



EXTENDED HOURS UPDATE

Urban Transportation Commission

March 6, 2012

Extended Hours to date

Following Council action August 18, 2011 to implement Extended Parking meter hours downtown, staff was directed to report back to Council with an update on impacts to City, residents, and area businesses, including:

- Revenue generation & allocation
- Parking Management: turnover, utilization, enforcement, safety
- Employee/musician parking
- Economic impacts to area businesses

Updates

- March 22 (tentative)- Report to the City Council
- Early April- Council Briefing/Donald Shoup Presentation
- April Meeting- UTC Briefing and possible Action on Recommendations
- City Council for Budget Amendment and Other Recommendations

Anticipated Benefits

- Turnover will create more available on-street parking
- Improved parking management
- Improved safety for visitors
- Reinvest in downtown & transportation projects w/ portion of revenue
- Re-evaluate valet, commercial service zones

Turnover

Goal: Turnover will create more available on-street parking

- 3.3 turns compared to estimated 0.5 turns
 - (5 p.m. to 12 midnight)
- 6,000 more cars access to on-street per night

On-/Off-Street Utilization*

Goal: Improved parking management

- On-street: more available parking

	<u>May 2011</u>	<u>Feb. 2012</u>
Thurs	101%	87%
Fri	113%	94%
Sat	113%	100%

- Off-street: long-term parking moving off-street

	<u>May 2011</u>	<u>Feb. 2012</u>
Thurs-Sat	66%	70%

*85% utilization considered at full capacity for on-street parking
95% utilization considered at full capacity for off-street parking

Parking Enforcement *Citations*

- ~ 2,000 fewer per month since implementation
- Evening citation equal to daytime numbers
- **Note:** \$5 per citation collected goes to child safety programs

Parking Enforcement *Safety*

Goal: *Increase safety for visitors*

“Our night shift officers have liked having parking enforcement officers available to handle parking violations. It keeps our officers focused on handling safety issues, and information calls.”

- Lieutenant Allen Hicks
Austin Police Department

Employee/Musician Options

Addressing Concerns: Impact to businesses of extended hours

- **Red River district:** 3 new musician loading/unloading zones, 2 bike corrals
- **6th Street:** working with 6th Street Assoc. Director to provide loading/unloading zones
- **Discounted rate** in off-street parking

Reinvest

Goal: 40% of revenue toward downtown/transportation initiatives

Parking Enterprise meeting anticipated revenue projections

Now:

- Wayfinding signage to off-street garage

Future:

- Wayfinding System- consultant recommendation Dec. 2012
- Expand enforcement outside
- Downtown maintenance
- Wayfinding initiative
- Comparison of \$ estimate/\$ actual

Re-evaluate

Staff currently re-evaluating full parking system to create a better managed network

Valet

- Stakeholder meetings resulted in updating policies & procedures, adding stricter enforcement guidelines
- Staff currently evaluating annual fees recommendation to be presented to UTC and City Council at later date

Commercial Zones




- Recommend converting zones to paid parking after 7 p.m. (~500 additional parking spaces)

Pedicab/Taxi Zones

- Recommend adding 6 pedicab/taxi zones

Alternate Transportation

To create a better transportation system, it is the city's goal to provide viable alternatives to driving. Following extended hours implementation:

- **Capital Metro's Night Owl:** usage  **8.3%** (Sept. to Dec.)
- **Bike Corrals:** Nightly usage  from **20 to 75 bikes**
- **Car Sharing:** car2go usage  **28%**
 - (Comparison: Oct. 2010-Jan. 2011 and Oct. 2011-Jan.2012)

Down the Road

- Parking in Motion- provides real-time on-street parking data
- On-street 85% occupancy rule
- Convert commercial zones to paid parking after 7 p.m.
- Add 6 pedicab/taxi zones
- Expand enforcement outside downtown paid parking

Parking in Motion

The screenshot displays the 'parking in motion' app interface for Austin, TX. At the top, there is a search bar containing 'austin, tx' and a green 'Search' button. The main area is a map of downtown Austin, Texas, with numerous blue pins indicating parking spots. Each pin is labeled with a price, such as \$4, \$5, \$6, \$7, \$8, \$9, \$10, \$12, and \$18. The map shows streets like E 4th St, E 5th St, E 6th St, E 7th St, E 8th St, E 9th St, E 10th St, and E 11th St, as well as W 2nd St, W 3rd St, W 4th St, W 5th St, W 6th St, W 7th St, W 8th St, W 9th St, and W 10th St. Other landmarks include the Governor's Mansion, Old Bakery and Emporium, Republic Square, and Austin Convention Center. A 'LEGEND' button is visible on the left side of the map. In the bottom right corner, there is an 'App Store' logo with the text 'Available on the iPhone'. At the bottom of the screen, there is a time and date display showing '9:37 AM', '02-27-2012', and '2 Hours' with a dropdown arrow, and a 'Get Rates' button. Below this, a large black bar displays the current time: 'Mon Feb 27 2012 13:35:00'. At the very bottom, there is a small copyright notice: 'Parking data ©2012 Parking in Motion, All Rights Reserved'.