

Valet Discussion

Austin Transportation Department

June 12, 2012

Valet Assessment

- Per Council Directive, staff has been assessing valet. (Ordinance No. 20110818-074)
- Met with Stakeholders on the following dates:
 - 08/23/2011
 - 09/27/2011
 - 10/05/2011
 - 06/08/2012



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- **Through the use of approximately 180 metered spaces, valet is a service that benefits Austin:**
 - **Potentially, thousands of cars are taken off the street daily and placed into private facilities.**
 - **Friendly service for visitors.**
 - **Assists the mobility impaired.**



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- **Minor Ordinance Changes recommended by Staff**

- **Clarification**

- Definitions (§13-5-1)
- Restrictions and Requirements (§13-5-2)
- Authority of the City (§13-5-3 through 6) (§13-5-44)
- Duration of time for temporary permits (§13-5-36)
- Requests for modification to permit (§13-5-42)

- **Space Allocation**

- Remove the 1/3 rule and establish specific standing times. (§13-5-24(C))
- Require supplemental devices in certain locations. (§13-5-34(4))

- **Zone Responsibilities**

- Rename one of the authorizations in the ordinance, to better delineate areas of responsibility.
- Seeking vehicle service data through our permitting process, to better understand the public benefit. (§13-5-32(B)(3))
- Added a section related to the safe handling of citizen property (§13-5-24(G))
- Permit revocation process (§13-5-44) The Director's Rules call for a conviction, before the City counts a violation at an account. Provides a fair process for Operators.



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- **Development of Director's Rules**

- Define terms
- Clearly convey expectations, for both City and private entities.
 - Vehicle handling
 - Violations, suspensions & civil penalties
 - Approved supplemental devices
 - Offer guidance on the establishment of valet service areas.



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Fees

- **Fees haven't been revised since 1999. Fee structure needs to move to a more rational process.**

Option #1 – This option is based upon the adjacent land valuation, to more rationally calculate the actual value of the right of way. This option is a proven method that the City currently uses, when private entities seek to use public property. In this option, it would be taken into consideration the amount of time that the use is permitted and pricing adjusted accordingly.

Option #2 – This option is based upon the loss of potential revenue (\$1 per hour), for every hour that the space is utilized.

Option #3 – This option is based on .50 cents per hour, which coincidentally is very similar to option #1.



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• **Hotel / Residential**

- Considered consistent high traffic centers, due to higher vehicle volume than typical retail establishments.
- Takes long-term parkers out of the system, as opposed to short term parkers at establishments like retail, restaurants and bars.
- Able to sustain larger scale events such as weddings, banquets or special events; which generate larger volumes of vehicles.
- There's no incentive to seek alternative modes of transportation.
- Needs are more complex than retail, restaurants or bars. Additional queuing area is needed to accommodate customer wait for baggage pick-up, which requires additional loading zone area. Higher rates would be cost-prohibitive, to serve the needs of the customers.
- Eliminates parking facility guesswork for out-of-towners.

• **Restaurant/ Bar/ Retail**

- These are not as high volume of an operation, but are still important to the success and vitality of downtown. Staff consistently hears from parties developing high-end restaurants that valet is critical to their operations.

• **District**

- Often times, individual businesses request to have their own valet zone, resulting in multiple valet locations within a given block. We propose to consolidate zones, in order to more effectively manage our parking system.



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Stakeholder Fee Proposal

- Late last year, staff received a counter-proposal, based on consumer price index. Consumer price index supposes the fee was correct to begin with.



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Next Steps

June 12th - Urban Transportation Commission Meeting (tonight)

City staff will present the potential changes to the Ordinance and fee structure.

August 2nd - City Council Meeting

City staff will present the potential changes to the Ordinance and fee structure to Mayor and Council for consideration. The ordinance and the fees will be the topic of discussion, leaving the rules to a separate posting process.

January 1st, 2013 - Fee Implementation

In order to allow time for businesses to make adjustments, staff will propose an implementation date, beginning January of next year.



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