



MEMORANDUM

TO: Mayor and Council

FROM: Sara L. Hensley, CPRP, Director
Austin Parks and Recreation

DATE: August 19, 2013

SUBJECT: Butler Shores at Town Lake Metropolitan Park Parking Study Status Update

A recent assessment of parking trends at Butler Shores at Town Lake Metropolitan Park was completed in order to recommend a proposal to install pay stations to control the non-park related use. The study was initiated after Council Resolution #2013-0606-048 was passed on June 6th, 2013. The following methodologies were implemented to analyze usage and needs:

- A three week field survey of parking area users
- Meetings with the Transportation Department
- Discussions with area residents
- Analysis and recommendations by the Parks and Recreation Department (PARD) staff

Process

PARD staff observed users of the parking areas from July 5 to July 26, seven days a week at several different times of the day. Field observations were taken of the parking area use before and after 8:00 a.m., during the lunch hour, before and after 5:00 p.m. and evening hours. Exhibit A includes the layout of the study area. Attachment B includes the results of the parking surveys.

PARD met with the Parking Division of the Transportation Department in order to determine the costs for pay stations. The pay station information includes initial costs to purchase and install the meters as well as operation, maintenance, projected revenue and enforcement. These estimates are based on information gathered from the recent implementation of the metering program at the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC). The metering program at the ESB-MACC has been active for approximately four months and is providing insight as to the effectiveness and potential for a similar program at Butler Shores.

Stakeholders

A public meeting was held on August 14, 2013, at the Zachary Scott Whisenhunt Theater from 5:30 p.m. - 7:30 p.m. to further discuss the proposed program with the surrounding community. On August 22 the Land and Facilities Committee will review the proposal and community feedback and make a recommendation to the full board. The Parks and Recreation Board will consider the proposal at their August 27, 2013 meeting. The results of the public meeting and Parks Board Action will be included in the memo to Council on August 30, 2013.

Findings

Staff analysis of the data indicates that Butler Shores parking areas are primarily utilized by non-park patrons. Weekday parking lot use includes the following:

- ***Construction Workers***

Area construction activity has generated heavy use of parkland parking during the work week between 7 a.m. to 4 p.m. Vehicle counts ranged from 37 to 55. This current use is subject to change following the completion of construction projects over the next twelve to eighteen months.

- ***Restaurant and Daycare Facility***

The nearby restaurant and daycare facility also generated heavy use of parkland parking. Employees and customers were observed utilizing parkland parking areas during the lunch and dinner hours. Vehicle counts ranged from 10 to 30 vehicles.

- ***Barton Place Condominiums (1600 Barton Springs Road)***

Other significant users of parkland parking lots were residents/guests of Barton Place Condominiums. Vehicle counts ranged from 15 to 20 vehicles at all times in the parkland parking area directly across the street from the condominiums, with a slight increase to around 25 vehicles in the evening hours and overnight.

Meter Equipment

Transportation Department staff recommends six (6) pay stations are needed to cover the Butler Shores parking areas. The proposed parking meter program is expected to operate in a similar fashion as the current program at the ESB-MACC. The Transportation Department can order, install, operate, maintain and service the stations and provide PARD with the accounting and distribution of fees collected. Parking enforcement can also be provided by the Transportation Department, with the potential of transferring those responsibilities to PARD Park Rangers in the long term. The cost of each pay station is approximately \$10K. The debt incurred would be paid through the revenue collected, typically paid out within a ten (10) year period. Maintenance and monitoring expense will remain while the meters are in operation.

Staff Recommendations

After analyzing the user patterns of the parking lots at Butler Fields, staff would like to continue to explore the following recommendations and their impacts with the community and with the Parks and Recreation Board:

1. Install six (6) pay stations throughout the Butler Shores parkland parking areas.
2. The hours of operation would be Monday through Friday, from 8:00 a.m. to 4:00 p.m. The proposed rate would be one (\$1) dollar an hour.

Below is a description of monthly projected expenses and an estimated monthly & annual revenue scenario assuming the above noted hours of operation.

Monthly Expenses

These expense calculations are derived from the existing meter operations at the Emma Barrientos – Mexican American Cultural Center for four months of this year and then recalculated for the projections at the Butler Shores Ball Fields. The total of the monthly expenses, utilizing this scenario is projected to be \$5,188. This includes a projected credit card service fee, a sales tax fee, enforcement costs, operation and maintenance fees and the debt service of the equipment and construction cost.

Estimated Monthly & Annual Revenue

The meters are proposed to be activated on weekdays between 8 a.m. and 4 p.m. The goal would be to structure the hours of operation to capture non-park patrons who utilize the parking lots during the weekdays, and not

burden ball field or trail users. The staff conducted survey indicates a weekday use of non-park patrons to be about 37 vehicles on average. Using this scenario, Staff estimates monthly net revenue of \$1,324 per month or projected \$15,888 annually.

Next Steps




Following the August 14, 2013 public stakeholder meeting and August 27, 2013 Parks and Recreation Board (PARB) meeting, PARD will provide a final report to Council by August 30, 2013. The final report will include information and feedback gathered from the stakeholder meeting and PARB.

Should you have any questions or need additional information, please contact Ricardo Soliz, at (512) 974-9452.

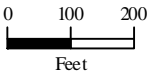
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Legend

-  TCAD Parcels
-  City of Austin Parks
-  Creeks and Drainage

This map has been produced by the Parks and Recreation Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



Butler Shores at Town Lake

18 October 2010 AH