOGY THAT SUPPORTS MANAGEMENT GOALS.

➤ **Summary:**

Prioritize investments that support performance-based management. Pilot and test advance registration for off-street parking. Coordinate IT upgrades throughout downtown.

➤ **Benefits:**

- Makes it **easier to find** parking.
- Enhanced **customer experience**.
- Facilitates **performance-based** data analysis.
- **Improved communication** of parking system.
- **Real-time data**.
- Sophisticated **event management**.



PARKEON - PATH TO PARK

#9. EVALUATE A CIRCULATOR SHUTTLE AND PARK AND-RIDE TO IMPROVE PARKING ACCESS.

➤ Summary:

Leverage and **coordinate with Connections 2025** to improve local and regional transit. Evaluate a local circulator to improve access to more remote parking.

➤ Benefits:

- Improve access to more **remote, underutilized** parking.
- Efficient use of resources if done in **coordination** with other transit studies.
- Improve options to travel **without a vehicle**.



WEEKEND PARKING - STATE CAPITOL



DASH SHUTTLE - HARTFORD, CT

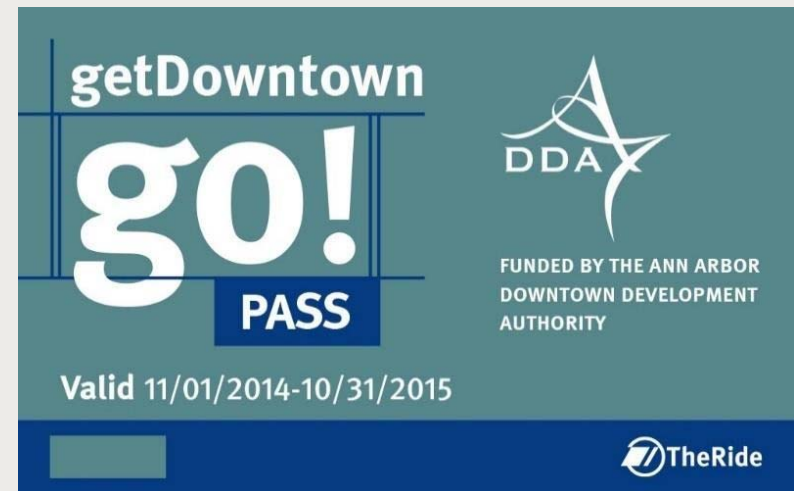
#10. COORDINATED MOBILITY SERVICES FOR EMPLOYEES.

➤ **Summary:**

Significantly expand and diversify the employee mobility programs. Allocate parking revenues to TDM programs.

➤ **Benefits:**

- **Relieves pressure** on parking supplies.
- Less employee driving = **less congestion.**
- Augments employer-provided **benefits.**
- **Employee retention** and satisfaction.
- Accommodates growth and **changing transportation trends.**

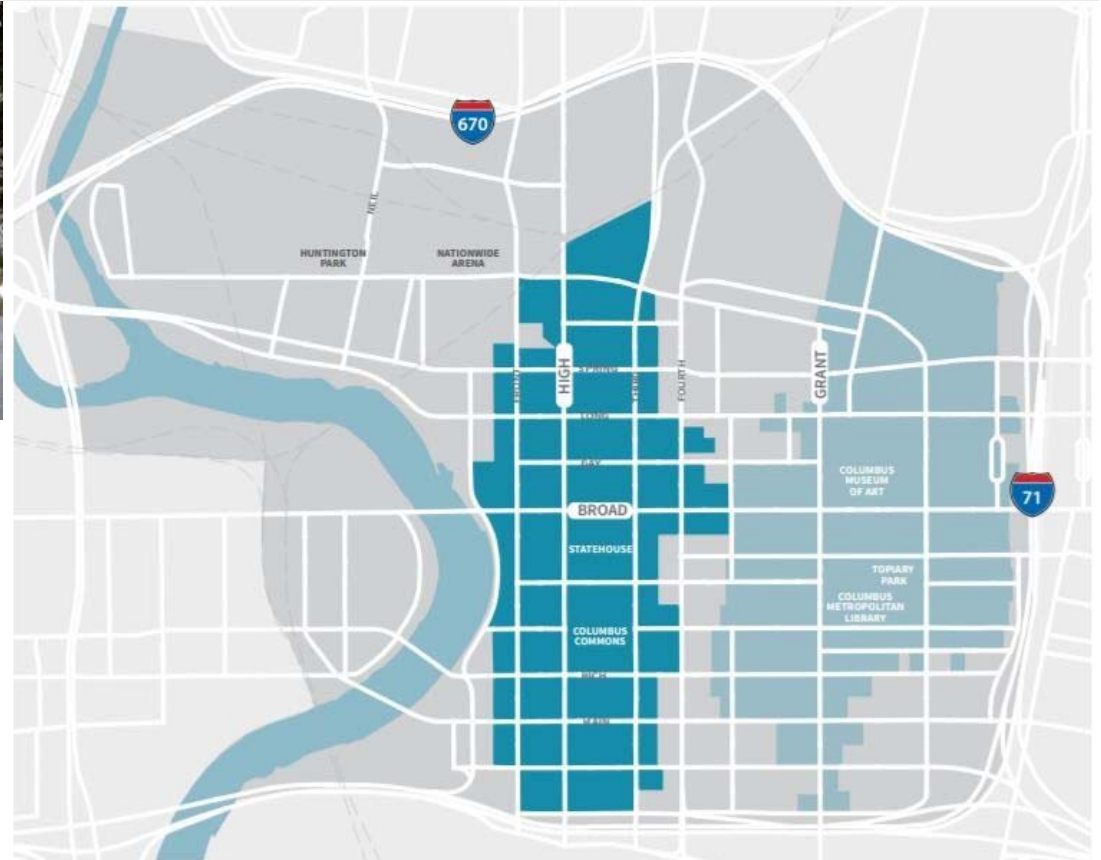


ANN ARBOR, MI – GO! PASS

CASE STUDY: COLUMBUS, OH



- Free transit pass pilot
- Transit use doubled
- Will expand to 40,000 employees at \$5 million over two years
- 50% of funding from 550 property owners
- Estimated to free up 2,400 parking spaces



- CAPITAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT
- DISCOVERY SPECIAL IMPROVEMENT DISTRICT
- DOWNTOWN DISTRICT

#12. TDM FOR NEW DEVELOPMENTS.

➤ **Summary:**

Evaluate TDM requirements for new development (above a certain size).
Could be a minimum set of elements and/or “cafeteria menu” approach.

➤ **Benefits:**

- Improved **mobility options** for employees and residents.
- Supports **downtown growth** with less congestion.
- Improves **developer flexibility**.
- **Unlocks small** or constrained sites.
- Reduces family housing costs and promotes **affordable housing** choice.

HIGHER IMPACT

Unbundled parking
Parking cash out/pricing
Universal transit passes
Shuttle services



MODERATE IMPACT

On-site coordinator
TMA Membership
Pre-tax benefits
Subsidized ridesharing
Ride share matching
Monitoring and enforcement



LOWER IMPACT

Car/bike sharing
On-site amenities
Marketing/outreach
Guaranteed ride home
Bike giveaway

#15. ENFORCE STRATEGICALLY, FIRMLY, AND FRIENDLY.

➤ **Summary:**

Revise enforcement practices to prioritize common infractions and “ambassador” approach. Ensure effective deterrents and adequate resources.

➤ **Benefits:**

- Supports **availability** targets.
- No one wants a ticket, but City **must enforce policies** for system to function effectively.
- **Proactive**, not reactive.
- Shift to **customer- and business-focused approach**.

426

MINUTES

EAST 5TH STREET – AVG. LENGTH OF STAY (WEEKEND)

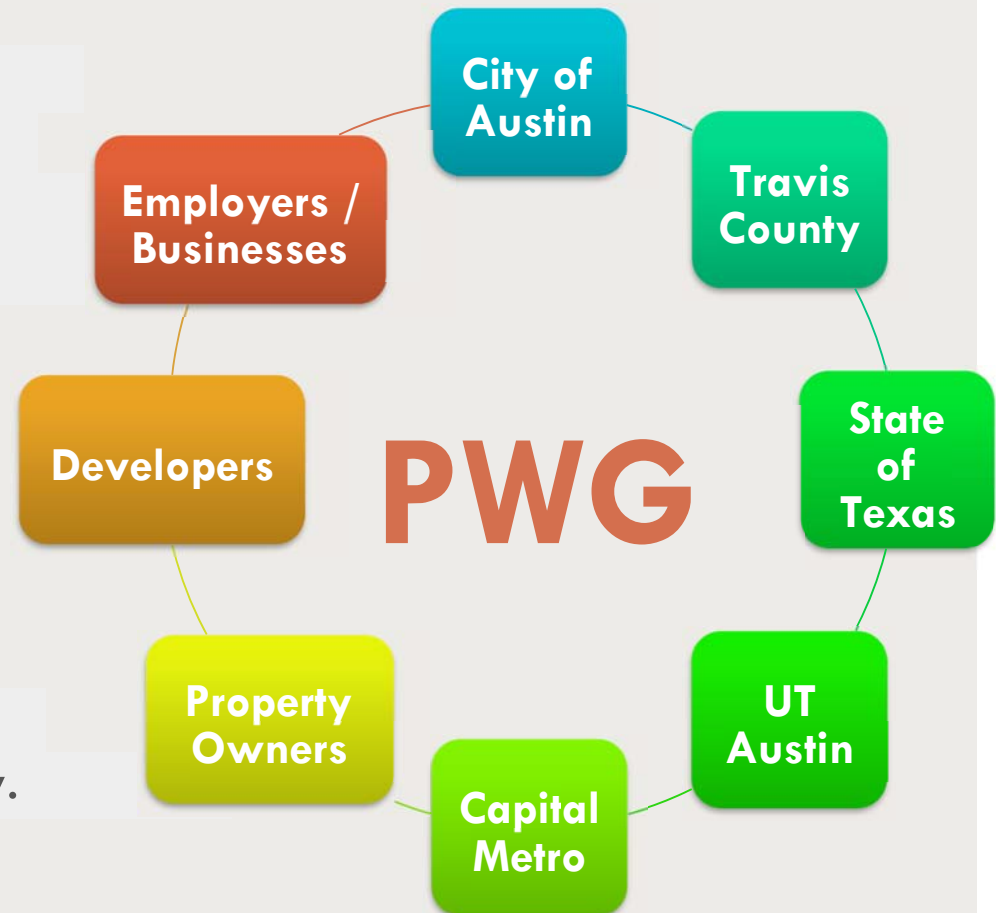
#16. ESTABLISH A PARKING WORKING GROUP (PWG).

➤ **Summary:**

Create a formal partnership among key stakeholders to implement recommendations and address future parking issues.

➤ **Benefits:**

- **Guide and advise** on implementation.
- **Facilitate shared** parking assets.
- **Coordinated approach** to technology/emerging mobility.
- Consideration of **diverse needs** in parking-related decision.



#17. ENHANCE EVENT MANAGEMENT.

➤ **Summary:**

Adjust event rates to include peak event pricing in high demand areas. Provide advanced information and purchasing for certain off-street facilities. Update asset management systems.

➤ **Benefits:**

- Adjusted prices will **create availability in key areas.**
- Advance information and/or purchasing **limits circling / congestion.**
- **Coordinated asset management** will improve event planning.



ON-STREET EVENT PRICING – PORTLAND, OR

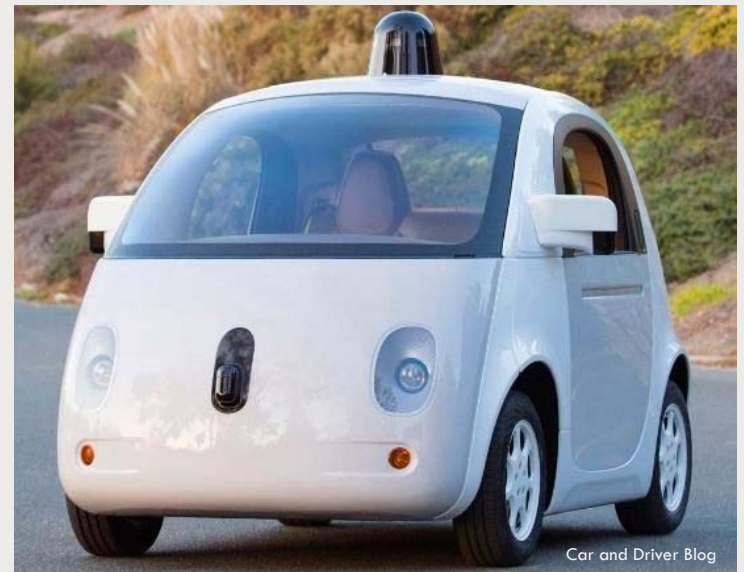
#18. PLAN FOR THE FUTURE.

➤ Summary:

Provide flexible policies and guidelines for emerging technologies. Prioritize people, mobility, and safety, not the technology itself. Design adaptable parking facilities.

➤ Benefits:

- Ability to **adapt** as mobility changes.
- Prioritize **people** and **safety** in innovation.
- Support transportation companies that **fill mobility gaps** and meet **citywide goals**.



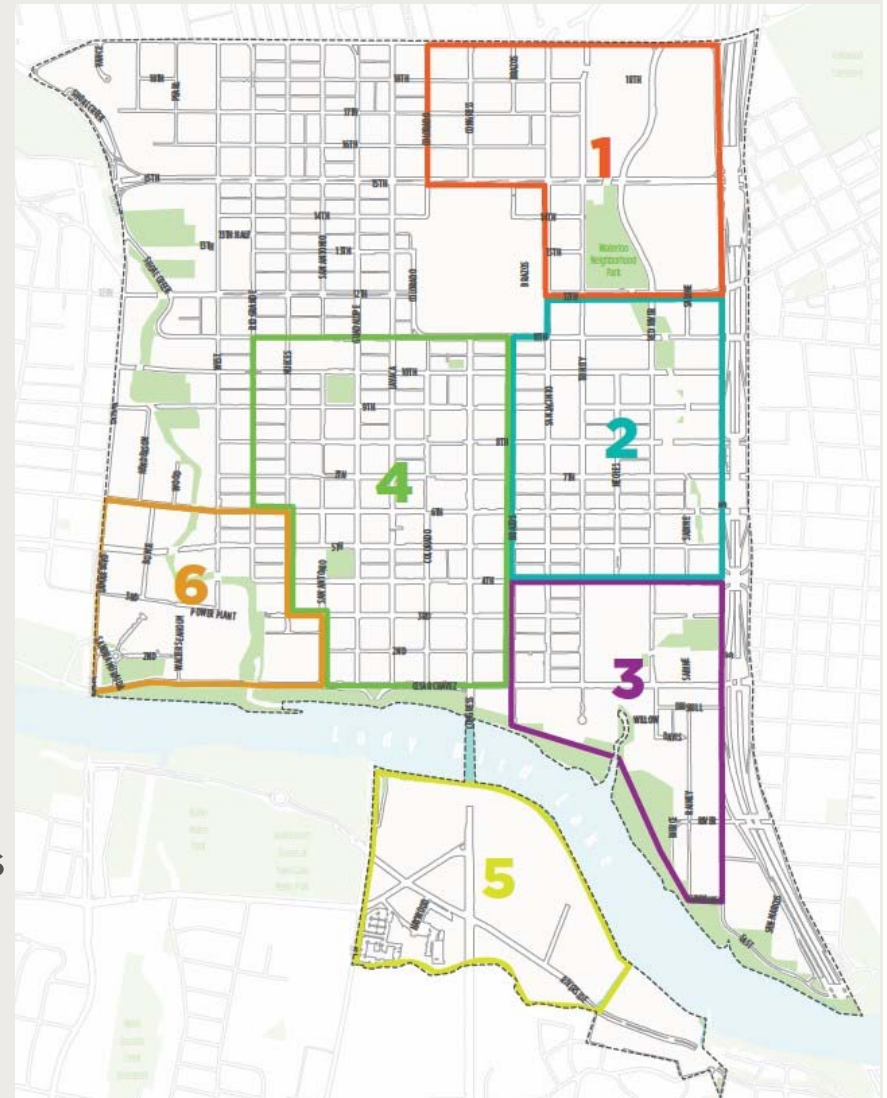
#19. STRATEGICALLY INVEST IN PUBLIC PARKING.

➤ Summary:

As new development occurs, evaluate strategic investments in new supply. Likely focus on Districts 1, 3, 4, and 5.

➤ New parking should:

- Be **leveraged** as part of new development
- **Shared and public**
- Part of the **larger system**
- Include **technology** and wayfinding
- Contribute to downtown **aesthetics**
- **Intercept** vehicle traffic before it reaches the core



OTHER RECOMMENDATIONS

- #4. Enhance **pedestrian access** to parking facilities.
- #5. Explore opportunities to **expand and clarify** on-street parking.
- #8. Continue to **reinvest parking revenue** into multimodal improvements.
- #11. Revise zoning code to support **walkable, mixed-use development**.
- #13. Revise zoning code to **incentivize sharing of parking**.
- #14. Create dynamic inventory tool and maximize **curb flexibility**.



**What are the
next steps?**

IMPLEMENTATION

- No silver bullet
- Will not happen overnight
- Final Report is a “living roadmap”
- Priority Action Plan is a short-term set of initiatives to build momentum and demonstrate progress
- Detailed Implementation Plan summarizes key action steps over a phased, long-term timeline

Priority Action Plan

Form a Priority Action Team (PAT)

ADVANCES RECOMMENDATION #	LEAD ORGANIZATION	SUPPORT
16	Downtown Alliance	Core downtown stakeholders

ACTION STEPS

1. Identify and secure participation from core set of stakeholders. PAT should be focused and nimble. Potential partners include: City of Austin, especially the Austin Transportation Department (ATD), Capital Metro, and Movability Austin.
2. Adopt the Priority Action Plan and allocate responsibility.
3. Meet at regular intervals to report on progress and troubleshoot issues.
4. At the end of six to twelve months, transition the PAT to a Parking Working Group (PWG), as described in Recommendation #18.

Initiate shared parking partnerships

ADVANCES RECOMMENDATION #	LEAD ORGANIZATION	SUPPORT
2,13	Downtown Alliance	Core downtown stakeholders

ACTION STEPS

1. Identify and meet with willing public and private partners. Identify key issues and concerns.
2. Create a shared parking “toolkit” that includes:
 - Model templates for shared parking agreements with options for typical issues.
 - Database of private/public parking facilities. Explore third party vendors to develop and update database.
 - Updated maps and online information.
 - Marketing materials and examples of local precedents.
3. Test pilot program in one or two public and/or private facilities. Monitor and document success.
4. Identify and promote shared parking champions and supporters.
5. Modify Section 25-2-581 and 25-2-589 of Land Development Code to clarify that the provision of shared parking does not require a Conditional Use Permit.

Initiate expansion of Affordable Parking Program

ADVANCES RECOMMENDATION #	LEAD ORGANIZATION	SUPPORT
3	Parking Enterprise	Downtown Alliance and Movability Austin, Capital Metro

ACTION STEPS

1. Secure additional resources for program expansion. Adjust current program contracts and agreements based on Waller Creek experience (as needed).
2. Identify priority areas for expansion, with focus on locations that will especially benefit hourly, shift, and/or low-income employees.
3. Identify one or two candidate facilities for participation and secure agreements with property owners.
4. Update marketing materials/website. Roll out program expansion.
5. Monitor and evaluate with larger expansion as goal.

Initiate formation of performance-based management program

ADVANCES RECOMMENDATION #	LEAD ORGANIZATION	SUPPORT
1	ATD, Parking Enterprise, City of Austin	Downtown Alliance

ACTION STEPS

1. Clarify and rectify any legal barriers with City and State to adjusting parking rates based on parking demand.
2. Meet with City Council and city staff to review program and identify concerns/barriers.
3. Draft and adopt policy statement for Council approval supporting key principles of program and directing staff to initiate program development and implementation.
4. Collect additional data as needed. Draft data collection processes, methods, and tools.
5. Draft basic program parameters—program “brand,” boundaries, rate structure, time limits, and adjustment schedule.
6. Meet with meter and technology vendors to outline desired program specs, including reporting requirements.
7. Draft ordinance language codifying program.
8. Develop work plan for program roll out and future phases, including marketing campaign.

PRIORITY ACTION PLAN

DOWNTOWN AUSTIN PARKING STRATEGY DETAILED IMPLEMENTATION PLAN

RECOMMENDATION	ACTIONS	PHASED IMPLEMENTATION STEPS			MAJOR BODINES	
		Short-Term	Medium-Term	Long-Term	Lead	Support
1. Design and implement a performance-based parking management program	Adopt a formal policy and program framework, including the feasibility study for on- and off-street parking.	Draft policy statement from City Council supporting key principles of program.	Adopt policy statement from City Council supporting key principles of program.	Monitor program effectiveness and revise or expand as needed. Potential changes include minimum and maximum rates, and allowed rate changes per adjustment.	City of Austin - Parking Enterprise	ATD - Transportation Demand Management Program staff Downtown Alliance
		Draft ordinance language codifying program.	Adopt ordinance language codifying program.	Evaluate expansion of program into other parts of City.		
		Complete detailed evaluation of occupancy data. Conduct additional utilization study to calibrate the program.	Implement new rates and regulations.			
		Identify program boundaries.	Adjust rates and regulations based on monitoring program.	Adjust rates and regulations based on monitoring program.	City of Austin - Parking Enterprise	ATD - Transportation Demand Management Program staff
	Establish boundaries, rates, and regulations by location and time, reflecting patterns of demand. Evaluate a transition away from low of time limits.	Develop initial rate structure.	Refine program boundaries as needed.			
		Identify areas where time limits can be removed or adjusted.				
		Identify all relevant stakeholders and willing private lot/garage owners.	Continue to meet and engage with key stakeholders.	Continue to meet and engage with key stakeholders.	City of Austin - Parking Enterprise	State of Texas
		Coordinate with key stakeholders and incentivize private lots and garages to participate in program.	Integrate feedback as appropriate.	Integrate feedback as appropriate.	Downtown Alliance	Private facility owners
	Communicate the program through effective outreach and messaging.	Develop program “brand” and refine key messages.	Conduct ongoing workshops, with marketing “push” immediately prior to program roll out.	Continue to refine key messages and materials.		City of Austin - Parking Enterprise
		Develop marketing collateral.	Distribute program materials and implement communication campaign across all available platforms.	Continue with educational/outreach, especially during peak periods and special events.	Downtown Alliance	ATD - Transportation Demand Management Program staff
		Develop press and communication strategy.	Continue with press educational/outreach.	Distribute program materials as needed.		Downtown stakeholders
		Conduct workshops or listening sessions with stakeholders.	Implement technology improvements as needed to support program operations.			
2. Ensure signage, wayfinding, and meter and technology system are in place to effectively operate the program and serve the customer.	Collaborate with stakeholders to streamline parking technology platforms.	Establish processes for issue identification and troubleshooting.	Adjust systems as needed.			State of Texas
		Meet with meter and technology vendors to outline desired program specs, including reporting requirements.	Adjust systems as needed.		City of Austin - Parking Enterprise	
		Phase out and remove old signage.	Phase out and remove old signage.	Phase out and remove old signage.		Private facility owners
		Issue RFPs or refine vendor contracts as feasible and needed.				

DETAILED IMPLEMENTATION PLAN

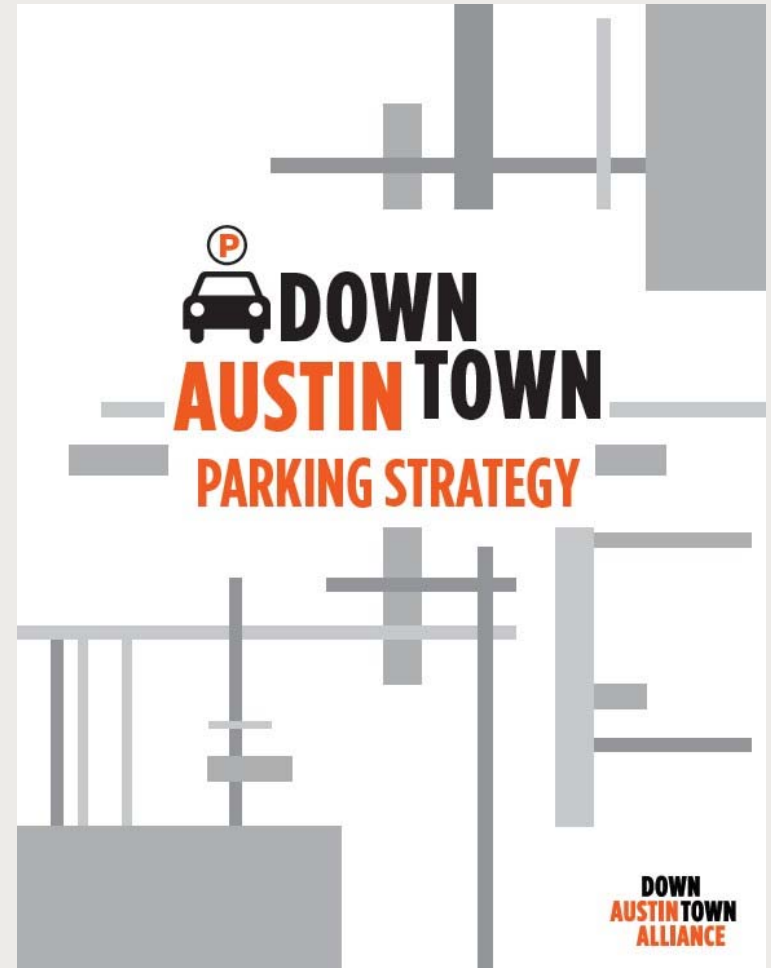
NEXT STEPS

■ Priority Action Team

- DAA, Movability Austin
- ATD
- Parking Enterprise
- Capital Metro
- State of Texas
- Travis County
- UT-Austin

■ Team will be back on:

- Initial steps on performance-based management
- Shared parking
- Code changes with CodeNEXT



DOWN
AUSTIN TOWN
ALLIANCE