

**AGENDA**



**Recommendation for Council Action**

**AUSTIN CITY COUNCIL**  
**Regular Meeting: June 14, 2018**

Item Number: **059**

**Transportation**

Approve negotiation and execution of an agreement with the Downtown Austin Alliance to extend its Downtown Parking Strategy to include South Congress Avenue and surrounding neighborhoods, in an amount not to exceed \$300,000.

**District(s) Affected:** District 9

<b>Lead Department</b>	Austin Transportation
<b>Fiscal Note</b>	Funding in the amount of up to \$300,000 is available in the Fiscal Year 2017-2018 Austin Transportation Department Operating Fund.
<b>For More Information</b>	Robert Spillar, 512-974-2488; Anna Martin, 512-974-7105; Gilda Powers, 512-974-7092

**Additional Backup Information:**

The Downtown Austin Alliance (DAA), in cooperation with the Austin Transportation Department, released their Downtown Austin Parking Strategy report in June 2017 outlining 19 recommended strategies to improve parking accessibility and management in downtown Austin (<http://www.downtownaustin.com/parkingstrategy>). That study evaluated parking strategies for areas included in the DAA service area but did not extend south of the River into the South Congress area.

The South Congress retail activity area and surrounding neighborhoods (bounded approximately by Lady

Bird Lake on the north and West Oltorf Street on the south, and stretching several blocks east and west of South Congress) has long presented challenges in meeting all the parking demands from business activities, residential needs, and tourist activities. At the same time, quality of life in the surrounding neighborhoods is greatly impacted by business practices along South Congress, especially on days when special events such as First Thursday occur in the business district. Further, the 2016 Mobility Bond included funding for a Corridor Mobility Plan (Preliminary Engineering) for South Congress; to date, much of the feedback from stakeholders about this section of the Corridor Mobility Plan directly relates to parking concerns.

The DAA used a nationally recognized parking and urban planning firm on the Downtown Parking Strategy (Nelson Nygard, led by their Principal in Charge, Mr. Jeff Tumlin). To assure consistency with the parking strategy identified for Downtown Austin, it is recommended that the Austin Transportation Department contract with the DAA to extend the existing Downtown Parking Strategy into the South Congress Area.

Options to be considered as part of the South Congress Parking Strategy will likely include both new capacity options as well as expanded management and will be coordinated with the ongoing South Congress Corridor Mobility Plan efforts. The plan will seek to preserve the protections now enjoyed by the surrounding neighborhoods from unwanted parking congestion while at the same time providing for the on-going businesses needs along South Congress.

The scope of services for the study will examine the needs of both the commercial and residential land uses in the community and is expected to include the following major activities:

- Project Management
- Public & Stakeholder Engagement
- Data Collection and Review
- Vision, Goals, and Evaluation Framework
- State of South Congress Parking Briefing Book
- Best Practices & Peer Review
- Strategy Development, Including:
  - o Supply Strategies
  - o Management Strategies
  - o Zoning and Policy Strategies
  - o Multimodal and Transportation Demand Management (TDM) Strategies
- Strategy Refinement
- Implementation Plan
- South Congress Parking Strategy

This project is located within zip code 78704 - District 9.