

PARKING REDUCTION INCENTIVE PILOT PROGRAM

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**Austin City Council
March 21, 2013**



BACKGROUND

- Council Ordinance December 6, 2012
- Establish pilot program to authorize reductions in parking requirements
- Incentive strategies to use alternative means of transportation
- Include key objectives and performance measures to evaluate success

RELATED INITIATIVES

- Elimination of all motor vehicle parking requirements in CBD and DMU districts
- Parking reductions due to bicycling incentives
- Air quality program
- Movability Austin

BENEFITS

- Reduce space devoted to parking
- Promote compact development
- Encourage alternative transportation modes
- Adaptive re-use of existing buildings
- Environmental and health benefits
- Direct cost savings to participating businesses

PILOT PROGRAM

- Establish eligibility requirements
- Develop menu of incentives to reduce parking
- Require applicant commitment to implement and monitor program
- Accept 5 applications for 1-year pilot program
- Conduct quarterly evaluation
- Make recommendations to Council on continuation of program

ELIGIBILITY

- Re-use or expansion of existing buildings
- Outside CBD/DMU
- Good bicycle, pedestrian, or transit access
- Land use appropriate for non-vehicle access
- Minimal impact on residential neighborhoods
- Willingness to participate in follow-up evaluation

MENU OF INCENTIVES

- On-site services
- Guaranteed ride home
- Preferential parking
- Promotional activities
- Company vehicles
- Ride matching service
- Car share subsidy
- Shower and locker facilities



MENU OF INCENTIVES

- Bike share
- Alternative work schedules
- Alternative commute incentive program
- Additional bike parking
- Parking cash-out
- Transit subsidy
- Carpool/vanpool subsidy
- Unbundled parking



APPLICATION PROCESS

- Submit proposal
- Review by staff
- Negotiate appropriate parking reduction based on incentives proposed
- Written agreement documenting incentives and responsibilities
- Owner and tenant commitment
- Follow-up evaluation

KEY OBJECTIVES

- Reduce parking impact with no adverse effects on employees, patrons, residential neighborhoods, or the general public.
- Reduce single-occupant motor vehicle travel
- Test and evaluate alternative incentive methods

MEASURES OF SUCCESS

- Number of participants
- Rate of participation in each incentive
- Motor vehicle trips eliminated
- Parking spaces eliminated
- Minimal customer complaints to owner and to City
- No increase in residential permit parking

EXPECTED TIMELINE

- April 2013 – Launch program and solicit proposals
- May 2013 – Evaluate proposals and select participants
- June - August 2013 – Implement program
- October 2013 – July 2014 - Perform quarterly evaluations
- August 2014 – Conduct final evaluation and present findings to Council

PLANNING COMMISSION COMMENTS

- Duration of study
- Reproducibility of pilot study with different adjacent land uses
- Proximity of residential neighborhoods
- Baseline study to compare results against
- Economic impacts both on staff time and businesses

PLANNING COMMISSION COMMENTS (CONTINUED)

- Importance of geographic diversity
- Could provide information to inform bicycle parking code amendment
- How to monitor parking over time
- What happens if program discontinued
- Appropriate location and nature of participants