



MEMORANDUM

TO: Mayor and City Council Members

FROM: Kimberly McNeeley, CRPR, Director
Austin Parks and Recreation Department (PAR) 

DATE: September 13, 2019

SUBJECT: Parking Meters at Eddy Pool Parking Lot

The purpose of this memo is to inform you of the proposed installation of parking meters at the Deep Eddy pool parking lot. The Austin Parks and Recreation Department (PAR) is proposing the metered parking to start in March of 2020, at the beginning of the Aquatic charging season.

The following are key factors that led to PAR's proposal for the installation of parking meters:

- The steady increase of the parking lot usage by local businesses in the area
- The current metering of the surrounding area, including Lake Austin Blvd, Veterans Dr., and Stephen F. Austin Dr., that has increased the significant shortage of free parking, and therefore increased the usage of the Deep Eddy parking lot
- Parking meters offer a way to clearly identify a parking offense

It is important to note that the Deep Eddy parking lot is the last **free parking lot** in the supporting area of Deep Eddy Pool, Eilers Park, The Butler Hike and Bike Trail, and many other private businesses in the surrounding area.

PAR proposes to place signs throughout the parking lot and the general pool area well in advance, notifying the Austin community and Deep Eddy Pool patrons that the Department plans to install parking meters, and there will no longer be free parking at this location.

Previous Efforts

In an effort to discourage parking for purposes other than the use of the Deep Eddy pool, and the hike and bike trail, PAR installed signage in the fall of 2018 in and around the parking area. The signage did not deter the use of the parking lot. Instead, Aquatic staff saw an increase in the use of the parking lot by the public when visiting surrounding businesses, as well as by delivery trucks. The increased use of the parking lot has led to a number of complaints from citizens to the Aquatic staff stating that they are having an extremely difficult time finding parking for the pool.

In April 2019, the Park Rangers were asked to come to the pool's parking lot and inform the public that the parking lot was for the sole use of pool patrons, and visitors to Eilers Park and The Butler Hike and Bike Trail. Unfortunately, this strategy did not deter the community from parking at Deep Eddy and in fact, the situation has only become worse. The Park Rangers have continued their education efforts to the public by conducting training on additional dates where they were also joined by volunteers from Friends of Deep Eddy. During these education events, members of the public who were planning to park in the parking lot were continuously being re-directed to park elsewhere.

Proposed Solution

In an effort to move toward a resolution, the Aquatic Division has proposed the following options:

- 1) Meter the lot in a similar manner to Zilker Park, where the Aquatic season pass holders are issued parking permits. The Pay for Park will be restricted by the day of the week and during certain times of the day.
- 2) Meter the lot and have the Aquatic season pass holders issued parking permits, while the daily pool patrons will be issued a free parking pass. The Pay for Park will be restricted by the day of the week and during certain times of the day.

Parking Meter Revenue

Revenue generated from parking meters, net of the administrative cost the Austin Transportation Department (ATD) incurs to manage the pay stations, will be tracked and managed similar to other parking districts. Parking meter revenue must be used in the area in which the meters are installed, and contribute to parking and related right of way capital improvements. Examples of potential improvements include parking lot resurfacing, construction of ADA accessible sidewalks and ramps near the parking lot, improvements for the flow of traffic through the area in which the meters are located, or other infrastructure improvements that make the lot more usable such as drainage improvements.

Parking enforcement will be conducted by PARD Park Rangers and ATD's Parking Enforcement Officers.

PARD continues to gather input and evaluate alternative options. Should you have any questions or suggestions, please contact Assistant Director Anthony Segura at (512) 974-9411, or via e-mail at Anthony.Segura@austintexas.gov, or Jodi Jay, Aquatic Division Manager at (512) 974-9459, or via e-mail at Jodi.Jay@austintexas.gov.

Cc: Spencer Cronk, City Manager
Chris Shorter, Assistant City Manager
Anthony Segura, Assistant Director
Jodi Jay, Aquatic Division Manager